



Cre804™ Government Services

*Advisory and Consulting Services for Successfully
Targeting, Marketing and Selling to the Federal Government*

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|  <p>Kevin P. Young Fairfax, VA</p> <p>*****</p> <p>Office: 703-794-1100</p> <p>Mobile: 540-287-8500</p> <p>E-mail: kyoung6@gmu.edu</p> <p>LinkedIn: www.linkedin.com/in/kevinpyoung</p> | <p>30-plus years of experience in business management, marketing and business development strategy and execution</p> <p>Co-founded <i>Government Market Master™ Executive Education</i> Certificate Program</p> <p>Adjunct Professor of Marketing for George Mason University's School of Business and School of Engineering</p> <p><i>Received IBM's Outstanding Achievement in Marketing Award, Award of Excellence and (as site team) Malcolm Baldrige National Quality Award</i></p> <p>Corporate Vice President of Marketing Operations for Unisys</p> <p>BU Vice President of Marketing and Business Management for SAIC</p> <p>Manager of Marketing-Communications for IBM Federal Services</p> <p>Active DoD Secret Clearance</p> |  <p>Karen C. Gauthier Richmond, VA</p> <p>*****</p> <p>Office / Mobile: 804-241-7914</p> <p>E-mail: karen@Cre804.com</p> <p>LinkedIn: www.linkedin.com/pub/karen-gauthier/6/4ab/862</p> <p>Twitter: @FedChic</p> | <p>20-plus years of experience in marketing and business development strategy and execution</p> <p>Marketing experience from client and agency perspectives</p> <p>Commercial Accounts have included Anheuser-Busch; Amoco; Disney; Exxon; Family Channel; Greater Richmond Chamber of Commerce; NASCAR; Pepsi; Schlumberger; Simon & Schuster; Sony; United Way; Universal Studios.</p> <p>Government Accounts included Virginia Lottery; and Virginia Tourism</p> <p>Extremely knowledgeable in fully integrated marketing and advertising strategy, planning and implementation</p> <p>Sales & Marketing Executives International (SMEI) Certified</p> <p>Past American Marketing Association (AMA) Board Member</p> <p>National Institute for Social Media (NISM) Strategist</p> |
| <p>Aggregate Federal Government Clients include Broadcasting Board of Governors (BBG); Department of Defense (DOD); Department of Energy (DOE); Department of Health and Human Services (HHS); Department of Homeland Security (DHS); Department of Justice (DOJ); Department of State (DOS); Department of the Treasury; Department of Veterans Affairs (VA); National Aeronautics and Space Administration (NASA); Small Business Administration (SBA); and United States Postal Service (USPS).</p> <p>Aggregate Federal Government Contractor Clients include Accenture Federal; Boeing; Capgemini Government Solutions (CGGS); Deltek; FIBERTEK; Global Contact Services (GCS); Graphic Resource Group (GRG); Impeto Medical; ITT Exelis Geospatial Systems; Leidos; Lohfeld Consulting Group; Native American Management Services (NAMS); Northrop Grumman; Raytheon; Science Applications International Corporation (SAIC); and SUNTIVA. <i>(Small Business Federal Contractors represented in GREEN.)</i></p> | | | |

According to the Victory in Procurement™ (VIP) Survey: "Strategies for Small Business Procurement Success" (American Express OPEN for Government Contracts): "Given the Government goal of awarding 23% of their spending (>\$500 billion annually) to small firms – some \$115 billion annually – Federal contracting is an important avenue of growth ... And it is important to learn more about the challenges and successes small business owners are having pursuing Federal contract opportunities ... Successful small business(es) have made a much more significant investment of time and money in pursuing Federal contracting opportunities than less successful counterparts ... Active contractors estimate they committed, on average, over \$86,000 in cash and staff resources (per year) seeking contract opportunities ... (And) it took nearly two years (20 months) to win their first Federal contract."



"In my 30 years of studying the Business-to-Government ("B2G") Market, I have observed that 90 percent or more of the companies that try to enter the market fail the market. They fail not from lack of skill at what they do; they fail from lack of understanding the nuances of a new market – a different market – with rules arcane enough to cover literally tens of thousands of pages of 'Government Speak.' They do not adapt ... There are many pieces to the Government Market puzzle; without all the pieces, the picture is never complete ... There are many ways to succeed in the Government Market; each path is different ... The Government Market is only sexy if you really like money ..."

**"SELLING TO THE GOVERNMENT:
What It Takes to Compete and Win in the World's Largest Market"**
Mark Amtower (John Wiley & Sons, Inc.)

Know What You Don't Know About Federal Government Contracting*

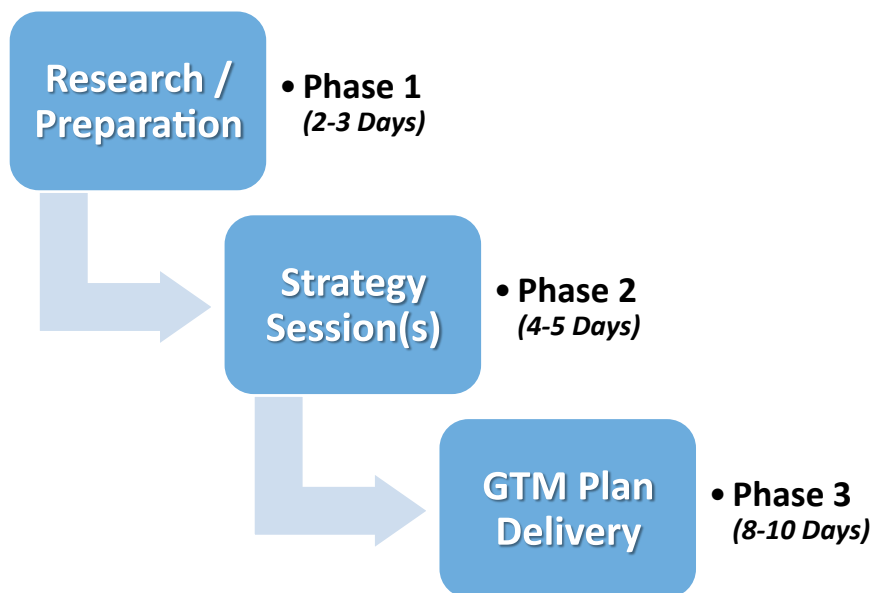
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| Accounting for Federal Contracts and Dealing with Audits | "Lessons Learned" Case Studies: Customers (Executives and Operations) | Proposal (RFX Response) Winning Tips and Techniques |
| Analyst Relations, Public Relations and Media Relations | "Lessons Learned" Case Studies: Providers and Advisors | Social Networking Overview |
| Blogging – Successful and Sustainable | Leverage of Market Knowledge Databases: Deltek GovWinIQ, Bloomberg, Govini, et al | Special and Small Business Set-Aside Programs |
| Business Development Strategy, Planning and Execution | LinkedIn® – Successful and Sustainable | Successful and Sustainable Board of Directors / Board of Advisors |
| D.C. Networking Tips and Techniques (Who to Know and What to Know) | Marketing Continuum / Phase 1 "Awareness Building" | Successful and Sustainable Employee Recruitment and Retention |
| Effective Synergies Between Marketing and Business Development and Sales | Marketing Continuum / Phase 2 "Awareness and Demand" | Successful and Sustainable Management and Measurement |
| Ethical, Legal and Regulatory Compliance (Contracting Requirements and Regulations, including FAR and CAS) | Marketing Continuum / Phase 3 "Demand Generation" | Successful and Sustainable Teaming |
| "Go-to-Market" Strategy, Planning and Execution | Market Overview: The City of Washington, the Federal Government and Establishing D.C. Footprint | Partnerships and Alliances (Including Channels, Resellers and Subcontractors) |
| Government Contracting Fundamentals | Market Overview: How and What Federal Government Buys / Products and Services (Federal Contract Procurement Cycle, Vehicles and Channels) | Timekeeping and Labor Regulations for Contractors |
| Government Marketing Best Practices | Market Research and Knowledge | Twitter®– Successful and Sustainable |
| Graduating from Special and Small Business Set-Aside Programs | Podcasts – Successful and Sustainable | Videos – Successful and Sustainable |
| Growth Strategies: Organic, Partnerships and Alliances, Mergers and Acquisitions | Sales Strategy, Planning and Execution | Web 2.0 and Social Media Overview |
| | | Webinars – Successful and Sustainable |

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Cre804™ Government Services (Summer / Fall 2015)



Cre804™ Government Services Go-to-Market Plan Process*



10 Key Components of Cre804™ Government Services Go-to-Market Plan Process*

1. Identifying Business Problem / Opportunity

2. Situational Analysis

(Strengths / Weaknesses / Opportunities / Threats)

3. Solution Offering

(Products / Services)

4. Target Market (Industry / Segment),
Knowledge and Dynamics

5. Competitive Environment

6. Positioning

(Given SBE Certifications and/or Competitive Landscape)

7. Pricing

8. Target Market Approach

(Direct, Via GSA Schedules and/or Via Federal Contractors)

9. Launch GTM Strategies, Plans and Metrics

10. Demand Projections

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Cre804™ Government Services Go-to-Market Plan Offering

| Approach | Components | Fees | Notes and Comments |
|--------------------------|---|---|--|
| Strategic Support | <p style="text-align: center;">Phase 1 <i>(Research / Preparation)</i></p> <p style="text-align: center;">Phase 2 <i>(Onsite Strategy Session(s))</i></p> <p style="text-align: center;">Phase 3 <i>(GTM Plan Delivery)</i></p> | <p>Firm, Fixed- Priced (FFP) Fee of \$5,000 for All Three Phases</p> | <p>Majority of work to be performed virtually via <i>Cre804™ Government Services'</i> Fairfax and/or Richmond office(s).</p> <p>(To be determined) Project Plan Status(es) to be provided electronically and/or via telephone.</p> <p>All work to be performed on behalf of Client to stated budget, deadline and service levels.</p> <p>All work to be performed to the highest of Client's business, ethical and quality standards, and under Non-Discloser Agreement (NDA), if required.</p> <p>All work to be performed with no external conflicts of interest.</p> |
| Tactical Support | <p style="text-align: center;"><u>To Be Determined:</u></p> <p style="text-align: center;"><i>Cre804™ Government Services</i> Executes All of GTM Plan Components ...</p> <p style="text-align: center;">... Executes Some of GTM Plan Components ...</p> <p style="text-align: center;">... Or Provides Advice, Counsel, Audit and/or Oversight Only</p> | <p>FFP Monthly Retainer Fee <i>(TBD)</i> or FFP Fee by Project and/or Hour <i>(TBD)</i></p> | <p>All work to be exclusive to Client.</p> <p>All telephone, computer and office expenses to be included in rate(s).</p> <p>All out-of-town travel expenses to be billed separately and at cost; all automobile mileage expenses to be billed separately at <i>Federal Government Privately Owned Vehicle (POV) Mileage Reimbursement Rate</i> of \$0.575 per mile.</p> <p>All work to be billed monthly and payment to be processed within thirty (30) calendar days.</p> <p>Either Party may terminate agreement for <i>Convenience</i> at any time with at least fourteen (14) days' prior written notice to the other Party.</p> |

For More Information, Please Contact ...

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| <p><u>Karen C. Gauthier</u></p> <p>Office / Mobile: 804-241-7914</p> <p>E-mail: karen@Cre804.com</p> <p><i>LinkedIn:</i> www.linkedin.com/pub/karen-gauthier/6/4ab/86</p> <p>Twitter: twitter.com/FedChic</p> | <p><u>Kevin P. Young</u></p> <p>Office: 703-794-1100</p> <p>Mobile: 540-287-8500</p> <p>E-mail: kyoung6@gmu.edu</p> <p><i>LinkedIn:</i> www.linkedin.com/in/kevinpyoung</p> |
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"We regularly get calls from entrepreneurs and brand managers seeking help with their 'revolutionary' products ... After listening politely, we ask about the research supporting their claims ... The classic response: 'We haven't done the research yet, but we know anecdotally that it works and is totally safe' ... We've been fielding these calls for so long that we can often tell from one conversation whether the launch will succeed ... Numerous factors can cause new products to fail ... The biggest problem we've encountered is lack of preparation ... Companies are so focused on designing and manufacturing new products that they postpone the hard work of getting ready to market them until too late in the game."

-- Joan Schneider and Julie Hall on "Why Most Product Launches Fail" for Harvard Business Review

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