



Dirigo Strategies



Since 2011, we have provided clients with consulting, sales, and technical support enabling successful marketing of products and services to the U.S. Coast Guard and Navy, Canadian Coast Guard and Navy, and corporations worldwide. We emphasize the marine and industrial sectors, everything from ship design and outfitting to manufacturing and services. Our government and international business experience provides key linkages for a wide variety of products and services in the U.S., Canada, Scandinavia, and Europe.

WHAT WE DO

- **Prepare** Market Surveys and tailored Engagement Strategies (e.g. for USCG & USN sales)
- **Identify** key decision makers within governments and within target industries
- **Help** draft presentations for maximum impact and arrange briefs with key officials
- **Obtain** feedback, coach engagements, generate background reports, guide proposals
- **Provide** operator feedback, provide government timelines and budgets, guide Test & Eval
- **Determine** key stakeholders, users, and buyers in governments and in industries

WHO WE SERVE

- **U.S. companies:** current and past clients include BIW, Eastern Shipbuilding Group, Front Street Shipyard, Humanproof, NASSCO, Saab Defense & Security, and Seakeeper.
- **International:** in Norway, Vestdavit and Light Structures; in Sweden, Saab AB; in Canada through RJ McGregor & Associates, APEX, DSA, GOW, Hendrix, Menu Tools, and others.

WHAT WE PROVIDE

- **Access:** we introduce you to the government officials who set the requirements and those who actually make the purchases. We help you meet with companies in new countries – those we represent directly in sales and many others. We are active in the tech industry and are members of MOTN, and we develop new markets overseas directly and through MITC.
- **Persuasion:** we advise you on what Coast Guard and Navy clients need and why. We help you prepare presentations that outline your advantages and get you in when others can't, in the U.S. and in Canada. We introduce and guide new B2B meetings & contracts.
- **Timing:** we ensure that you know government budget cycles – when military services can purchase, and when they cannot.
- **Costing:** we show when you're affordable, which products will sell, & which strategy can win.
- **Proposals:** we have helped guide successful government proposals from \$18M (Saab) to \$2.5B (Eastern), and business proposals for every company we guide – small to large.