

OST GLOBAL SOLUTIONS

WEBINAR · GROWING A HEALTHY PIPELINE

GovCon Catalyst™

Federal Pipeline Support

Finding winnable opportunities in a constrained market

For Small & Mid-Size Government Contractors



OST GLOBAL SOLUTIONS



6/17/2026



Agenda



1

OST

Who we are and how we can be your trusted partner



2

Government Contracting

Challenges and trends



3

GovCon Catalyst

Our monthly pipeline retainer — and the ROI



4

Strategy and Next Steps

Let's discuss strategy and help you generate new business & revenue



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About OST

THE ONLY FIRM THAT SPECIALIZES IN PIPELINE, CAPTURE/PROPOSAL, AND TRAINING
UNDER ONE ROOF



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Who Is OST Global Solutions?

20+

YEARS IN GOVCON

\$27B+

WON FOR CLIENTS

96%

CLIENT SATISFACTION RATING

WHAT WE DO:



BD CONSULTING

GovCon Catalyst

FEDERAL PIPELINE SUPPORT

- Opportunity Identification
- Gap Analyses and Qualifications
- Daily IDV monitoring



CAPTURE & PROPOSAL

Win Support

CRADLE TO GRAVE BD SOLUTIONING

- Capture management, proposal management, compliance leads
- Proposal writing, desktop publishing, graphics support
- Cost/pricing (inc.'s PTW), orals coaching



B&P ACADEMY

Training

FOUNDATIONS THROUGH ADVANCED CAPTURE AND PROPOSAL

- 18 specialized courses on BD, capture, and proposals
- DoL-Certified BD apprenticeship

A Transparent Partner — We Take Only Clients We Can Help

Our clients come to us because of a **pain point** — winning contracts.

85%

Win Rate

On the proposals we manage

95%+

Small Business Champions

Of clients are under \$50M revenue

WE KNOW WHO WE ARE
WHERE WE CAME FROM



We won't sell you a service or support solution you won't benefit from.

If GovCon Catalyst isn't the right fit for your business, we'll tell you — that honesty is exactly why our clients trust us with their pipeline.



2

Government Contracting Challenges

A market that has fundamentally tightened since early 2025





Why Building a Pipeline Is So Hard Right Now

Most small and mid-size contractors hit the same six roadblocks when trying to find winnable federal work — and in today's market each one costs more than it used to.



Opportunity Intelligence

Over-reliance on SAM.gov means seeing deals too late — 90% of the win is decided before the RFP drops. Pre-RFP intel and pricey tools stay out of reach.



Qualification & Focus

Chasing every opportunity instead of qualifying ruthlessly. Weak bid/no-bid gates and pursuit decisions made on feelings, not facts.



Relationships & Positioning

Engaging only after the RFP, limited access to COs and program staff, thin teaming networks, and missing the right vehicles and on-ramps.



Capacity & Resources

No dedicated BD or capture staff, cash-flow limits on sustained BD, an undocumented process, and thin past performance.



Data, Process & Tools

No real CRM or pipeline discipline, no reliable win-rate metrics, and a pipeline that looks full but is mostly unqualified or stale.



Strategic & Leadership

No clear niche, a reactive culture, underinvestment in proposals, and revenue tied to one or two agencies — real concentration risk.



Executive Order 14240 Is Reshaping the Battlefield



“Eliminating Waste and Saving Taxpayer Dollars by Consolidating Procurement”

Signed March 20, 2025

- Directs consolidation of domestic procurement for common goods and services — roughly \$400–490B/year — into GSA.
- Names GSA the executive agent for government-wide IT acquisition contracts.
- Agency heads must submit proposals to move buying to GSA; GSA builds the government-wide plan.
- Builds on GSA's termination or economization of 6,000+ contracts since early 2025.

Why this matters for small & mid-size firms

Fewer doors, bigger doors

More spend funnels through a shrinking set of consolidated vehicles and schedules.

Vehicle access = market access

If you don't hold — or can't team onto — the right vehicle, you simply can't compete for that work.

GSA is the center of gravity

GSA MAS, OASIS+, Alliant, and 8(a) STARS III gain share as agency-specific buying contracts.

Position now, not later

Phase II / next-gen on-ramps are the moments to get on. Missing them means years on the sidelines.



It Has Never Been Harder to Find Real Opportunities



Solicitation volume collapsed

Federal solicitation volume fell sharply in 2025 as DOGE-driven reviews, hiring freezes, and a record-long shutdown froze new awards.



Awards paused, RFIs up

An uptick in RFIs but a steep drop in RFPs, RFQs, and task orders — agencies are studying, not buying.



Cancellations & terminations rose

Contract cancellations and terminations climbed double digits, hitting professional services, IT, and R&D hardest.



Small businesses hit first

Nearly 7 in 10 small businesses lost active contracts by mid-2025 and are struggling to identify what to pursue next.

By the Numbers

-74%

Federal solicitation volume vs. 2024

7 in 10

Small businesses lost active contracts by mid-2025

~750K

Federal employees furloughed in the 2025 shutdown

4–5x

Pipeline coverage now needed vs. the traditional 2–3x



What a Broken BD Pipeline Looks Like

Doing BD the old way — or waiting for the market to normalize — shows up as:

- ✗ Difficulty prioritizing strategic opportunities
- ✗ A pipeline full of opportunities that aren't real
- ✗ Focus on opportunity quantity instead of quality
- ✗ Too few resources to qualify opportunities properly
- ✗ Not bidding on enough of the right opportunities
- ✗ An ineffective gate-review process
- ✗ Knowledge gaps that limit confident decisions
- ✗ Pursue / don't-pursue calls made on guesswork

THE RESULT

Pipeline drag and stalled growth

In a market where solicitations have collapsed, an unmanaged pipeline doesn't just stall — it falls behind. The fix is to pursue earlier and qualify harder.

Be Proactive & Consistent

The contractors that keep winning in a tight market do five things consistently, long before a solicitation is published.

1 Audit & Reassess the Pipeline

Confirm funding on every opportunity, retire what no longer fits, and keep POCs, status, and amendment dates current.

2 Qualify Ruthlessly (Bid / No-Bid)

Focus B&P dollars on best-fit, intel-driven targets so scarce resources go only to opportunities that are real and winnable.

3 Build Teaming Solutions Early

Identify partners to close capability, past-performance, and set-aside gaps — turning a marginal fit into a strong one.

4 Protect Active Contracts

Open lines with COs, verify funded backlog and burn, and slow discretionary spend on unfunded scope.

5 Target Attainable Revenue

Chase no-year / multi-year appropriations and IDIQ / GWAC task orders — the work that keeps moving when budgets are tight.



Measurable Success — Build In-House, or Buy the Outcome?



Hiring one BD professional

\$65K – \$85K

typical fully-loaded cost for one in-house resource

- ~4-month average shelf-life in the role
- Rarely delivers the ROI you're paying for
- Recruiting and replacing is costly and slow
- Turnover disrupts business continuity



GovCon Catalyst retainer

A whole team for less than one hire — with measurable output every month:

8–12+ 90%+ 85%

qualified opportunities
delivered per month

of surfaced opportunities
designated for bid

Pwin when OST leads
proposal delivery*

Dedicated executive · Catalyst lead · senior research team · four tools. No turnover risk — continuity guaranteed.

**When OST leads proposal delivery as the Proposal Manager.*



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Introducing GovCon Catalyst™

Helping you build and sustain a winning pipeline with strategic capture planning, market intelligence, opportunity qualification, and proposal support



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THE SOLUTION

GovCon Catalyst™

OST's next-generation federal business development support service — a monthly retainer that does the BD heavy lifting for you.



Human Intelligence

Insight from contracting officers, agency insiders, and incumbents confirming which opportunities are real, funded, and active.



Aligned Opportunities

On average clients see 6–10 qualified opportunities a month — matched to your model, growth goals, and past performance.



Pipeline Management

Continuous management across your portals and schedules, plus GWACs and IDIQs to future-proof growth.



Actionable Results

Capture plans, incumbent analysis, gap assessments, and teaming strategies from OST's experienced BD professionals.

Success in government contracting doesn't come from luck or timing — it comes from clarity, strategy, and consistent action.

A Full BD Engine — Resources, Tools & Deliverables

● Dedicated Sr. BD Team

- Senior consulting SME & project manager
- Trained research professionals
- Consistent monitoring & reporting

● Teaming Solutions

- Active community of 120+ clients
- 200+ partners in our teaming portal
- Facilitated partner introductions

● Tools & Vehicles

- CRM management (HubSpot, Salesforce, C2P)
- IDV portals: GSA MAS, OASIS+, STARS III, SeaPort
- BGOV, GovWin, SAM.gov, DACIS, USASpending

● Human Intel & Capture

- Contracting offices, incumbents & interested parties
- Gap analysis on every opportunity
- Capture plans built to win

CORE DELIVERABLES

- Pipeline management & presentation
- Regular meetings + detailed opportunity briefs
- Gap analysis on each opportunity
- Human intel: COs, incumbents, partners
- Capture plans you keep



Monthly unused hours roll over Apply your retainer to RFIs, sources sought, task orders, and proposals — a whole team for less than the cost of one in-house hire.



You See the Work — Every Opportunity, Fully Qualified

Each opportunity arrives as a complete qualification package so your gate decisions are fast, informed, and defensible — never guesswork.



Qualification Presentation

- Opportunity overview & funding status
- Human intel: customer & incumbents
- Customer hot buttons
- Preliminary competitive analysis



Gap Analysis

- Where you fit — and where you don't
- Capability, past-performance & vehicle gaps
- Teaming options to close them
- Clear Pursue / Don't Pursue input



WinMoreBD.AI Capture App

- Live pipeline & capture workspace
- Hot buttons, win strategy & competitors
- Turns strategy into proposal-ready content
- AI built to think like a BD pro



The Monthly Pipeline Retainer

What we do every month



Strategy session & profile portfolio

We document everything about your business — yours to keep, and the basis we use to build & manage your pipeline.



Audit your existing pipeline

Update what's current, fix what's needed to make an opportunity pursuit-worthy, and retire what no longer fits.



Find 8–10 opportunities / month

92%+ are marked “go” and responded to — a qualified, high-conviction flow, not raw volume.



Manage your CRM & vehicles

HubSpot, C2P, Salesforce and more; plus OASIS+, GSA MAS, SeaPort and other portals & schedules.

How we work together



We meet weekly

Every opportunity shared via a qualification presentation, with a Gap Analysis for each.



Delivered three ways

Qualification briefings, an Excel pipeline, and the WinMoreBD.AI capture application.



Teaming portal in play

We tap our 200+ partner portal to turn weaker opportunities into winnable ones.



Use it for responses

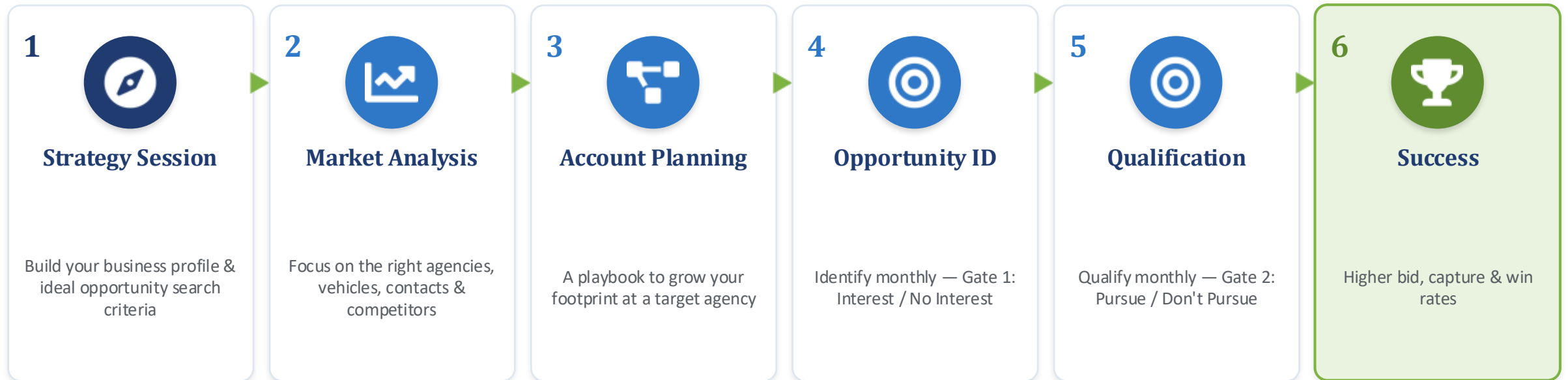
Apply retainer hours to RFIs, sources sought, task orders, and RFPs.



Hours roll over

Unused hours carry into the next month and never expire.

How GovCon Catalyst Works



We shift the research off your essential staff — so they spend their time talking to customers and architecting wins, not hunting through portals.

Human Intel Is the Difference Between a Guess and a Win

Databases tell you an opportunity might exist. People tell you whether it's real, funded, and shapeable — and how to get there first.



The #1 ranked BD practice industry-wide: determining whether an opportunity is truly aligned with your capabilities — confirmed by people, not assumed from a portal.

Teaming Opens Doors — and Raises Your PWin

When an opportunity is a near-fit but you have a gap — a capability, a clearance, past performance, or a set-aside status — the fastest path to a win isn't walking away. It's teaming.



Close capability gaps

Fill missing skills, certifications, or clearances so a marginal fit becomes a strong one.



Qualify on set-asides

Partner with — or as — an 8(a), SDVOSB, WOSB, or HUBZone firm to reach reserved work.



Raise probability of win

A complete, credible team beats a lone bidder stretching to cover scope it can't fully deliver.



OST Teaming Partner Portal

200+ companies ready to team

The majority work in DOD and HHS, providing IT and professional services — the exact lanes most affected by consolidation.

We actively scan the portal to make a borderline opportunity winnable — matching you with the right partner to close the gap.



4

How We Can Work Together

WE ARE NOTHING WITHOUT OUR CLIENTS



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TIME TO WIN

Let's Build Your Pipeline

Next steps to get started with GovCon Catalyst



1. Schedule a discovery call

We learn your business and goals — and tell you honestly if we're a fit.



2. Strategy session

We build your profile portfolio and ideal opportunity search criteria.



3. Pipeline in motion

8–10 qualified opportunities a month, weekly reviews, full transparency.



Q&A — Let's talk about your pipeline

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OST GLOBAL SOLUTIONS

Win More Government Contracts



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