

Stuck in the Middle—“What Can Mid-Size Players in the GovCon Marketplace Do?”

Larges and Smalls Have It the Best—It Is Much More Difficult for Medium-Size Companies in the GovCon Marketplace to Earn Revenue

In the government contracting (GovCon) marketplace, the smallest percentage of companies are large businesses. You typically see them with revenues in excess of \$300 million. Their size gives them the advantage of the ability to scale. They are often perceived as the least riskiest option in the eyes of the Government in competitive awards because of their ability manage programs of large size, scope, and complexity. When they are not in a competitive position to win prime contracts to earn revenue and grow, they sometimes resort to strategic acquisitions.



Small businesses to include socio-economic companies (i.e., Small Disadvantaged Business, Service-Disabled Veteran Owned Small Business, Woman Owned Small Business and HUBZone) can be defined as those with \$25M or less in revenue. Despite being small, the opportunities for them to earn revenue via prime contracts are less competitive due to set asides or the ability to team with a large business prime, which often has Government-mandated small business subcontracting goals.

The Problem

Mid-size companies can be looked at as falling into two tiers. Those between \$25M and \$75M and those between \$75M and \$300M. They face the greatest challenge in the GovCon marketplace with meeting their annual revenue goals. They have to compete against large players to win prime contracts, and they do not receive any of the advantages given to the small businesses (particularly socio-economic companies) offered from the Government. The lifeblood of mid-size companies is winning prime contracts, period. Once a small business enters the mid-size part of the GovCon marketplace, they very often are challenged with winning solution-based prime contracts — they just do not know how.

The Need

There is a need for a capability to enable mid-size companies to win solution-based prime contracts on their own. In particular, without costly 3rd-party vendor support where they guide the in need mid-size company through the necessary thinking to win the competitive pursuit. In fact, there is a need for a thinking-as-a-service (TaaS) capability where such a thing is possible for mid-size companies to do on their own.

The Benefits

The benefits of such a TaaS capability are that it would be able to:

- ❑ Help do the necessary “strategic thinking before writing” in the opportunity assessment, capture, and proposal planning phases of competitive pursuits.
- ❑ Enable better decision-making, particularly at the C-Suite level.

- ❑ Assist with answering the most important question when pursuing a competitive pursuit —
“*Why your company?*”
- ❑ Support the design and development of the solution for your company’s competitive response.
- ❑ Store the rich context of how and why a deal was bid to increase overall company value over time.
- ❑ Capture the company’s intellectual capital to enable future growth.
- ❑ Quantify the growth status of your enterprise.
- ❑ Lower the cost of capturing new business.
- ❑ Protect the customer business that your company already has.

Mid-Market Companies Can Win More Solution-Based Prime Contracts

We believe that if such a TaaS offering existed in the GovCon marketplace that mid-size companies using it would win more competitions and increase their overall enterprise value. For this reason, we have developed a [thinking-as-a-service offering](#) for mid-size companies in the GovCon marketplace for their use, which provides the aforementioned benefits and more.

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