LIVE WEBINAR · OST GLOBAL SOLUTIONS × WINMOREBD.AI

GovCon Catalyst Federal Pipeline Support + WinMoreBD.ai Capture

Business Development SMEs and AI Solutioning: The Dream Team for Winning Federal Contracts

WHEN

Wednesday, November 18, 2026 · 12:00–1:00 PM ET

PRESENTERS

Bill Schalik, OST Global Solutions · Dave Huff, WinMoreBD.ai

OST GLOBAL SOLUTIONS

WinMoreBD

TODAY'S HOUR

Agenda

12:00	**Part 1 · Welcome and introductions**	Bill Schalik and Dave Huff
12:05	**Part 2 · About OST**	Bill
12:10	**Part 3 · GovCon Catalyst Federal Pipeline Support**	Bill: today's market, where the work is, and how we build a qualified pipeline
12:30	**Part 4 · About WinMoreBD.ai**	Dave
12:35	**Part 5 · WinMoreBD.ai Capture**	Dave: turning a qualified opportunity into a winnable pursuit
12:55	**Part 6 · Better together, next steps and Q&A**	Bill and Dave

01

Welcome

Introducing Your Presenters

GOVCON CATALYST



BILL SCHALIK

WINMOREBD.AI



DAVE HUFF

YOUR PRESENTERS

Two halves of one winning system

PRESENTS PART 1 · GOVCON CATALYST

Bill Schalik

Partner & President, OST Global Solutions

More than 30 years of business development growth and government contracting experience across small businesses, Lockheed Martin, and the public and private sectors.

Leads OST's strategic direction, delivery quality and its GovCon Catalyst pipeline service.

PRESENTS PART 2 · WINMOREBD.AI

Dave Huff

CEO, **WinMoreBD.ai**

Co-founder of WinMoreBD.ai, the AI capture platform built on OST's capture methodology, and a member of OST's Board.

WinMoreBD.ai is OST's exclusive AI partner and is included in GovCon Catalyst service packages.

02

About OST

The only firm that specializes in pipeline, capture/proposal and training under one roof

BILL SCHALIK

ABOUT OST

Who is OST Global Solutions?

95%+

Small business champions

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.

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 (incl. 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

WHY OST

A transparent partner, with a record to show for it

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

$28B+

in funded contracts won for clients since 2005

WE KNOW WHO WE ARE

85%

win rate when OST leads the proposal

WE KNOW WHERE WE CAME FROM

120+

active clients, predominantly small businesses

03

GovCon Catalyst Federal Pipeline Support

Finding and qualifying winnable work in a slower, consolidated market

BILL SCHALIK

THE MARKET TODAY · NOVEMBER 2026

FY2027 is open, but new money is on pause

Dec 11

- FY2027 runs on a continuing resolution at FY2026 levels until December 11.
- New starts generally wait.

$47B+

- Small business shortfall since January 2025,
- with 6,500+ fewer small business partners

8 of 20

- Top FY2026 opportunities that slipped into FY2027 or that were cancelled.
- More slips are expected.

Plan for slips, start capture earlier and qualify harder
Bid and proposal dollars are too scarce to spend on work that never awards

Sources: P.L. 119-103; Senate SBC minority report; Deltek via Washington Technology (Oct 2026)

PROCUREMENT CONSOLIDATION · WHERE THE WORK FLOWS

Fewer doors and the vehicles to be on

What's driving it

- Executive Order 14240 (March 20, 2025) makes GSA the executive agent for common goods and services and GWACs.
- GSA OneGov and category management steer agency buying onto GSA vehicles.
- Short-staffed contracting shops hand work to existing IDIQs and GWACs rather than run new competitions.

Vehicle	What it covers	How to get in
GSA MAS	Most commercial products and services	Offers accepted continuously
OASIS+	Professional services, added HR and facilities work	Open enrollment since January 2026
NASA SEWP VI	IT products and integration	On-ramps planned, a first for SEWP
Alliant · Polaris	Enterprise and small-business IT	Team with current holders
STARS IV	8(a) IT set-aside, $50B estimated ceiling	Watch: its future is uncertain

Recent vehicle support: OST has supported 70+ companies on OASIS+ and about 25 on NASA SEWP VI (100% awarded).

Sources: GSA; Deltek via Federal News Network (Nov 2026)

THE CHALLENGE

Why building a pipeline is so hard right now

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.

Pipelines fail on weak opportunities, or on solicitations that are never tracked or truly qualified.

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.

Strategy & leadership

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

THE 2025 REALITY

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 and terminations rose

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

Small businesses hit first

70% of 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

THE COST OF THE OLD WAY

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.

HUMAN INTELLIGENCE

Portals tell you it exists. OST tells you if it's winnable.

Talk to confirmed contacts

Contracting officers, CORs, program staff and incumbents, validated rather than guessed.

Confirm it's real and funded

Is the requirement real, funded, and on what timeline? Who is likely to compete?

Shape the requirement

Early engagement lets you influence scope and surface RFI and white-paper openings.

Open direct paths

Confirmed relationships can lead to sole-source, set-aside or directed task-order routes.

GovCon Catalyst researchers work these contacts so qualification rests on people, not just the portals.

TEAMING

The right partner turns a near-fit into a win

Close capability gaps

Add the missing skill, certification, clearance or past performance so a marginal fit becomes a strong one.

Reach set-aside and vehicle work

Partner with a holder of the vehicle or the socioeconomic status the work requires.

Raise your Pwin

A complete, credible team beats a lone bidder stretching to cover scope.

200+

companies in OST's Teaming Partner Portal

Most work in DoD and HHS, delivering IT and professional services.

We search it whenever an opportunity has a gap, before anyone calls it a no-bid.

GOVCON CATALYST

Four stages, two decision gates

Discover

A strategy session on your goals, challenges and growth stage, then the right next steps.

Identify

Market research and proven tools surface opportunities aligned with your strengths and strategy.

Gate 1 · Interest / No interest

Qualify (WinMoreBD.ai)

Data, competitive intelligence and capture insight focus you on what is truly winnable.

Gate 2 · Pursue / Don't pursue

Win

Capture and proposal support with expert coaching, tailored resources and oversight.

Built on strategy, market analysis, account planning, monthly qualification and trending data.

EVERY MONTH

What the GovCon Catalyst delivers

Strategy session and profile portfolio

Everything about your business, documented. It’s how we build your pipeline.

Audit of your existing pipeline

Update what’s current, fix what pursuits need, and retire what no longer fits.

Your CRM and vehicles, managed

HubSpot, C2P, Salesforce, OASIS+, GSA MAS, SeaPort and other vehicles.

Gate Reviews and Capture Intelligence Reports (CIRs)

Solicitation Gate Presentations and Full Capture Plans

- win themes, strategy, teaming identification, competitive analysis, action plans.

8–10

qualified opportunities identified every month

92%+

are marked Go and submitted

HOW WE WORK TOGETHER

A weekly rhythm you can see

Weekly meetings

Every opportunity is briefed in a qualification presentation.

A gap analysis

Where you fit, where you don't, and how teaming could close it.

Three ways to see it

Solicitation briefings, Waterfall Pipeline Reviews, WinMoreBD.ai capture plans.

Hours for responses

Use hours on RFIs, sources sought, task orders and RFPs.

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

Month to month

No long-term lock-in. Cancel with 30 days' written notice.

Human Intelligence

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

Pipeline Management

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

Aligned Opportunities

On average clients see 8–10 qualified opportunities a month — matched to your model, growth goals, and past performance.

Actionable Results

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

BUILD OR BUY?

A whole team for less than one hire

ONE IN-HOUSE BD HIRE: $60K-$90K

Typical cost for a dedicated pipeline professional at a small or mid-size contractor.

ONE IN-HOUSE CAPTURE HIRE: $180K-$220K

Typical cost for a dedicated capture professional at a small or mid-size contractor.

- About a four-month shelf life in their roles
- Rarely delivers the return you're paying for
- Recruiting and replacing is slow and costly
- Turnover breaks business continuity

GOVCON CATALYST MONTHLY SUPPORT

A dedicated team, not a single seat

- **Dedicated executive** accountable for your account
- **GovCon Catalyst lead** who runs your pipeline and weekly cadence
- **Senior research team** with a proven process and tools
- **WinMoreBD.ai capture** included in the package
- **No turnover risk**: the team is always there

04

About WinMoreBD.ai

Expert capture judgment and full capture plans developed at the click of a button.

DAVE HUFF

Your Team Spends Weeks on What Now Only Takes a Day

Unstructured capture burns budget and loses winnable pursuits.

6–8 Weeks per Opportunity

Average time to compile a single capture plan. That's senior strategist talent chained to desk work and internal meetings instead of customer engagement, teaming, and brainstorming.

30%+ of BD Budget on Research

Spent on manual or hand-prompted AI intelligence gathering that produces inconsistent, undocumented analysis with hallucinations. Every employee's departure takes institutional knowledge out the door.

Bids are triaged blind or go to proposal uncaptured

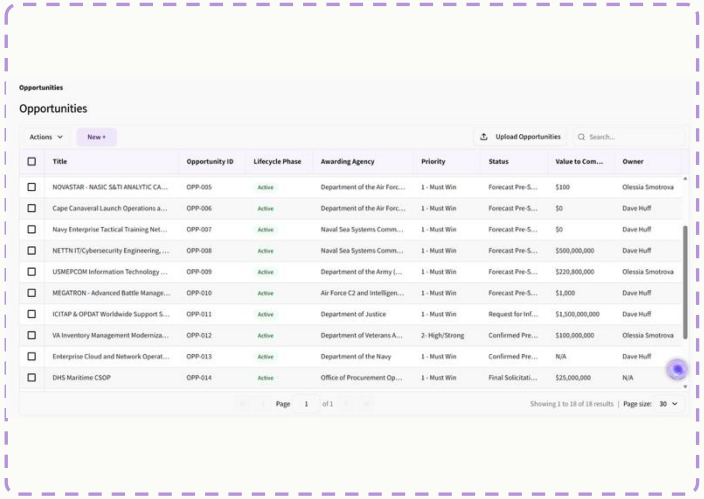
Most winnable pursuits are lost because capture is late or non-existent. And, when capture does start, customer insights stay trapped in people's heads while proposals become educated guesses and boilerplate recycling jobs.

The question is how many winnable pursuits you've lost because of these problems.

Produce Full Capture Plans with a Single Button Click

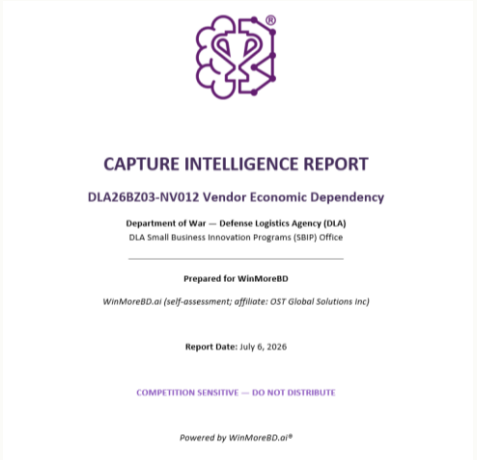
Every opportunity that passes pursuit gate has a written report and an executive briefing deck with a capture plan

Interactive Pursuit System



Pipeline view with business units and subsidiaries rolled up to the parent.

Detailed Capture Intelligence


CAPTURE INTELLIGENCE REPORT

DLA26BZ03-NV012 Vendor Economic Dependency

Department of War — Defense Logistics Agency (DLA)
DLA Small Business Innovation Programs (SBIP) Office

Prepared for WinMoreBD

WinMoreBD.ai (self-assessment; affiliate: OST Global Solutions Inc)

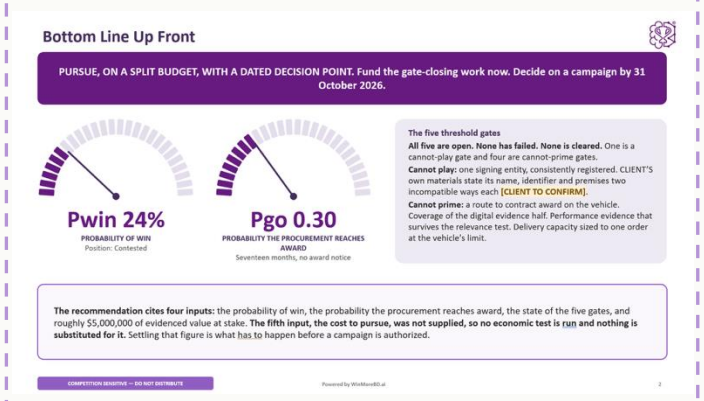
Report Date: July 6, 2026

COMPETITION SENSITIVE — DO NOT DISTRIBUTE

Powered by WinMoreBD.ai®

The written pursuit plan: targeted, sourced, and completely personalized to you.

Organized Capture Deck


Bottom Line Up Front

PURSUE, ON A SPLIT BUDGET, WITH A DATED DECISION POINT. Fund the gate-closing work now. Decide on a campaign by 31 October 2026.

Pwin 24%
PROBABILITY OF WIN
Position: Contested

Pgo 0.30
PROBABILITY THE PROCUREMENT REACHES AWARD
Seventeen months, no award notice

The five threshold gates
All five are open. None has failed. None is cleared. One is a cannot-play gate and four are cannot-prime gates.
Cannot play: one signing entity, consistently registered. CLIENT'S own materials state its name, identifier and premises two incompatible ways each [CLIENT TO CONFIRM].
Cannot prime: a route to contract award on the vehicle. Coverage of the digital evidence half. Performance evidence that survives the relevance test. Delivery capacity sized to one order at the vehicle's limit.

The recommendation cites four inputs: the probability of win, the probability the procurement reaches award, the state of the five gates, and roughly $5,000,000 of evidenced value at stake. **The fifth input, the cost to pursue, was not supplied, so no economic test is run and nothing is substituted for it.** Settling that figure is what has to happen before a campaign is authorized.

COMPETITION SENSITIVE — DO NOT DISTRIBUTE

Brief-ready slides generated alongside the report for your leadership and team briefings.

Every report claim has a confidence level tag. You know exactly what's confirmed, what needs your input, and where the gaps are.

VERIFIED	CLIENT TO CONFIRM	INFORMATION GAP	POSTULATED	CLIENT-ASSERTED	PLACEHOLDER	DRAFT
Independently confirmed against a cited source	You confirm or supply this	Open item to close by research	Analytical inference, not yet confirmed	Your claim, not independently verified	Drop-in slot to fill in the proposal	Draft text to refine

05

WinMoreBD.ai Capture

Turning a qualified opportunity into a winnable pursuit, before the solicitation is issued

DAVE HUFF

What the Users Get

Consultant-grade capture on every pursuit, without the consultant. Priced by captures started per month.

Two automated bid/no-bid gates

Every opportunity is screened for interest and for pursuit fit before a capture starts. No prompting, no meeting.

Capture Intelligence Report + briefing deck

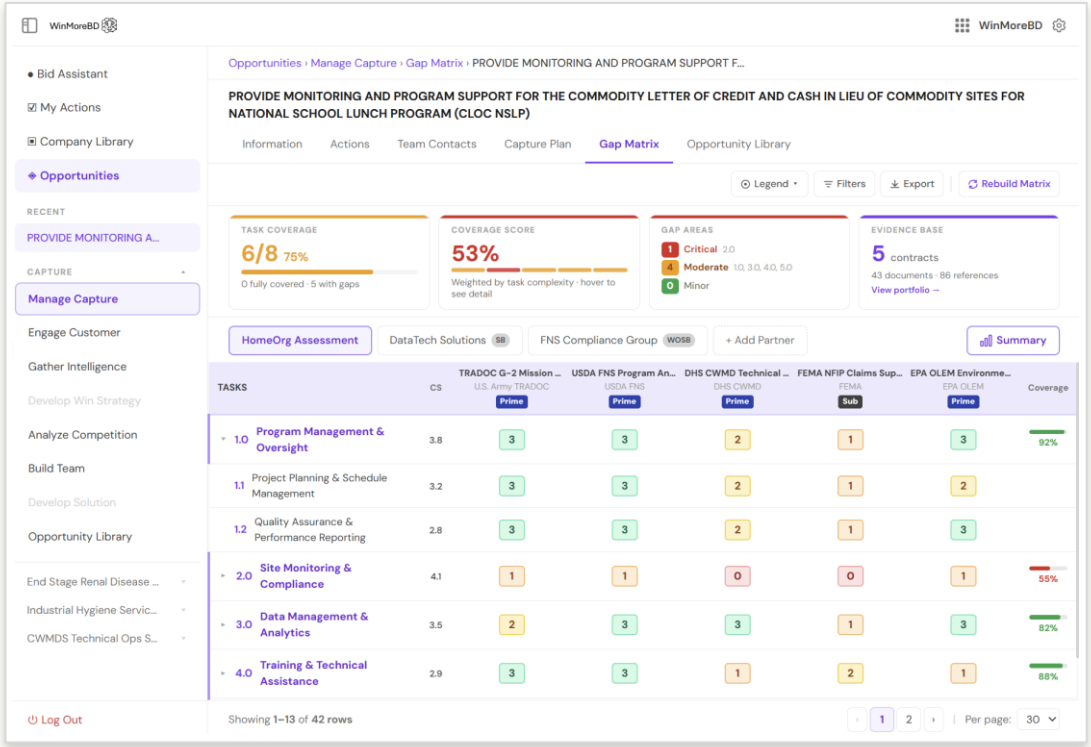
The first draft of the capture plan: customer, competition, gaps, teaming, solution, win strategy. Delivered in hours, not months.

PWin with the evidence

Scored from the analysis, with the reasoning shown, so the bid decision holds up in front of leadership.

The action plan, assigned

Who does what next, in the capture workspace: engage the customer, gather intelligence, build the team, develop the solution.



A win strategy engine, not a writing tool

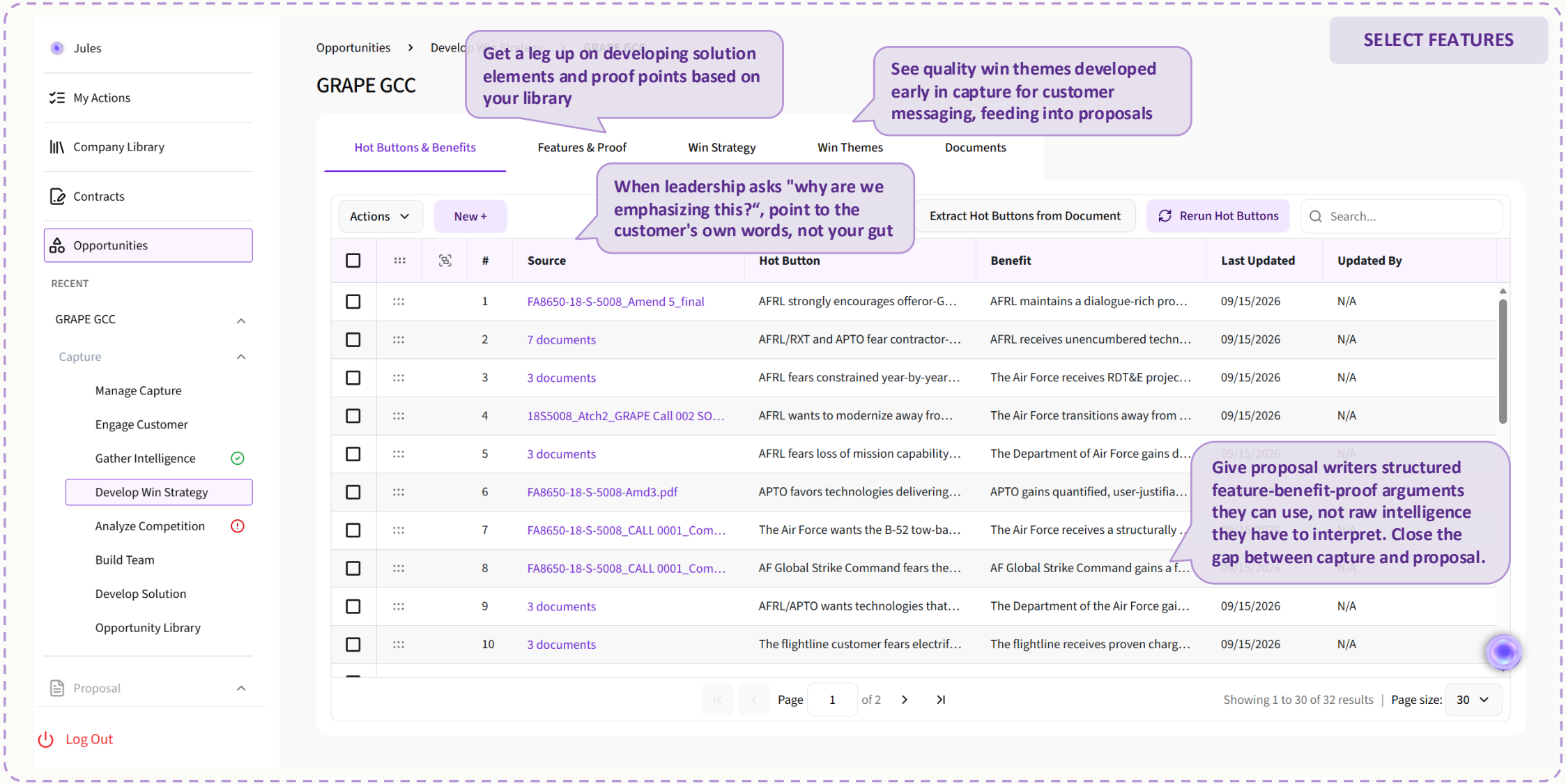
2x Win Probability

75% Less Strategy Time

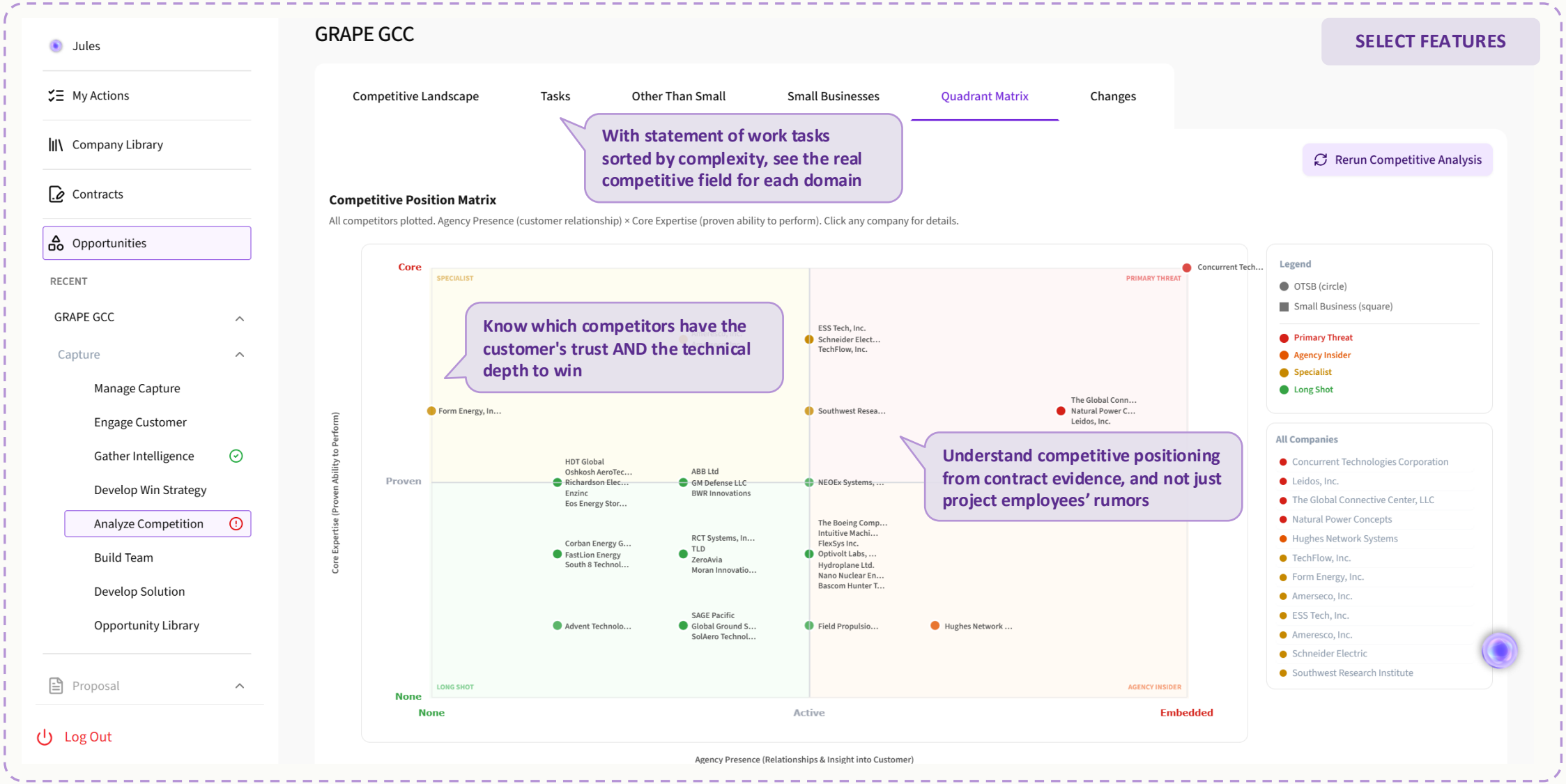
50% Lower Capture Cost

Projected numbers based on the Deltek Clarity Report and APMP Benchmarking Study

Get Customer-Focused Win Themes

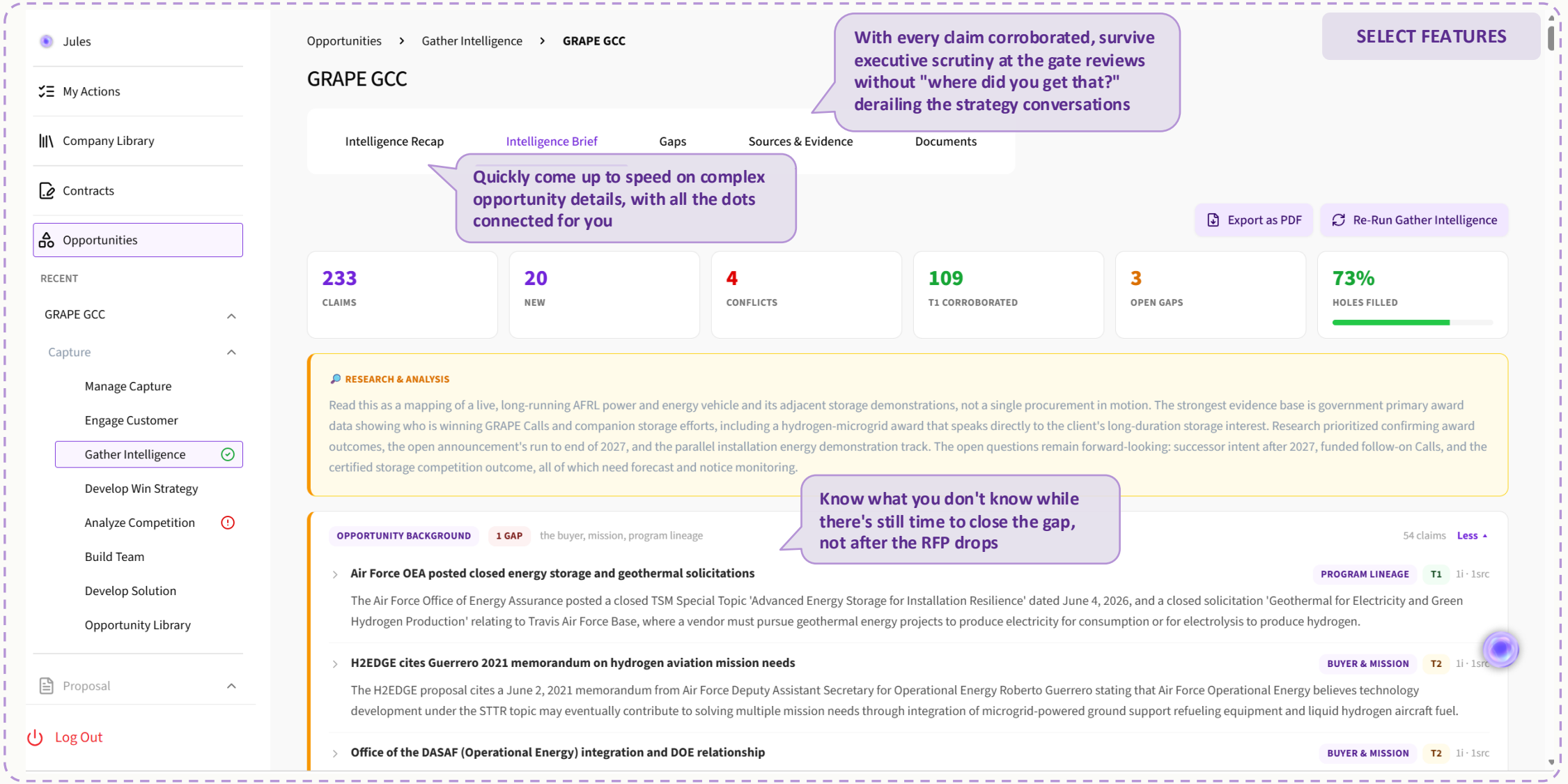


Model the Competitive Field by Tasks and Their Complexity



Competitors scored on two axes: agency relationships × core expertise

View Comprehensive Intelligence with Sources … And More



06

GovCon Catalyst and WinMoreBD.ai

Two partners, one goal: helping you find, shape and win the right federal contracts

BILL SCHALIK, DAVE HUFF

BETTER TOGETHER

People find and qualify it. AI builds the win strategy. Your team wins it.

BD SMEs

GovCon Catalyst

- Strategy, market and account focus
- 8–10 qualified opportunities a month
- Human intel and teaming

AI CAPTURE

WinMoreBD.ai

- A Capture Intelligence Report (CIR) at the click of a button
- Hot buttons, competitors and win themes
- Gate recommendations, risks and actions

YOUR TEAM

Wins more

- Shape the customer before the RFP
- Make bid decisions with confidence
- Enter proposal with themes and proof ready

WinMoreBD.ai is included in GovCon Catalyst packages · OST is its exclusive partner

NEXT STEPS

Three ways to start this week

GOVCON CATALYST

Book a free 15-minute strategy session

We'll learn your goals and tell you honestly whether we're a fit.

ostglobalsolutions.com

WINMOREBD.AI

See it in action

Schedule a demo and watch a Capture Intelligence Report come together.

winmorebd.ai

TEAMING

Join the Teaming Partner Portal

Get matched with partners who close your gaps, or who need you to close theirs.

ostglobalsolutions.com

QUESTIONS

Let’s talk about your pipeline

GOVCON CATALYST

Bill Schalik

Partner & President, OST Global Solutions

c: 240-401-4302
o: 301-384-3350
bschalik@ostglobalsolutions.com

WINMOREBD.AI

Dave Huff

CEO, WinMoreBD.ai

c: 513-316-0993
dhuff@winmorebd.ai



OST GLOBAL SOLUTIONS

Improving our country through better proposals

WinMoreBD

Win Smarter. Deliver Better. Improve the World.