



Winning is a Science

WE HELP YOU WIN CONTRACTS. HERE IS HOW...

Full Service Business and Proposal Development



CUSTOMIZATION

We create custom business development and proposal processes that fit your organization's specific needs.



STRATEGY

We are data driven. We use industry data and market insights to create business development strategies that win.



EXPERTISE

Our proposal development approach is based on the government's scoring methodology.



PHILOSOPHY

Our proposal review philosophy focuses on compliance, responsiveness, and highlighting strengths – not color reviews.



AIM

We aim to increase the number of responses that receive Competitive Range/Best and Final Offers.

At THE PROPOSAL LAB, we Believe that Winning is a Science

Experts in proposal writing, The Proposal Lab, LLC is dedicated to helping clients achieve their growth goals – from strategy and customer engagement to proposal design and submission, we provide a customized Must Win formula to help our clients win contracts.

OUR MISSION

The Proposal Lab's mission is to write proposals that win. We provide expert proposal and business development consultancy services that help our clients make smart, informed decisions to achieve their growth goals. From strategy and customer engagement to proposal design and submission, we provide a customized “Must Win” formula to help our clients win contracts.

ADDRESS

1717 Pennsylvania Avenue NW,
Ste. 1025
Washington, DC 20006

CONTACTS

Office: 202.838.3006 ext. 700.
General Inquiries:
win@theproposallabllc.com

Tweets by @ThePropoallab

The Proposal Lab, LLC Retweeted
Public Spend Forum
@PSpendForum
A 2020 Vision for Federal Government
Procurement → buff.ly/2C9rJJv #govcon
#publicprocurement



**Services that can help
DEFINE and REFINE
your business strategy**

From identifying the right opportunity and creating your MustWin strategy, to writing a winning proposal to close the deal, we combine the following elements to support clients across two core capability areas:



Business Development

Effective process management,
compliant proposal design and layout

- ▶ Market Research
- ▶ Competitor Analysis
- ▶ Strategy Development
- ▶ Sales Pipeline development and management
- ▶ Relationship Management (Capture Planning)
- ▶ Strategy Development



Proposal Development & Management

Remarkable services throughout the
proposal development lifecycle

- ▶ Proposal Management
 - Schedule Development & Management
 - Process Management
 - Content Planning
 - Proposal Review
- ▶ Proposal Design
 - Compliance Matrix Development
 - Annotated Outline Development
 - Writing & Conceptualization
 - Conduct Proposal Readiness Reviews
- ▶ Production
 - Graphic Design
 - Technical Editing
 - Desktop Publishing
 - Production



DEDICATION!

Our team is dedicated to supporting our clients make informed, strategic, data driven business decisions to win business.

EXPERTISE!

Our fresh perspective, intimate understanding of the government contracting processes, and consultative approach provide the foundation for your success. Our mission is to help you win!

PASSION!

We are competitive by nature, passionate about our work, and are stakeholders in your success.

STRATEGY!

We help map your company's growth goals from strategic planning and business development to writing proposals and closing the deal.

CUSTOMIZATION!

We are there every step of the way using tools and methods that are unique to your needs.

Discover our Expertise

WINNING AND GROWING BUSINESS IS FORMULAIC.

Companies need the right mix of elements to create a winning solution. We studied the government contracting and procurement industry and realized the process to win contracts has changed significantly – yet the industry’s approach and methods have not, and many contractors continue to rely on methodology established more than 20 years ago.



We develop customized data driven, win-formulas based on our clients’ capabilities, past performance, and goals. When all things are aligned, your probability to win increases.



OUR CLIENTS ARE OUR STRATEGIC PARTNERS

we are invested in our partnerships, clients and in your success. We will link your mission and vision to identity and capture opportunities that are the best fit for your organization to provide the strongest return on investment for you.

Insights+DATA+
RESEARCH+Analytics+
STRATEGY+
Relationships+
WRITING
= RESULTS





The Team’s Accomplishments and Methods

OUR WIN STATS REFLECT THIS.

We created a method, a formoulaic method that wins contracts. Our innovative approach, tested and refined in The Lab and has proven to benefit our clients’ wins.

\$92.6 Million
in Government Contracts Won
(base year funding) **Since 2017**

Two Decades
of Experience Testing and
Refining Methods that **WIN**



OUR TEAM - Our team has more than 20 years of experience in managing and writing winning Federal proposals and grants for government contractors. Their expertise has resulted in multi-million dollar contracts won with agencies for services within the following NAICS codes

- 541990** – All Other Professional, Scientific, and Technical Services
- 541618** – Other Management Consulting Services
- 541690** – Other Scientific and Technical Consulting Services
- 541611** – Administrative Management and General Management Services
- 541613** – Marketing Consulting Services
- 541511** – Custom Computer Programming Services
- 611430** – Professional & Management Development Training
- 541512** – Computer Systems Design Services
- 541699** – All other Business Support Services





We are **The Lab** for
Accelerated Growth.



What we do | Expertise | The Team | **Join our Consultant Network** | Contact us

Join the Team

WE INNOVATE.

We are modern day pioneers in the proposal management and business development arena.

We are a firm of innovators and it is our job to spot opportunities, make connections and win contracts for clients every day. If you are interested in executing a new approach to business development, we are interested in you.

BRING US YOUR BIG IDEAS.

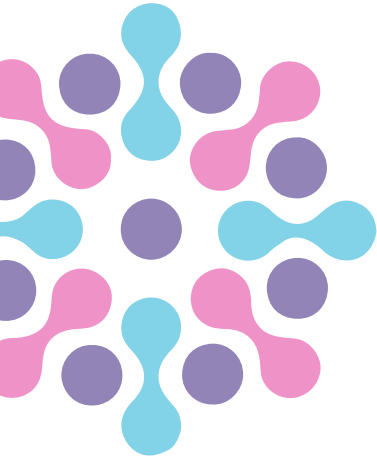
We are looking to hire the next generation of Proposal Managers and Writers with big and bright ideas about how to service clients and prospects more effectively and efficiently.

We’re proud to be collaborators and problem solvers. If you are too, we look forward to hearing from you.

OPEN POSITIONS

The Proposal Lab is always looking for top talent. Please browse our open positions below and apply or you can send your resume and a writing sample to our Talent Acquisition Team and tell us why you would be a great fit for the team.

Proposal Writing Consultant (Remote-1099 Position)



Your name *

Email address *

Phone

Position of Interest: *

Additional Comments

SEND



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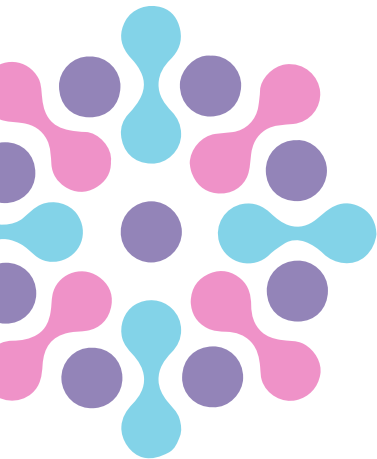
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Proposal Writing Consultant (Remote-1099 Position)



Your name *

Email address *

Phone

Position of Interest: *

Additional Comments

SEND



Contact Us

Ready to Get Started with
THE PROPOSAL LAB?

PLEASE FILL OUT THIS FORM TO REQUEST A CONSULTATION.

Your name *

Email address *

Phone *

What services are you interested in? *
(Please check all that apply.)

- ☐ Business Development
- ☐ Proposal Management/Writing Support
- ☐ Other

How did you hear about The Proposal Lab LLC?

- Referral** - Please list names
- Internet Search
- Other

☐

☐

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Comments



Thank you for your interest in THE PROPOSAL LAB!
We aim to respond promptly.