

STAHL Channels[™] Membership YOUR Gateway to Success Tier 2

Presented to
New Prospect Presentation

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STAHL is a Metrics-Based, Business Development, Capture and Program Management Firm

The STAHL Channels™ Membership Program is designed to be a conduit for ***small businesses to gain new, Federal Government business; business that already exists today that you would not be able to obtain without our Federal Government Relationships, large Channel of companies and Program Management that ...***

- leverages our close relationships with Agency Buying Offices
- utilizes our in-depth marketing, primary research and networking platform, powered by tools, systems, processes, and knowledge that lead to significant business growth.



We are dedicated to and ***serve only the IT industry*** in the Federal government space, so you get an experienced BD, Capture and Program Manager that knows the industry and the Federal Agency Buying Offices and PMs we serve inside and out, with over thirty years of experience working in your area of expertise.

STAHL has helped its clients win more than \$5 Billion in Awards.

STAHL believes this is a Relationship Business, so we concentrate on specific Buying Offices, within specific Agencies.

Currently, we are primarily focused on the following Agencies:



U.S. Citizenship
and Immigration
Services



- **We concentrate on large, complex, integrated, solutions-oriented Task Orders (e.g., \$15M+)** that require extensive breadth and depth across multiple Channel Members. Our Channel has matured to the point that we can capably **pursue TOs in the hundreds of millions of dollars.**
- **We are not after commodity work, but *integrated solutions* where we can provide added value (Best Value), where margins are higher.**
 - The larger and more complex the work required, the better we like it.
- **STAHL employs a proven, systematic process to achieve a high PWin Rate of 33% of Proposals submitted.**
- **STAHL has helped its clients win more than \$5 Billion in Awards.**

We work proactively to find large-scale opportunities (e.g., \$15M+) *well in advance of their public release*, or help create them, so we can heavily influence the Requirements in expiring, large-scale incumbent contracts, by presenting improved solutions to them *over time*.

- **Our BiC-1, LLC (JV) is strategically aligned with large, proven JVs in CIO-SP3 (and will be on CIO-SP4) and ITES 3S, with extensive capabilities and capacities, to pursue TOs in the \$Billion range.**

Eighty percent (80%) of our work is taking over large-scale, expiring Task Orders.

We deliver profitable, Best Value solutions, *not* Commodity Solutions.

We do not respond reactively to RFPs, after they hit the street. 95% of our work is completed before the RFPs hit the street. In fact, we start researching and presenting our solutions four-months to two-years before RFPs are released.

We do not pursue IDIQs and GWACS as ends in themselves. We are there, so our Customers (Select Buying Offices within Agencies where we have ongoing relationships) can access our Channel of Companies when they choose to use them, where they want the Task Order to be performed. They are access points.

- You are able to pursue work in all of the GWACs and IDIQs that we are in or associated with.

Right now, we are actively involved in the following Government Vehicles:

- CIO-SP3 JV – Prime is DV United (3rd highest Awardee on this vehicle)
- ITES-3S JV - Prime is T-Four
- STARS III

*If you are a Prime in one of these, then we would use you on a selective, individual Task Order basis, so there are no conflicts of interest.

We are actively pursuing the following vehicles:

- CIO-SP4 JV – Prime will be DV United
- POLARIS BiC-1 JV
- DOC CATTs BiC-1 JV

- More and more, Federal Agencies are looking for small business networks (e.g., JVs, CTAs, etc.) they can work with that emulate large companies; providing expansive depth and breadth of services, with capacities to meet their wide-ranging Agency Requirements in a consistent, integrated, coordinated manner.
- They want these networks to demonstrate that their networks work cohesively together over time, and have proven, systematic, scalable processes.
- They want to see expansive capabilities, capacities and proof that the networks they engage with will actively market themselves, pursue many opportunities with them, have the capability to win many, diverse awards and, once awarded, be able to manage many, large-scale, multi-faceted contracts within their Agencies in an agile manner.
- On large-scale Task Orders, GWACs and IDIQs, they are moving away from using, and discouraging companies from putting together, temporary Prime/Sub-Contract networks of companies that are created to pursue single, Task Orders that show little or no demonstrated cohesiveness or ability to work together consistently over time.
- ***Critically, they want these networks to be managed and coordinated across contracts, providing a consistent contact point for Agencies to work with and coordinate information and activities.***

STAHL Consulting delivers all that Agencies seek from Networks.

- We serve as BD, Capture and Program Manager of our Channel of companies.
- We work closely with our Customers/Agencies to thoroughly understand their pain-points and gaps that need to be filled.
- Based upon our primary research and discussions with Buying Offices, we develop comprehensive solutions and then present them through white papers, presentations, attending and holding events to present our solutions and network of companies to the Buying Offices we serve. We do this on a regular basis, as much as two-years before the release of an RFP.
- **As a Tier 2 Partner, you will join a large Channel of Companies and become part of our BiC-1, LLC (JV). The Channel and JV has extensive capabilities and capacities that deliver what Agencies seek, with ever larger and more complex and valuable solutions.**
- Our STAHL Channel of Companies is like a Baseball or Soccer Team that works together to win many games, not just one game, throughout a season and over time.
- **We market our BiC-1 JV, and our Channel, as a consistent, Program Managed, Brand that Government Agencies can trust as a Go-To solutions provider, to deliver agile, comprehensive, cohesive, Best-in-Class (BIC) capabilities and capacities supported by consistent, systematic processes.**

Membership Provides Access to:

- Agency Buyers
- Large Contract Vehicles (e.g., CIO-SP3, ITES SB)
- Task Orders that fit Channel Members' DNA
- SAAS Seats Management Licenses
- Online Introductory/Training Sessions
- Bi-Monthly Channel Meetings
- Industry White Papers and Articles
- Summit Events (3-4 times a year)
- Research Reports & Case Studies
- STAHL's PRM Portal;
 - Partner qualifications, experience and document repository
 - Opportunity descriptions, documents and Opportunity Alerts that fit your DNA
 - Journey Management Toolbox of supporting Systems, Policies and Templates that helps Channel Members mature their organizations to scale to win more Awards and better meet Agency Buyer Requirements.
- Channel Networking Center – PinPoint™
- Strategic Vision/Forecast Planning
- Joint Strategic Planning Committee
- Integrated Marketing to Government Buyers where we have relationships
- Preference Programs (Socio Economic)
- Primary Market Research
- Opportunity Mgmt. with Scorecard "DNA" Matching Alerts and Interest Registration Modules
- Opportunity Lead Tracking and process automation
- Proposal Automation and Body of Knowledge
- Knowledge Management (Agency)
- Business Intelligence and Machine Learning
- ICT SCRM Standards and Development
- Member Training for CMMC Certification (Required by the DoD)

STAHL Consulting serves as the Program Manager for PrePMO services that encompass integrated marketing, investigative, proposal, costing, project management, key personnel recruitment, process management and transition services, that include:

- Comprehensively Vetting /Gapping of your company, and its Mentors (if you have them), to quantitatively and empirically assess your specific Capabilities, Capacities, Adjacencies and Past Performance, to determine where, when and to what degree you fit specific Task Orders, GWACs and IDIQs, so we can add you to appropriate Teams to pursue high-value, large Task Orders. We also use your vetted capabilities to market you to Agencies to generate new RFQs inside and outside IDIQs and GWACs.
- Building and maintaining ongoing relationships with Agencies; their decision-makers and buyers; We help develop Agency relationships to help you win more and larger, Best Value Task Orders.
- Driving new business to you and the Channel.
 - Identifying Agency pain-points and needs.
 - Conducting extensive Market Research on market trends and incumbents. This is primary, current research to fully understand the current situation with the Agency and incumbent, not just old, secondary information from sources such as GovWin.
 - Presenting to Agencies, with whom we have close relationships, integrated, improved, Team-based solutions, many months (generally, four months to two years) in advance of RFPs being released to the public, that better serve their needs and help them move forward.
 - Putting our Channel Members front and center to Agencies, so Agencies know our Channel Members, understand the benefits of using them and trust them and the Channel overall to perform the work the Agencies desire.
 - Marketing the Channel and its capabilities through consistent, systematic, marketing campaigns, Events, White Papers, etc.

- Utilizing in-house Market Intelligence Systems, personnel and SMEs, to identify future Task Orders, mostly large-scale (generally, \$15M - \$1B) Task Orders, that fit our Channel's capabilities and Channel Member goals.
 - We also respond to IFG and RFI Opportunities.
- Utilizing Tiger Teams that include in-house Project Management Systems and Processes, Project Managers and SMEs to
 - Precisely and quantitatively Vette/Gap Channel Members to individual Task Orders.
 - Locate, alert, advise and coordinate Channel Member participation on identified Task Orders, using evidence-based, systematic, quantitative, approaches.
 - Perform extensive competitive analysis on incumbents to help develop superior solutions, based upon comprehensive, empirical knowledge.
 - Coordinate the writing of quality, winning proposals, including coordination of Channel Member pricing.
- locating and recruiting qualified key personnel on an on-going basis, supported by our Channel Members, to fully staff Awards when awarded and throughout each contract's life.
- Delivering **high award rates (Average Pwin = 33%)** by consistently presenting evidence-based, systematic, Channel capabilities and solutions that advance our Customers' (e.g., The Army, DHS, FEDSIM, NRC, USCIS, etc.) performance (efficiency, effectiveness, and customer satisfaction), through written White Papers, STAHL sponsored Events, personal meetings and presentations with Customers that only include STAHL Channel Members.
- Providing transition services on roll-over contracts.

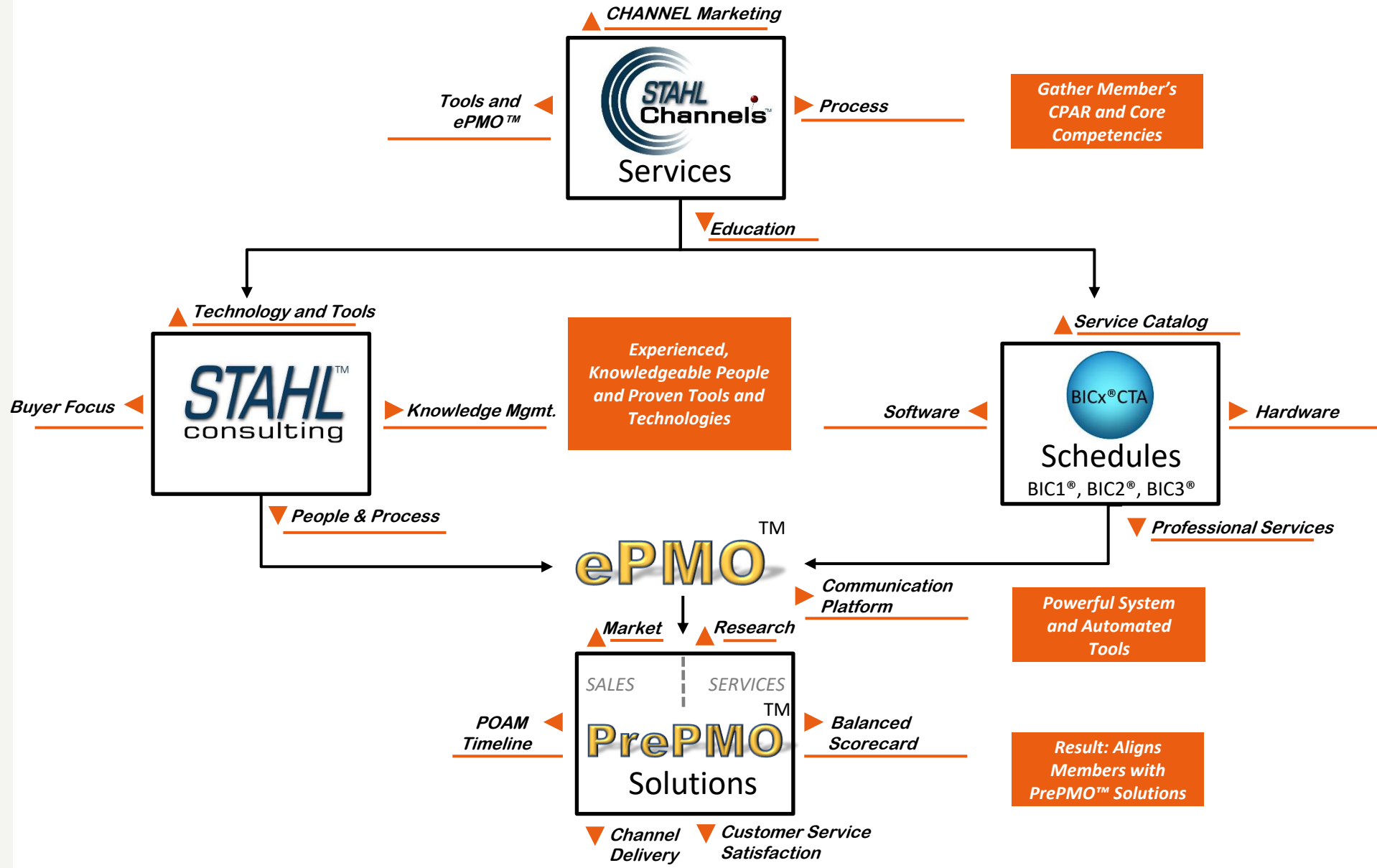
- Providing Program Management to consistently ensure quality and timely delivery on Task Orders, so STAHL's Channel is seen as a trusted resource to help win additional Awards.
- Supporting what we do with a variety of proprietary software (e.g., STAHL PRM System) to manage the entire process and make it easy for Agencies to use us. Our software is continually improved to increase efficiency, effectiveness and utility to both our Channel Members and Agency Buyers.
- Important to new or emerging companies,
 - We mentor and educate our Channel Members to help them mature their organizations, so they are seen as substantial, mature and capable of scaling up by Agencies. We help mature our Channel Members, so they are more trusted by Agencies, which allows us to use them more often, more substantially, leading to higher PWins on proposals.
 - Our BiC-1, LLC (JV) allows Members to be allocated workshare where they don't have the required adjacencies and past performance, piggy-backing on the credentials of the JV as a whole. Go to <https://www.bic-1.com/> to view capabilities and download our BiC-1 Capabilities Statement.
- We emphasize building business on long-term, profitable, best-value, stable contracts, rather than depending on small, short-term contracts that come and go.

To learn more about our 5 Stage-Gate Process, Master Gap and other processes, go to the STAHL Companies Website, Podcasts/Videos and view STAHL Channels Video 1 and Video 2 <https://www.stahlcompanies.com/podcasts>

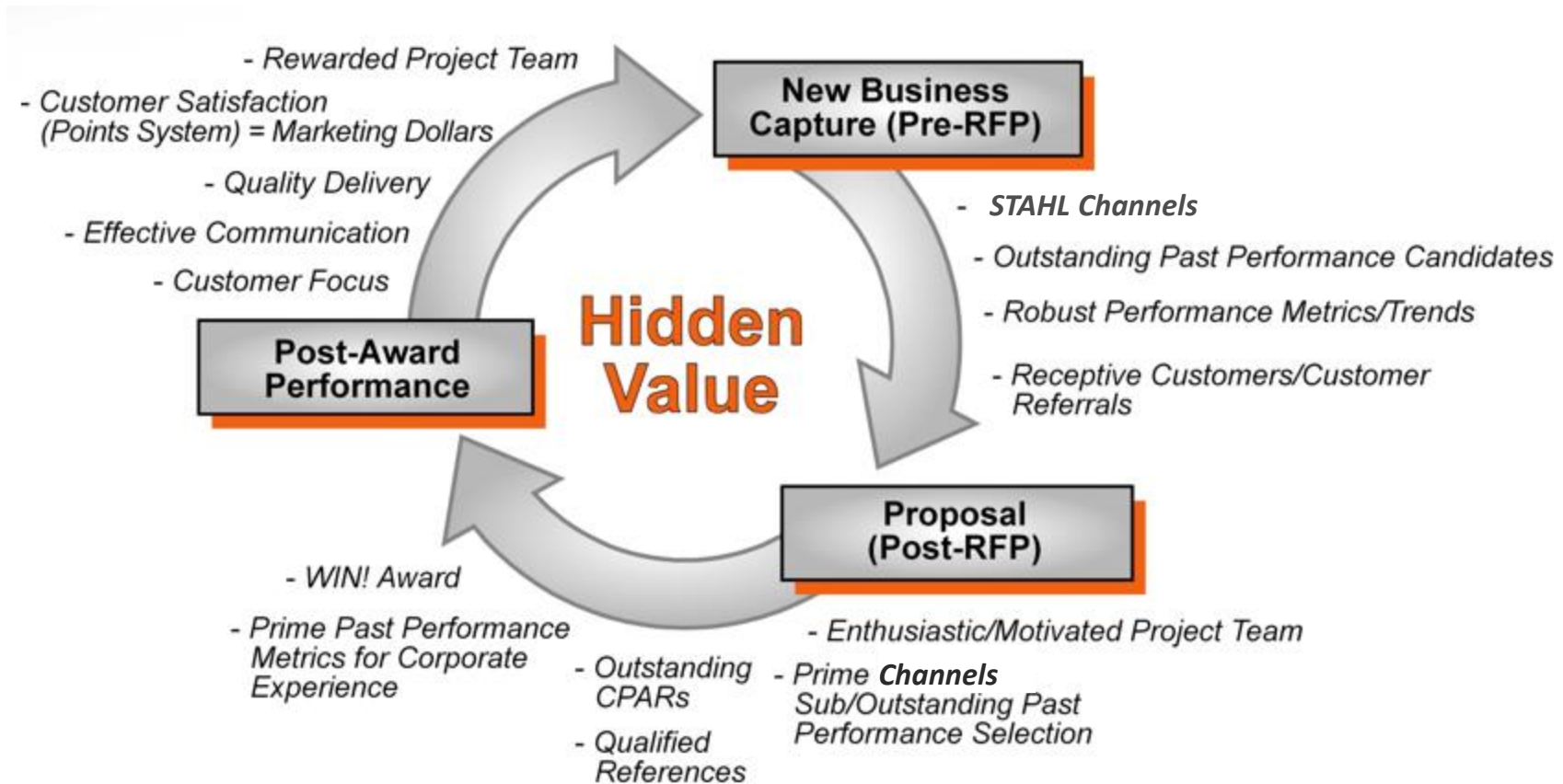
- Differing from other situations where you may have been added to a Solicitation/Task Order under a Prime and never received any work, we work ahead to form our Teams, and Channel Members stick together throughout the solutioning, proposal and award processes, so this doesn't happen. We do not routinely switch out Team Members after the fact.
 - We only pursue work that fits our Channel Members, where we deliver superior, Best-Value solutions.
 - As a Channel Member, you will be alerted to large-scale opportunities well in advance of them coming to the marketplace.
 - Based upon your past performance history, capabilities and capacities, you will be included as part of appropriate Teams of Channel Members to pursue appropriate, large-scale opportunities that we see coming or that we generate from our discussions with our Agency Customers.
 - Note: On TOs, STAHL determines the Primes and Subs and allocates workshare. Our BiC-1, LLC (JV) allows work to be carved out of a Task Order for companies that lack adequate past performance and adjacencies, based upon the credentials of the entire Channel, to help them obtain the adjacencies and past performance needed to move up the performance ladder to be used more in future opportunities.
 - Prior to the opportunity hitting the street, you will ...
 - be alerted to opportunities that fit your profile
 - decide if you want to participate in the opportunity
 - know what and how much work you will be performing
 - the revenue you will realize from the Award
 - You determine your profit through your Schedule pricing, not us.
- *Sometimes, there are additional opportunities generated, as gaps are revealed during the solutioning process and even after the Award has been awarded.

- To get started, you will agree to the STAHL Terms of Service for Subscription Agreement, Tier 2 Master Channel Service Agreement (MCSA) and join the BiC-1, LLC (JV), that makes you eligible for Task Order work inside and outside the GWACs and IDIQs where we participate and you are eligible; CIO-SP3, FEDSIM, ITES SB and STARS III, as well as additional vehicles that we pursue and win.
- Once you sign on, you will be able to provide detailed information on your capabilities and capacities, Past Performance and adjacency to Customers (e.g., Army), your personnel's qualifications, your organization's maturity level, etc. Again, this is our Compass for locating work that fits your DNA.
 - Information is stored, and AI is used to quickly locate work that fits you and include you as part of Teams of companies on opportunities that fit you.
- Once completed, we will have a one-on-one discussion with you, so we thoroughly understand your strategic direction, capacities, etc.
- You will be eligible to receive Opportunity Alerts for opportunities that fit you.
- We may gather additional information, based upon the Requirements in individual Task Orders.
- We have regular, group progress meetings, where we go over government vehicles, upcoming Task Orders, contacts with Agencies, upcoming Events and much more.
- We want to use you wherever and whenever it makes sense to significantly grow your company in a predictable, sustainable way, with citable Past Performance and Business Maturity.
- We want to help you develop your company, so you are more acceptable to Agencies and we can more effectively market you and use you on more and larger opportunities.
- We will help you obtain certifications in an expedient manner.

The STAHL Channels™ Program Management (ePMO)

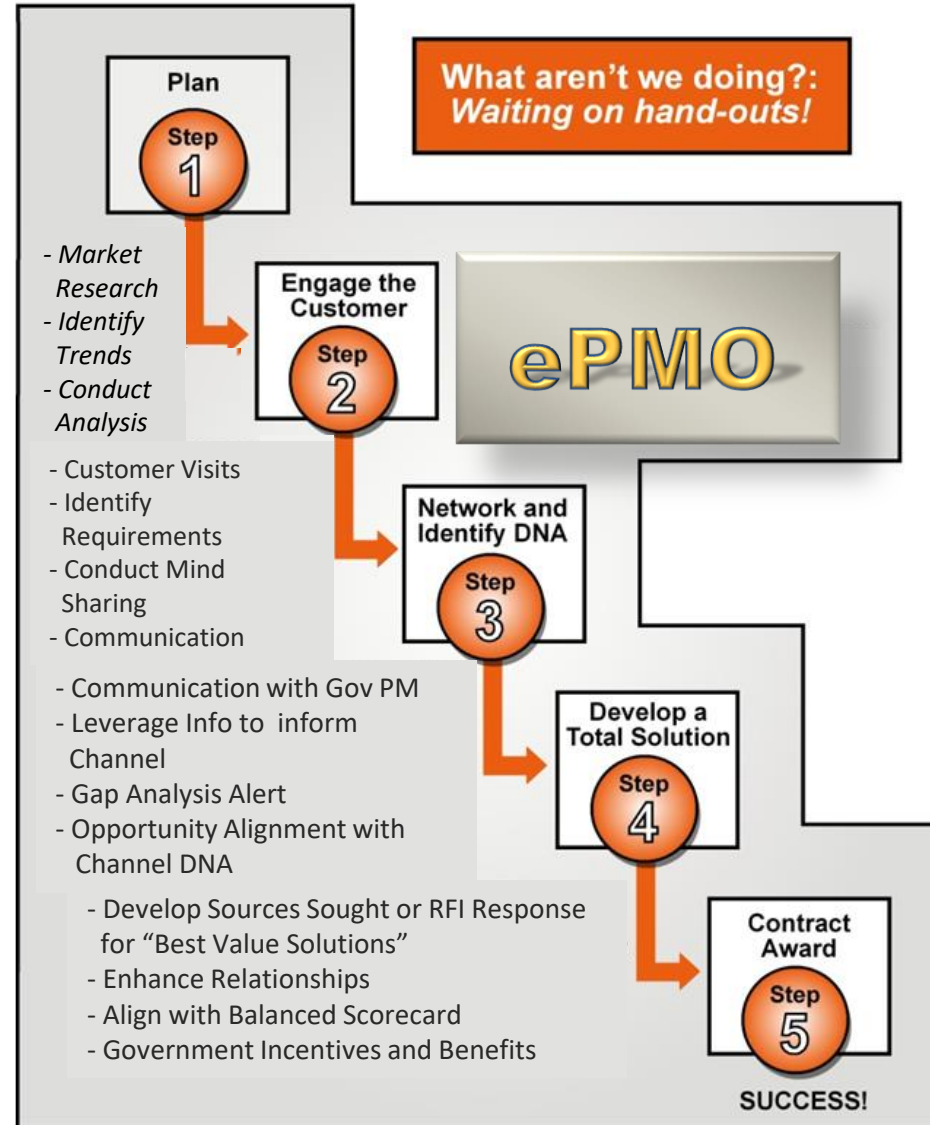


Quality Management, Performance Review, and Recognition



Hidden Value Advantage Continuum

STEPS TO SUCCESS

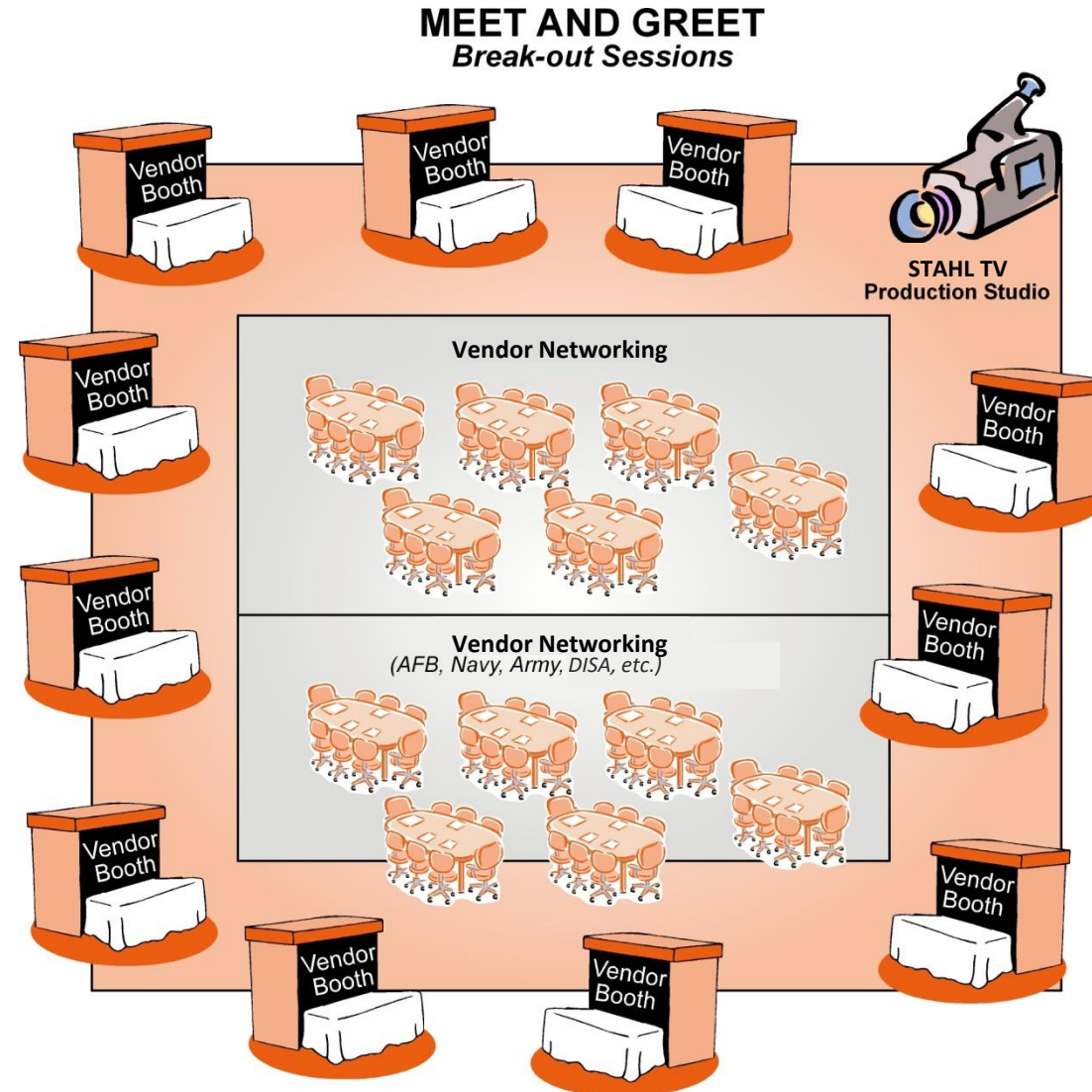




Future Summits

- Meet and Greet
- SME Speakers
 - Government Spending Budgets
 - Industry Technology Capabilities
- Education and Training Courses
- Break-out Sessions
- STAHL TV
- ePMOTM

**Summits deliver
People, Processes, Tools,
and the
Resources for Success**



STAHL PRM Portal

<https://www.stahlusa.com/prm-portal-landing-page>

Partner Onboarding

Partners Complete an Extensive Qualifications Questionnaire:

Partners are thoroughly vetted during our RFI process. Unlike others who wait until an RFQ to make sure it is working with qualified companies, STAHL determines this upfront when building its services and supply chain channel (SCM). The extensive information obtained from Partners allows STAHL to develop exacting criteria for its Pursuit Selection through vendor-profiling, using a defined set of evaluation and selection criteria that matches the government buyers' most desirable bid-profile that translates into our RFQ solution and pricing. Below is a portion of the questions we ask to help us vet a vendor's organization, business structure, ability to do the work, references and more.

Administration [Partners - Admin](#) Onboarding Learning Planning Library Marketing Opportunities Community Reports Welcome Charles Shillingburg

— Systems Certifications and Clearances

Company Certifications: Certified Information Systems Security Pro. (CISSP), CMMI Certi Level 2, CMMI DEV / 3, CMMI Dev / 5	Other Company Certifications:
Company Facility Clearance Levels: TS Facility Clearance (FCL) from the Defense Counterintelligence and Security Agency (DCSA) Facility Clearance Branch (FCB), TS/SCI Facility Clearance access sensitive information not available to the public; "L" security Clearance (allows access to Secret and Confidential National Security information and/or Confidential Restricted Data), SECRET Facility clearance from the Defense Security Service (DSS), Active Top Secret (TS) Facility Clearance with Secret safeguarding capability with a minimum of	Other Company Clearance Levels:
Cost Accounting System: DCAA Compliant	Auditing System: NA
Estimating System - DCAA Compliant: Yes- DCAA Compliant Estimating System	Name of DCAA Compliant Estimating System: Unanet System
Approved Purchasing System: No - Don't Have Approved Purchasing System	Name of Approved Purchasing System:
Available Line of Credit:	

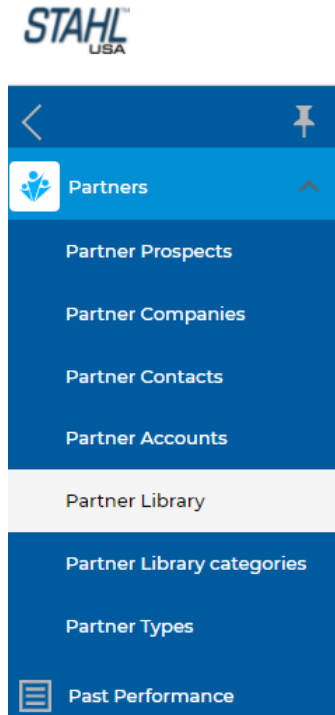
— Business Capabilities

Primary Vertical: Information Technology	Primary NAICS, FSC, PSC Code: Other
Other NAICS, FSC, PSC Codes:	Primary Type of Work Performed (Principal Focus): Cybersecurity, Program Management
Other Types of Work Performed: Cloud computing, Administrative Services	Innovative Technologies you are involved in: Value Innovation Technologies

Partner Documents Library

Partners Upload Documents

Partners upload documents to support our marketing efforts and quantitatively support the information provided in the Onboarding Questionnaire. This would include, Company Logos, Capabilities Statements, Certifications, SOWs, etc. SOW information is vital to our vetting Task Orders to Partners, as we use AI to match previous work performed to Opportunities being vetted.



Active Partners Receive Alerts on Opportunities That Fit Their Profile

Based upon the information Partners provide into the STAHL PRM Portal, Opportunity Alerts, like the one below, will be generated and sent to Active Partners that fit the profiles. These Alerts provide summaries that include scope, requirements, size dates, times, requirements and more.



New - Name of Opportunity

You have been selected to view and respond to this new opportunity, based upon your Capabilities and Past Performance history.

Reply to this email, whether you would like to participate in this opportunity or decline it.

We need your response by:

Date:

Time:

Opportunity Description:

[Click this link to go to the Opportunity Description](#)

Access to Extensive Content Libraries

Active Partners have access to extensive Content Libraries containing Opportunities (including Summaries that include Scope, Requirements, Timing, Contract Value, etc.), as well as Tools, Systems, Policies and Templates that help Partners mature their organizations to increase their PWin on Opportunities and scale their organizations to manage significant volumes of business / repeat business.

- All (944)
 - STAHL Content Library (928)
 - Opportunity Pursuit Library (15)
 - ATIA Sustainment (15)
 - Partner Library (0)
 - Instructions (1)

Opportunity Overview					
Opportunity:	USCG Common Operational Picture (COP) Support Services		New/Recompete:	N/A	CRM No. #: CIOSP3-COP-DHS-7008-02
Acquirer Agency:	The Department of Homeland Security (DHS)		Incumbent:	N/A	Solicitation No #: N/A
End User Office Name (s):	C5ISC PORTSMOUTH		Contract Vehicle:	CIO-SP3	Contract Type: firm-fixed-priced contract
Location/Place of Performance:	Portsmouth, VA 23704		Acquisition Type:	Small Bus Set-Aside	Acquisition Bias (Customer relationship): Yes
Prime Interest:	Yes (BiC-1)		POP (Period of Performance): one-year base period with four one-year option periods		
Prime (P):	DV UNITED	Sub:	BiC-1	NAICS/PSC:	541511
SS Value :	~ \$5 Mill. [TBD]	Prime Value:	51%	Opportunity Status:	RFI stage
Total FTE:	TBD	Sub Value:	49%	Draft RFP:	April-May 2022 [TBD]
Sector (Defense/Civil) :	Civil	Channel Team Members:	TBD from GAP	Final RFP:	May-June 2022 [TBD]
OPS Exec:	Thomas Graup	Account Exec. (iPMO):	Gate-0 BD	Orals:	
Capture Exec:	Chris Stahl	PDM/PM:	TBA	Award Date:	
B&P Estimate:	Unanet T&E	Pre-PMO/BD:	Richi	Anticipated Personnel Clearance:	Secret
COR/CO Name:	Mark Rushing (Mark.A.Rushing@uscg.mil)		Anticipated Facility Clearance:	Secret	

Brief Program and Scope Description: The Contractor shall provide system support services for the Unclassified Common Operational Picture (UCOP), GCCS-J, and GCCS-I3 to ensure mission readiness and availability for use. These efforts include deployment, support, and sustainment. The COP environment includes distributed data processing, data analysis,

Active Partners can post personnel resumes, making them available to fill Opportunities, as they become available.

HOME CANDIDATES - OPPORTUNITIES COMPANIES - FIND INCUMBENTS ABOUT G4I CLIENTS MORE... LOG IN

Open Positions

J...	PROGRAM	PROGRA...	TITLE	LOCATION	
J-321	ITES3-TCASS-ARMY-W6QM-42	W6QM-42	Program Manager	Fort Eustis, Virginia	View
J-322	ITES3-TCASS-ARMY-W6QM-42	W6QM-42	Application Programmer- Sr	Fort Eustis, Virginia	View
J-323	ITES3-TCASS-ARMY-W6QM-42	W6QM-42	Project Manager - Sr	Fort Eustis, Virginia	View
J-324	ITES3-TCASS-ARMY-W6QM-42	W6QM-42	Data Warehouse Analyst	Fort Eustis, Virginia	View
J-325	ITES3-TCASS-ARMY-W6QM-42	W6QM-42	Business Systems Analyst - Sr	Fort Eustis, Virginia	View
J-326	ITES3-ATISCD-ARMY-W6QM-47	W6QM-47	Application Systems Analyst (ASA)	Fort Eustis, Virginia	View

STAHL is currently Managing the BiC-1, LLC (JV) in Strategic Alliances supporting established, high-performing Primes and pursuing multiple other Vehicles.

- CIO-SP3/4 (NITAAC) DV United (JV)
- ITES-3S (ARMY) T-FOUR (JV)
- SEC-OIT
- POLARIS BiC-1, LLC (JV) - In Pursuit as the Prime
- DOC CATTs BiC-1, LLC (JV) - In Pursuit as the Prime

Benefits of the BiC-1, LLC (JV):

- **The BiC-1, LLC (JV) is an unpopulated JV that operates similarly to a CTA, whereby we are able to more flexibly mix and match companies within the JV (e.g., Prime, Sub) on individual Task Orders.**
 - Companies without the Task Order required Adjacencies and Past Performance are able to perform work on Task Orders under the umbrella of the Adjacencies, Past Performance, and Clearances contained within the JV (piggyback on other companies' credentials).
 - This provides expanded opportunities for companies to participate on Teams and obtain workshare on Task Orders, where they otherwise would not be able to participate.
 - You will obtain CPARS for the work you perform, even as a subcontractor.
- **Both the Army and NITAAC are requesting additional services from their existing Prime Contract Holders. The Agencies want more responses/Marketing activity and want to potentially award more contracts to proven JVs. BiC-1 provides the additional services they seek.**
- **GSA's FEDSIM is working closely with us, so we have in place what they seek from the BiC-1 JV, Managed by STAHL, for Awards (all in excess of \$100M, Avg \$500M) on their small business contracts, and as the small business support organization to fulfill large business' small business requirements (34%) and to support FEDSIM's preferred, large companies to overcome their capacity constraints.**
 - **FEDSIM is also recommending BiC-1 to DoD Agencies to perform their Phase I - III SBIR innovation contracts, so BiC-1 can be involved from concept development, through Global rollout of new, innovative, IT solutions across DoD Agencies.**

Investment

- The investment to join the STAHL Channel, as a Tier 2 Partner, is only \$5,000 a month. [the Prime (not the Subs) also pays us 3% of Awarded Service sales and 1.5% of Hardware sales.] We build the award fees into the costs in our proposals, so these fees are covered by our Best-Value solutions and paid for by the Primes.
- Your small investment is used to
 - Support a standing BD/Capture and Program Management Team, a team dedicated to supporting you and your growth.
 - Provide all the services described in this presentation.

Contract Period

- Two (2) Years

Win Target

- We expect to be awarded more than \$100M a year, with a *minimum expected yield return* per Channel Member of over 200% per year. We want Channel Members to more than meet the minimum, as we want Channel Members to stick with the Channel over time, as we are marketing the Channel to our Agency customers as a consistent, trusted group of companies that they can repeatedly come to for Best-in-Class solutions, and perform more, larger and more complex work for them.



Contact Us Today

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