



**GOVERNMENT INITIATIVES LLC**  
**CAPABILITY PROFILE**  
**FOR**  
**PROPOSAL MANAGEMENT SERVICES**

**Submitted by:**

**Government Initiatives LLC**

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### 1.0 INTRODUCTION

**Government Initiatives 2, LLC (GI<sup>2</sup>)** is pleased to submit this proposal and for the opportunity to provide Technical Support Services for ongoing proposal operational support.

GI<sup>2</sup> is a Professional Services company offering a 'one-stop' source for expertise in government contracting and training. GI<sup>2</sup> consulting services include:

- ◆ **Strategic Marketing** to identify the best target Agency for your business, the value proposition and sales approach that will best entice the Government buyer . . . and through the process cycle until business is closed. Services include, but are not limited to, the following:
  - Target Marketing
  - Value Proposition and Sales Approach
  - The GSA Schedules as a Marketing Tool
  - Capture Management
  - Strategic Government Pricing
  
- ◆ **Bid & Proposal** management and preparations ranging from capture management, proposal management, developing sound technical and management section responses and assisting companies in developing their strategic pricing models. Services include, but are not limited to, the following:
  - Proposal Management
  - Proposal Teams
  - Strategic Pricing
  - Strategic Alliances and Teaming Agreements
  - Contracts & Compliance
  - All aspects of developing sound Technical and Management responses
  
- ◆ **Business Management and Operations** helps our customers meet compliance requirements while establishing some motivators for the Government buyer. Services include, but are not limited to the following:
  - Security Compliance
  - DCAA Compliant Business Practices
  - General Contracts & Compliance
  - Business Process Reengineering
  - SBA 8(a) and State MBE Certification
  - Program / Operations Management
  
- ◆ **Security** is a major part of Government procurements today as a result of 9/11. GI<sup>2</sup> offers a wide range of services to clarify and guide our customers through the security process. Please see GI<sup>2</sup>'s website at [www.GI2FedCompass.com](http://www.GI2FedCompass.com) for additional information.
  
- ◆ **Training:** GI<sup>2</sup> continuously develops and delivers a series of training seminars/programs geared to provide expanded knowledge and understanding of the all aspects of government contracting, sales/marketing to the Federal Government, tips on organizational and business requirements to meet government compliance, and all aspects of security. Our classes are hands-on, providing detailed roadmaps to assist companies achieve their government contracting goals. For a detailed listing of GI<sup>2</sup>'s Training Catalog, please visit [www.GI2FedCompass.com](http://www.GI2FedCompass.com).

Figure 1 highlights GI<sup>2</sup>'s full scope of expertise as a value-added consulting and training company.



**FIGURE 1: GI<sup>2</sup> OFFERS A ONE-STOP SOURCE FOR ALL ASPECTS OF GOVERNMENT CONTRACTING SERVICES.**

GI<sup>2</sup> differentiates itself through extensive hands-on experience and successes in entrepreneurial ventures, business/organizational development, winning and implementing government contracts, and expertise in all aspects of the security clearance process. From one source, GI<sup>2</sup> offers its customers the ability to successfully traverse and complete all the necessary hurdles in government contracting, while getting them to a position where income is generated.

GI<sup>2</sup> qualifies under the Small Business Administration requirements for small business, minority-owned and woman-owned business.

## 2.0 SCOPE OF SERVICES

**Proposal writing is an art.** Each proposal solution and response needs to incorporate the complexities of the company's business and mold it into a simple and cohesive message that is understandable to the customer. A government proposal should answer the customer's questions and persuade them to select your Company. As such, Government proposal writing should be more about the customer than it is about your Company. In our experience, a successful proposal needs to encompass the following essential components:

- The proposal should be written with full understanding of the customer's expectations and parlayed in the proposal language;
- The proposal should be written concisely to show your company is the best choice for an award. This requires pulling together all aspects of the business from sales, management, and operations to pricing, while making sure the solution, processes and price meet the requirements; and,
- The proposal pricing should reflect the best value for your customer, while ensuring profitability for the company.



## Capability Profile for Proposal Management and Production Services

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GI<sup>2</sup> has had extensive experience in developing, managing, and submitting timely winning proposals in the past 20+ years. Our proposal management resources consist of:

- Experienced Proposal Managers with hands-on experience managing large government procurement efforts in excess of \$60 billion;
- Technical personnel with hands-on experience in developing responses for all areas of technology, as well as, expertise in Civilian and DoD deployments;
- Strategic marketing to assist with competitive analysis and identifying teaming partners;
- Strategic pricing capable of assisting in competitive analysis models as well as developing pricing models for bid submission;
- Contracts and Government compliance experts with over 20 years experience in Federal Government contracting;
- Experienced Managers in all aspects of Security;
- Project coordinators and graphics/desktop personnel; and a
- Recruiting source for qualified resources.

Below is a listing of Proposal Management and Production labor categories GI<sup>2</sup> is fully capable of providing. Our consultants are hands-on managers who have been there, done that in all aspects of government contracting and proposal management. Because we are and have been in the trenches of proposal preparation, we understand the process and we understand the importance of working as a Team with companies' personnel, thus delivering winning proposals. For the most part, the personnel we provide are consultants we have worked with in the trenches and we know their capabilities. To that end, GI<sup>2</sup> exceeds the traditional Proposal Management companies who merely provide placement services while charging a significant mark-up for the talent they place.

### Proposal Management and Production Labor Categories

Proposal Management	Production Services
Senior Proposal Manager	Proposal Coordinator
Deputy Proposal Manager	Senior Graphic Artist / Designer
Proposal Manager	Graphic Artist
Capture Manager	Graphic Designer
Review Team Member	Desktop Publisher
Pricing / Cost Strategist	Multimedia Designer
Proposal Writer / Editor	Production Coordinator
Proposal Specialist	Copy Editor / Reprographics

The personnel assigned by GI<sup>2</sup> will possess the following qualifications in addition to the requirements identified under each labor category:

- Will be a U.S. citizen or possess the necessary legal documentation to perform work in the U.S.;
- Functions well individually or as a team member;
- Interact effectively with various levels of management and end users (authors, workload coordinators, engineers, and programmers);
- Makes sound production, scheduling, and technical work decisions based on the scope and complexity of each task;
- Quality- and cost-conscious;
- Provides progress status and reports, as requested;



## Capability Profile for Proposal Management and Production Services

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- Dresses appropriately for a business environment; and
- Exhibits proper business conduct at all times.

The GI<sup>2</sup>-provided personnel will be under the technical direction of the recipient Company's Proposal, Production, or Graphics personnel. Assigned personnel are expected to function as a team under the direction of these individuals and to adhere to defined processes and procedures for developing text and graphics.

### 3.0 EQUIPMENT AND FACILITIES

All work will be performed at the recipient Company's location where floor space, equipment, and supplies for any work performed will be provided. To ensure the quality of the product output, the recipient Company shall guarantee that equipment designated for assigned personnel use will be, at the very least, standard Commercial-off-the-Shelf (COTS) tools to accomplish development and production of most of the publication requirements. These COTS tools include both hardware and software. It should be noted that in today's technological environment, these tools are dynamically changing and may be upgraded as necessary.

Currently, the standard tools used by GI<sup>2</sup> resources consist of the following:

- State-of-the-art Personal Computers
- Postscript Laser Printers
- Scanner (minimum capability of 11x17 size, and 1200x1200 24-bit resolution)
- Microsoft Windows 2003, Microsoft Office Suite 2003, Microsoft Project 2003, Corel Draw, Internet Explorer, Adobe Acrobat, Adobe PhotoShop

GI<sup>2</sup> gives its assurance that equipment will be operated properly and in a manner that prevents harm to the personnel or damage to the equipment. Management will ensure that all furnished facilities, support items, and equipment will be used solely for the performance of tasks required and for business use only. Any misuse constitutes ground for termination of the assigned personnel.

### 4.0 GENERAL TERMS AND CONDITIONS

5.1 Proposal pricing is generally based on a Time and Material basis with a 4-hour minimum.

5.2 Invoicing: GI<sup>2</sup> will submit invoices on a weekly basis. Each contractor invoice will include a detailed description of work performed, hours worked per day, and a total daily and invoice amount. In addition, each invoice will contain, at a minimum, the following information: Invoice Number, Purchase Order Number, Week Ending Date, Project Description and Consultant Name, and the purchase order balance for each invoice (if required).

5.2.1 GI<sup>2</sup> expects payment within **net 30 days** after receipt of invoice. It is GI<sup>2</sup>'s preference to work through any issues pertaining to invoice payment with either Accounts Payable or the designated contact(s). However, consistent payment delays is detrimental to the ongoing function of any business, and as such, should this occur, payment delays will incur a monthly finance charge of 9% APR.



## Capability Profile for Proposal Management and Production Services

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### 5.0 SUMMARY:

GI<sup>2</sup> appreciates the opportunity to support your Company's efforts and to provide Proposal Management and Production Support Services for ongoing proposal management and operations. For additional information and/or clarifications, please contact the following GI<sup>2</sup> representative:

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