

STAHL Channels[™] Membership YOUR Gateway to Success Tier 1 Partner

Presented to
New Prospect Partner Presentation

*All STAHL USA developed tools,
processes, and documents are subject
to ©Copyright by STAHL USA and
restricted to authorized usage.*

DATE: June 6, 2023

Christopher Stahl
CEO
240-701-2434
chris.stahl@stahl-companies.com

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

The STAHL Channels™ Partner 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 (e.g., Cyber, Cloud, AI, BI, etc.) and related industries (e.g., Administrative Services)*** 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 Federal Contracting is a Relationship dependent business, so we concentrate on specific Buying Offices, within specific Agencies, where we, or our Partners, have solid relationships.

Currently, we are primarily focused on the following Agencies:



U.S. Citizenship and Immigration Services



NITAAC
REIMAGINING ACQUISITIONS



- **We are primarily focused on long-term Task Orders with large, Best Value, workshare.** These opportunities are often sizeable, requiring extensive breadth and depth across multiple Channel Partners, so there is ample opportunity for Tier 1 Partners to be included.
- **We concentrate on *integrated, complex 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.
- **We also respond to IFB (Invitation For Bid) Opportunities, if these types of Task Orders are of interest to you.**
- **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 proactively work to mature Agency relationships *well in advance of the public release of Opportunities.*

- **Our BiC-1, LLC (JV) is strategically aligned with large, proven JVs in CIO-SP3 (and will be on CIO-SP4) and ITES 3S, and selected Large Businesses with extensive capabilities and capacities, so we pursue many TOs, both small and large.**

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

We primarily concentrate on profitable, Best Value solutions.

We do not respond reactively to RFPs, after they hit the street. 95% of our work is completed before the RFPs go public. In fact, we often 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 the GWACs and IDIQs that we are in or associated with.

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

- CIO-SP3
- ITES-3S
- SEC-OIT

*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
- DOC CATTs BiC-1 JV as Prime
- FEDSIM BiC-1, JV as Prime and Sub on Task Orders
- POLARIS BiC-1 JV as Prime

- We are currently in pursuit of \$1.3Billion in new Awards.
- We have actively responded to over 350 Opportunities in the last two years and currently have over 30 active Task Orders where we are awaiting Awards.
 - *There is ample room for Tier 1 Partners to participate in fulfilling FTEs on these, based upon your Capabilities and Capacities to meet Task Order Requirements in the time allotted to do so.*
- We are responding to 30% of new Opportunities within existing GWACS/IDIQs, like CIO-SP3 and ITES SB, where Tier 1 companies will be vetted to participate, based upon their capabilities.
- Opportunities also exist in fulfilling FTEs on direct awards (e.g., FEDSIM, NRC and others).
- We are also pursuing large quantities of IFB Task Orders where you can participate.

- 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 be Program Managed and 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 and our Channel of Companies, through white papers, presentations, attending and holding events to the Buying Offices we serve. We do this on a regular basis, as much as two-years before the release of an RFP, creating a pipeline of opportunities going out years into the future.
- **Joining STAHL as an Active Partner puts you into a large Channel of companies, with 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 Channel as a consistent, Program Managed, Brand that Government Agencies can trust as a Go-To solutions provider, to deliver agile, comprehensive, Best-in-Class (BIC) capabilities and capacities supported by consistent, systematic processes.**

Membership Provides Access to:

- Agency Buyers where we have strong relationships
- Large Contract Vehicles (e.g., CIO-SP3, ITES SB)
- Workshare on TOs that fit Channel Partner 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.
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
- Extensive content libraries (Opportunities, Body of Knowledge and Knowledge Management)
- Business Intelligence and Machine Learning
- ICT SCRM Standards and Development

STAHL Consulting serves as the Program Manager for PrePMO services that encompass integrated marketing, investigative, proposal, costing, project management, key personnel fulfillment (this could be you), 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, Credentials, Certifications and Past Performance, to determine where, when and to what degree you fit specific Task Orders, GWACs and IDIQs, so we can include you in Opportunity pursuits to fulfill Task Orders requirements.
- Building and maintaining ongoing relationships with Agencies; their decision-makers and buyers; We continually nurture Agency relationships to help you win more and larger, Task Orders.
- Driving new business to you through our Channel and the BiC-1 (JV).
 - Identifying Agency pain-points and needs.
 - Conducting extensive, Market Research on market trends, current contract performance and incumbents. This is current, primary research to fully understand the current situation on a Task Order 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, often many months in advance of RFPs being released to the public, that better serve their needs and help them move forward.
 - Putting our Channel Partners front and center to Agencies, so Agencies know our Channel's capabilities and understand the benefits of using it and trust it to perform work desired by Agencies.
 - 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 upcoming, Task Orders that fit our Channel's capabilities and Channel Partner goals.
- Utilizing Tiger Teams that include in-house Project Management Systems and Processes, Project Managers and SMEs to
 - precisely and quantitatively Vette/Gap Channel Partners to individual Task Orders.
 - Locate, alert, advise and coordinate Channel Partner 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 Partner pricing.
- **Using our Channel Partners to locate and recruit qualified, key personnel on an on-going basis, 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 Partners.
- Providing transition services on roll-over contracts.

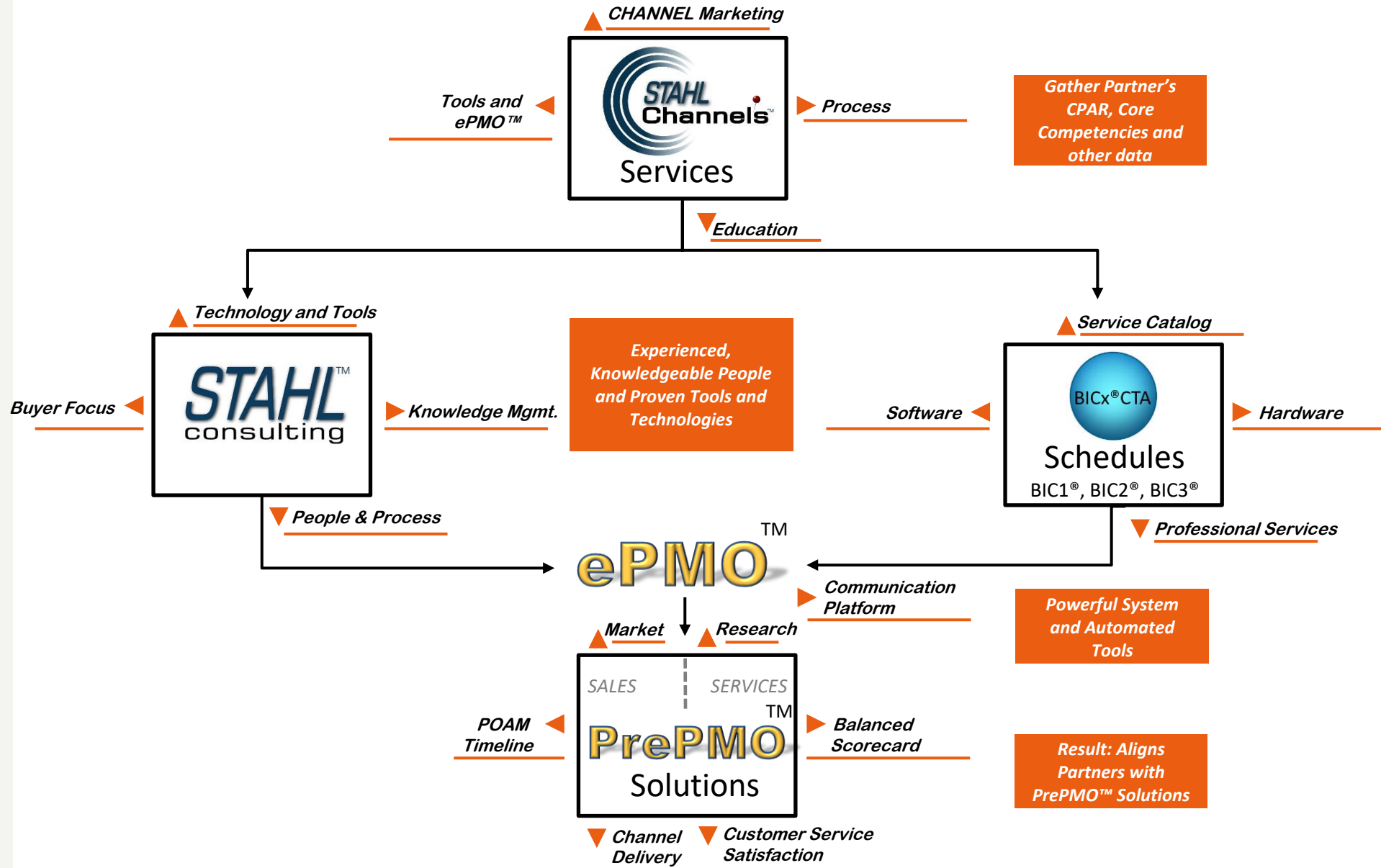
- Providing Program Management to consistently ensure quality and timely delivery on Task Orders, so STAHL's Channel is seen as a trusted resource to help **win additional Awards**.
- Supporting what we do with a variety of proprietary software (e.g., STAHL PRM Portal) to manage the entire process, respond to large quantities of Opportunities and make it easy for Agencies to use us. Our systems and software are agile; continually improved to increase efficiency, effectiveness and utility to both our Channel Partners and Agency Buyers.
- Important to new or emerging companies,
 - We guide and educate our Channel Partners to help them mature their organizations, so they are seen by Agencies as substantial, mature and capable of scaling up to take on higher volumes of work. We want to help mature our Channel Partners, so they are more trusted by Agencies, which allows us to use them more often, and more substantially, leading to **higher PWins on proposals and revenue**.
 - Our BiC-1, LLC (JV) allows Partners to obtain 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.

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>

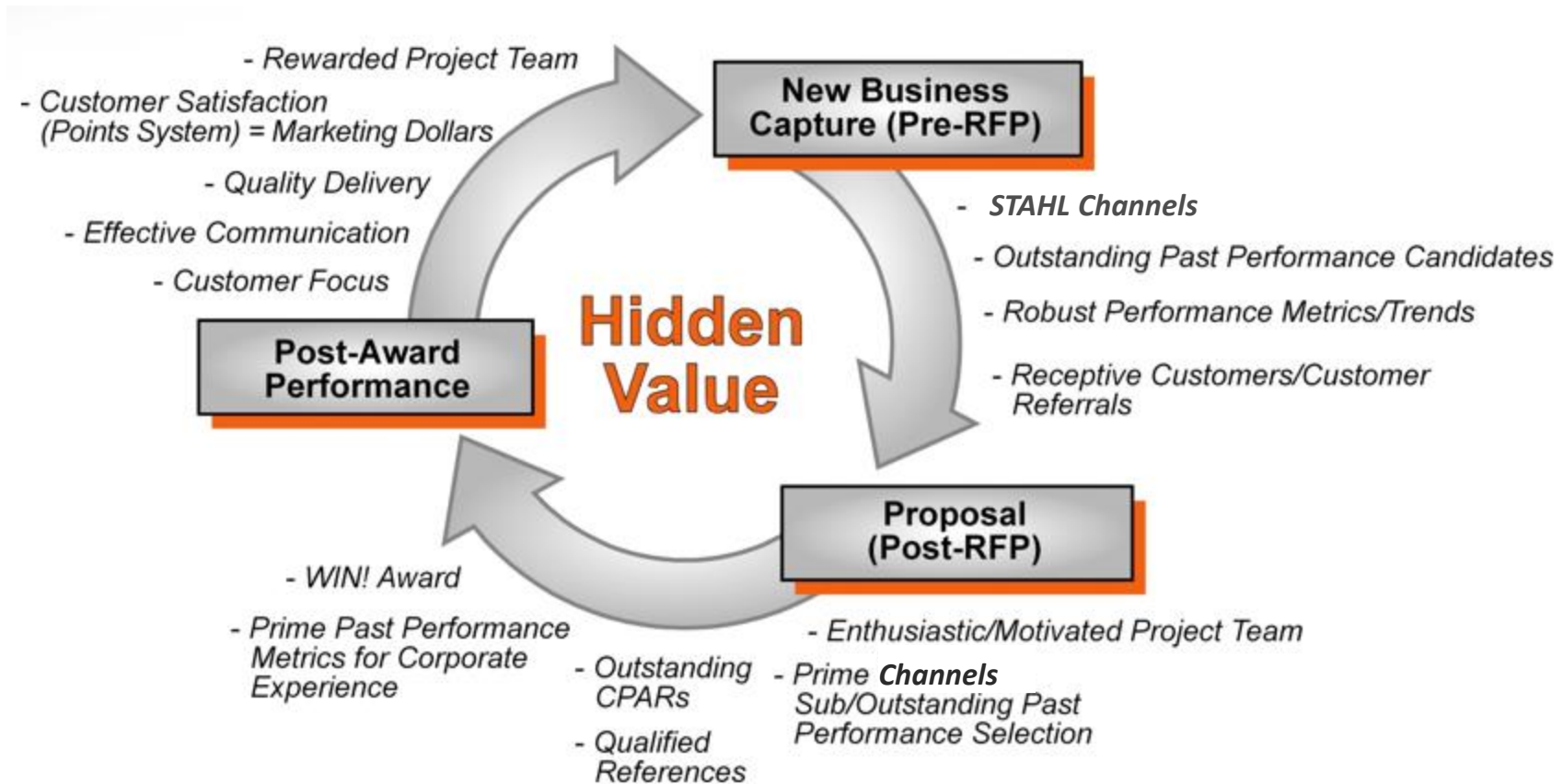
- As a Channel Partner, you will be alerted to Opportunities as Gaps are revealed that fit your capabilities and capacities, based upon the information you have provided us.
 - Note: On TOs, STAHL determines the Primes and Subs and allocates workshare. Our BiC-1, LLC (JV) allows companies to participate in Task Orders where they lack adequate past performance (e.g., \$10M contact in past two years) and adjacencies (e.g., Army experience), based upon the credentials of the entire Channel.
- Prior to the opportunity hitting the street, or as Gaps are revealed on awarded Task Orders 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 submitted pricing

- To get started, you would sign a STAHL Terms of Service for Subscription Agreement that leads to you becoming an Active Tier 1 Partner.
- You then are eligible for Task Order alerts that fit your DNA.
- Your data is our Compass for determining which Task Orders fit you. Therefore, you will need to complete your company onboarding where you will answer detailed questions on your company's capabilities and capacities, Past Performance (as many as you have) and adjacencies to Customers (e.g., Army), your personnel's qualifications, resumes and your organization's maturity level, etc.
- We will likely gather additional information, based upon the Requirements in individual Task Orders.
- We will have a one-on-one discussion with you, so we thoroughly understand your strategic direction, capabilities, capacities, etc.
- As a resource to our BiC-1 JV. we want to use you wherever and whenever it makes sense to do so, within your capability and capacity to perform.

The STAHL Channels™ Program Management (ePMO)

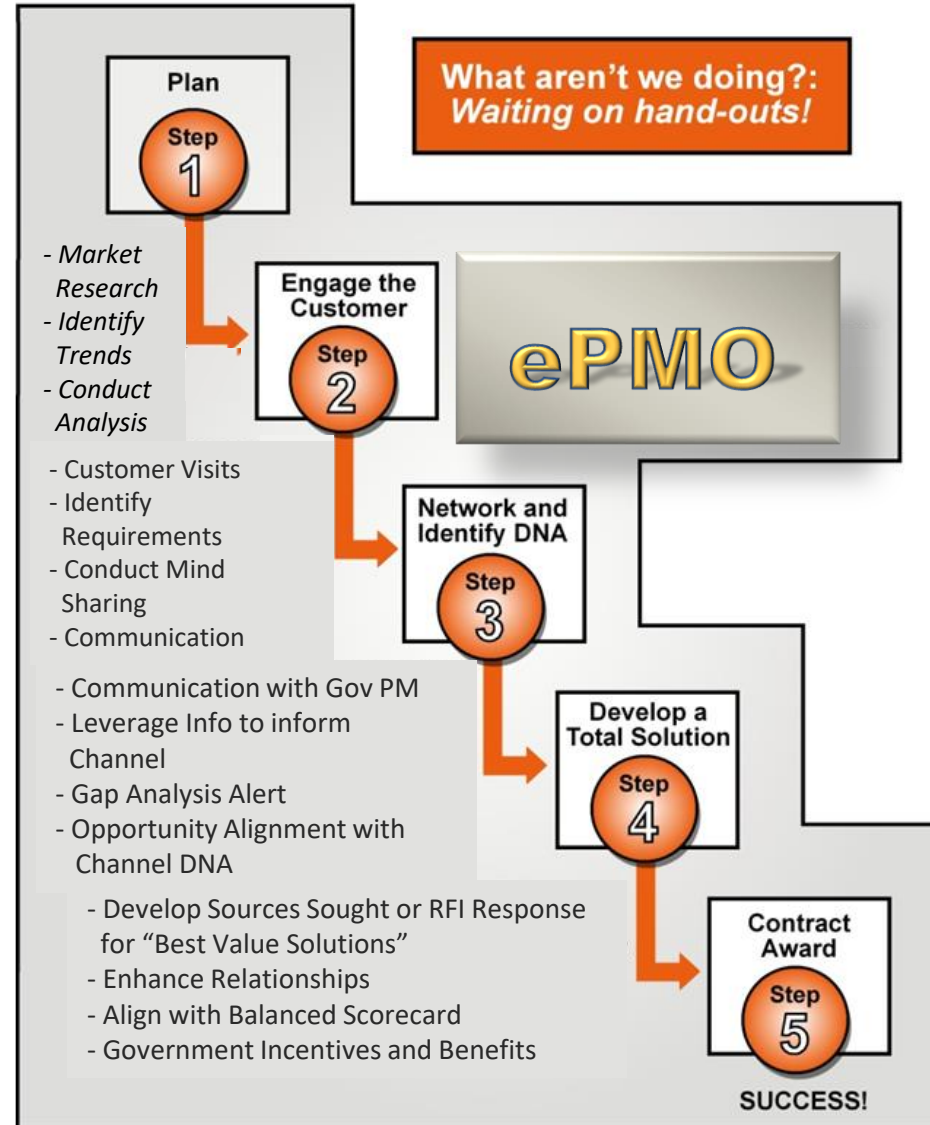


Quality Management, Performance Review, and Recognition



Hidden Value Advantage Continuum

STEPS TO SUCCESS

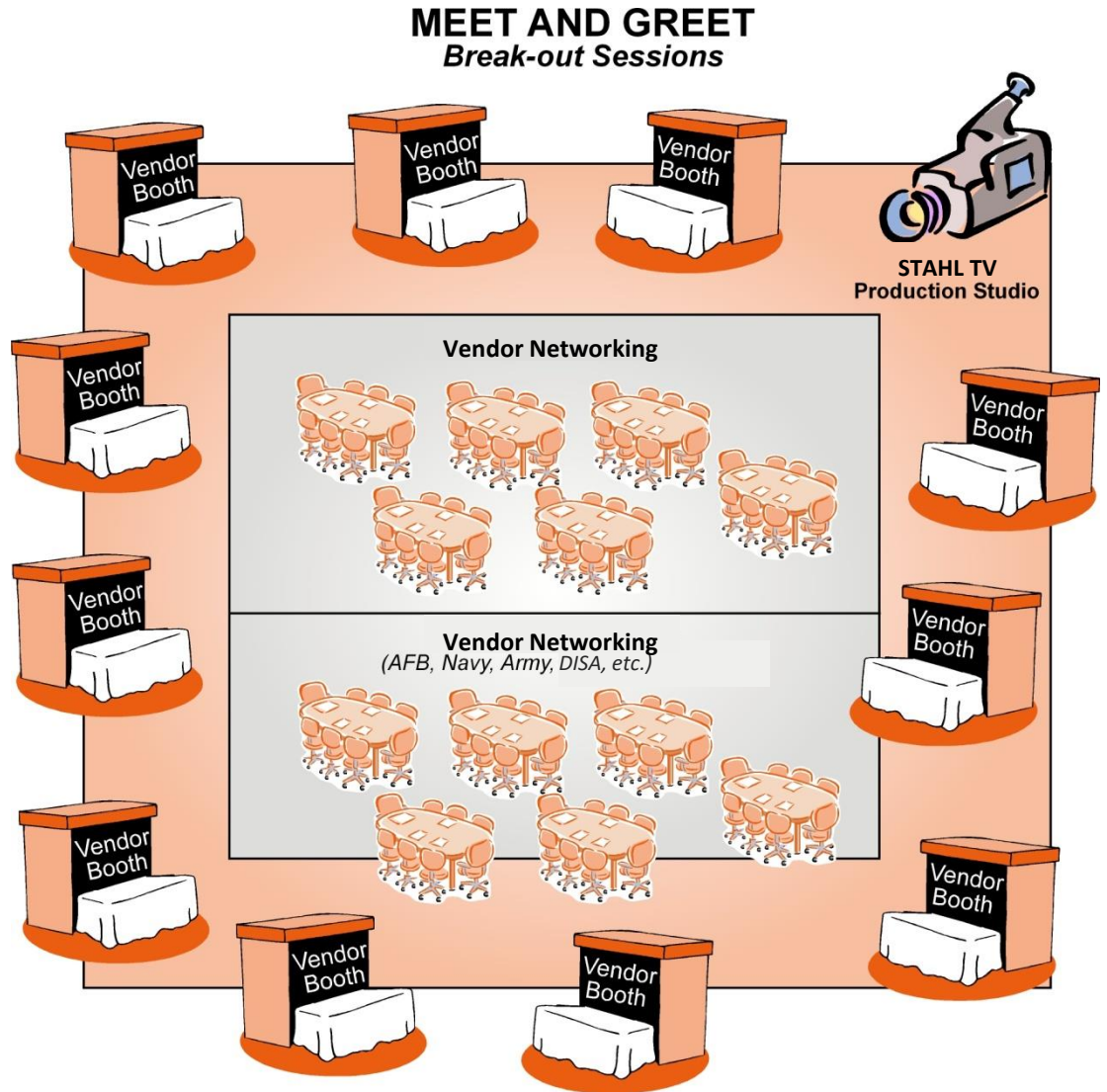




Future Summits

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

**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:	

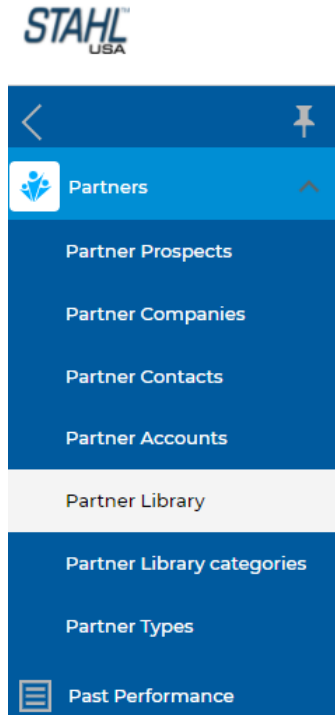
— Business Capabilities

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. #: CIO-SP3-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	PWin Change:
\$\$ Value :	~ \$5 Mill. [TBD]	Prime Value: 51%	Opportunity Status:	RFI stage	RFI/SS/WP: February 2022
Total FTE:	TBD	Sub Value: 49%	Draft RFP:	April-May 2022 [TBD]	Industry Day (if any):
Sector (Defense/Civil) :	Civil	Channel Team Members: TBD from GAP	Final RFP:	May-June 2022 [TBD]	Proposal Due: TBD
OPS Exec:	Thomas Graup	Account Exec. (iPMO): Gate-0 BD	Orals:		BAFO Due:
Capture Exec:	Chris Stahl	PDM/PM: TBA	Award Date:		Start Date: TBD
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

Investment

- The investment to join the STAHL Channel, as a Tier 1 Partner, is only \$2,500 a month for a twelve (12) month contract period.
- Your small investment is used to
 - Support a standing BD/Capture and Program Management Team, a team dedicated to locating and presenting Best-Fit Opportunities to you that will support you and your growth.
 - Provide all the services described in this presentation.

Contract Period

- One (1) Year

Become a Tier 1 Partner now

- Go to

<https://prm.stahlusa.com/concierge/ucm/#/cms/CMSCreateAccount>



**For More Information
Contact Us Today**

Christopher Stahl
CEO

176 Wardensville Grade
Winchester VA 22602
240-701-2434
chris.stahl@stahl-companies.com

www.stahlusa.com
www.bic-1.com
www.stahl-consulting.com