

WAYPOINT™

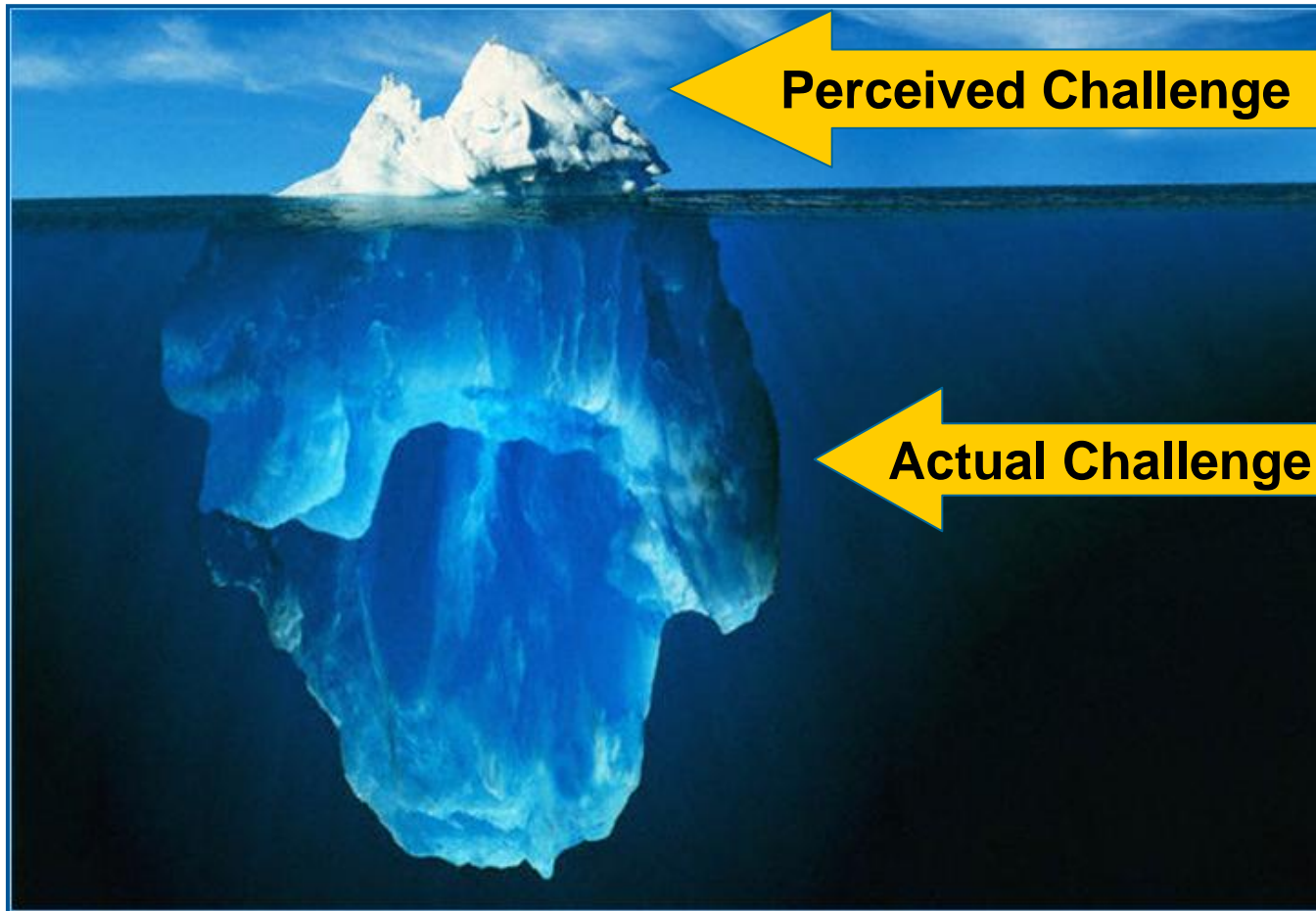
CHARTED REVENUE GROWTH™

Waypoint Overview





Waypoint Understands the Depth of Business Capture



The Business Capture Challenge

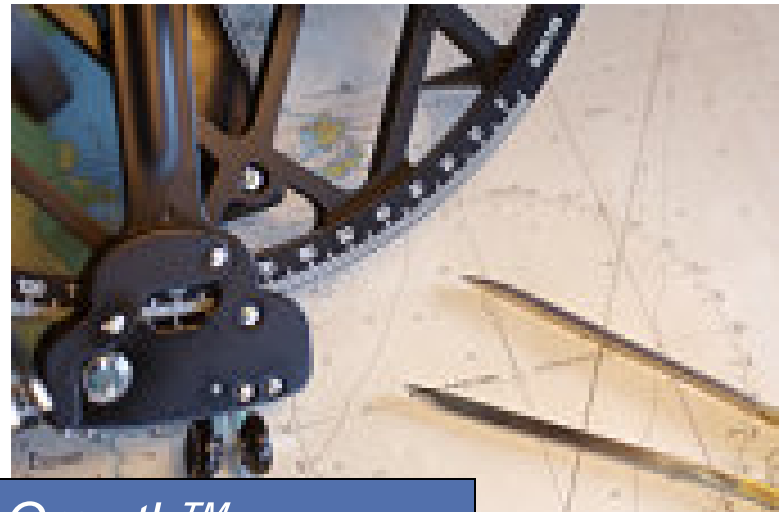


Waypoint Overview

Waypoint brings an end-to-end, unifying approach to the activities that drive top-line revenue; grounded in a business philosophy that continuity and integration of people and process (IP), enabled by technology, materially increase ROI on B&P spending and probability of win.

Waypoint Solutions:

- Market Assessment & Strategy
- Portfolio & Pipeline Optimization
- Capture & Proposal Leadership

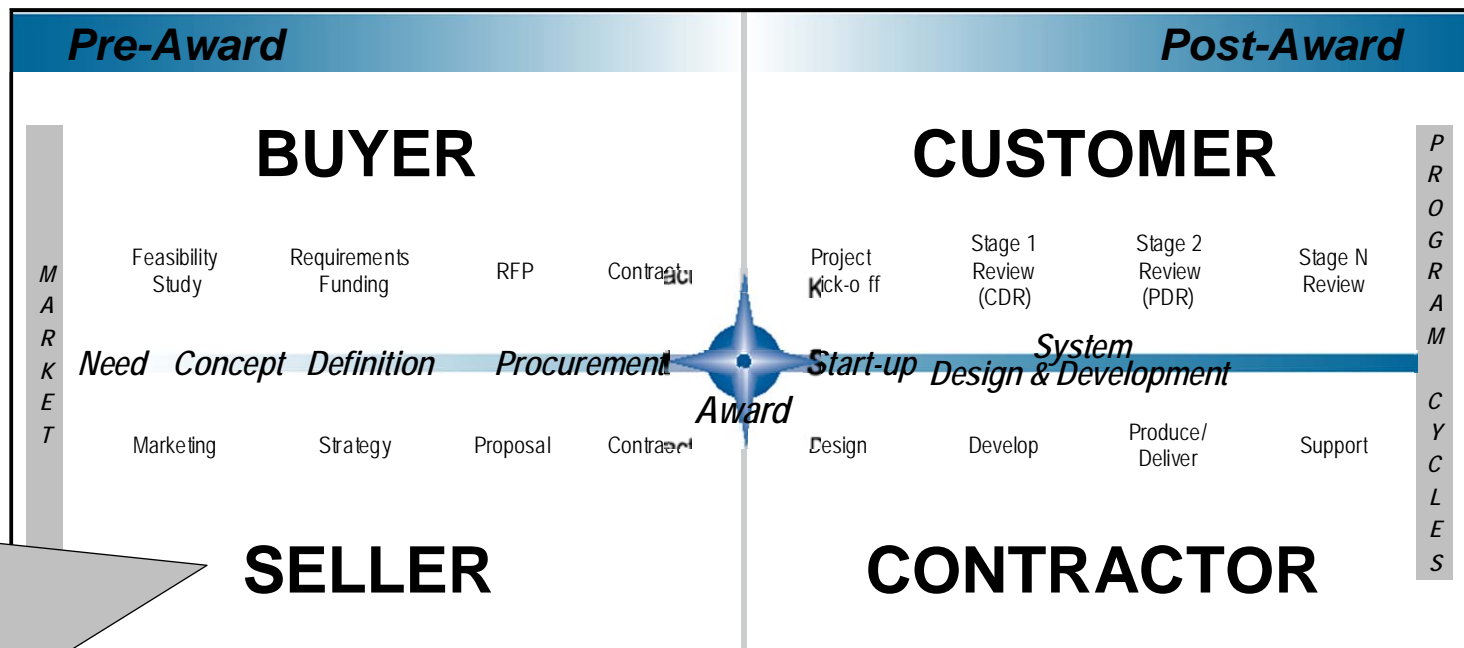


Charted Revenue Growth™



The Waypoint Course™

Waypoint's hands-on pre-award business services create revenue growth for clients selling into the Federal, State & Local government, and commercial markets where new business is won through a structured, competitive procurement process.



- Enterprise-wide, life cycle focus
- Full system accountability
- Alignment of resources to outcomes

Outcomes-based approach methodology

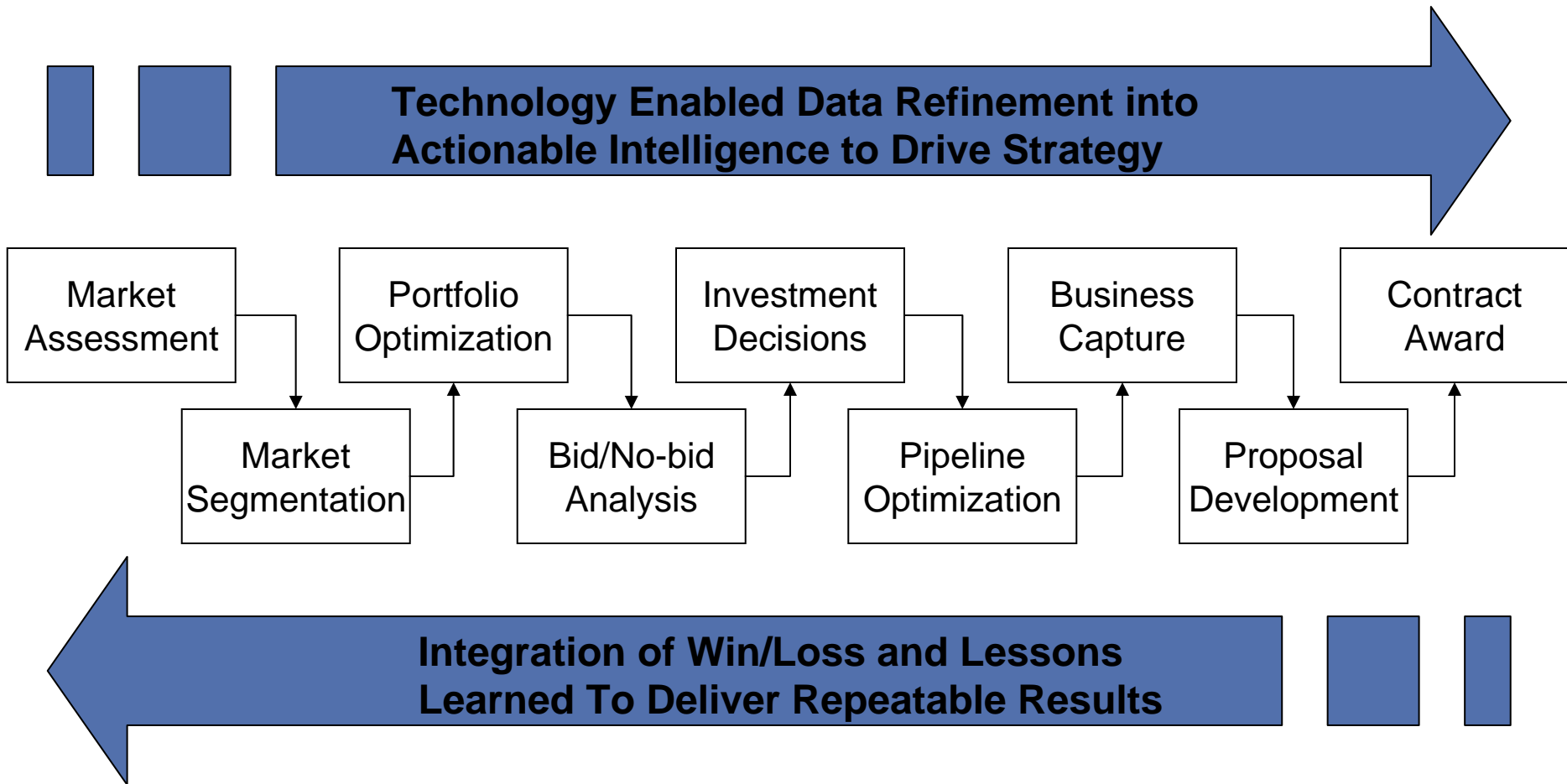


Waypoint's Qualifications

- Domain business capture & program management experience
 - Federal DoD - Army, Navy, Air Force, Marines, DLA
 - Federal Civil - DHS, DOJ, DISA, FEMA
 - State & Local - Welfare, Justice & Public Safety, Tax & Revenue, and GA
 - Commercial – Aerospace, Telecom, Healthcare, Life Sciences, Finance
- Participated in hundreds of winning large business capture and proposal response efforts over the past 25 years
 - DHS - US VISIT
 - DLA - Business Systems Modernization
 - DHS – EAGLE
 - State of IL - Unemployment Insurance System Modernization
- Deep knowledge of the buyer and their needs across multiple horizontal competencies
 - IT software & hardware
 - Systems Integration & training
 - Process improvement & automation
 - Outsourcing and Operations & Maintenance
 - Commercial & Military hardware
 - Manufacturing

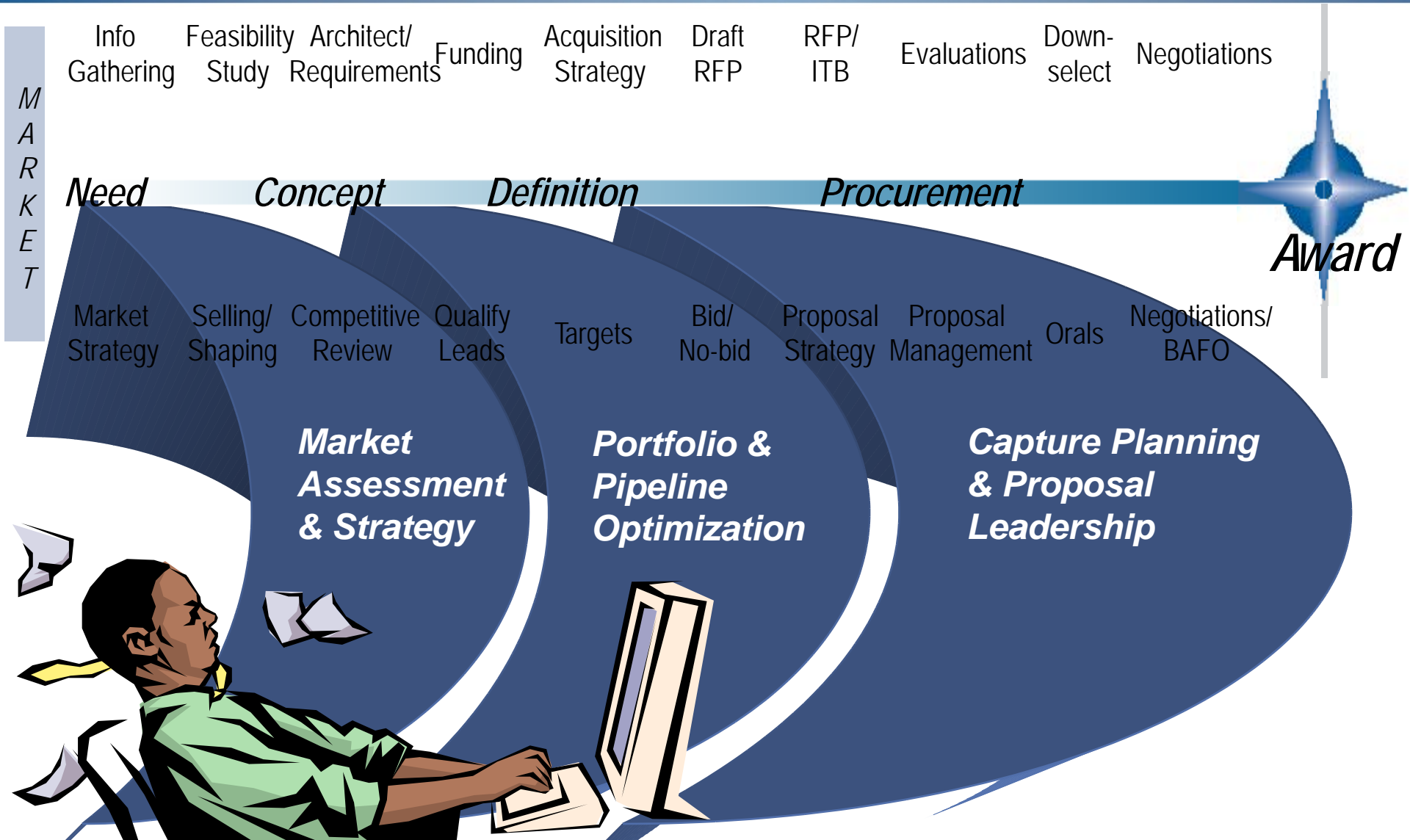


Waypoint's Seller Solution Process





Seller Solutions





Market Assessment & Strategy

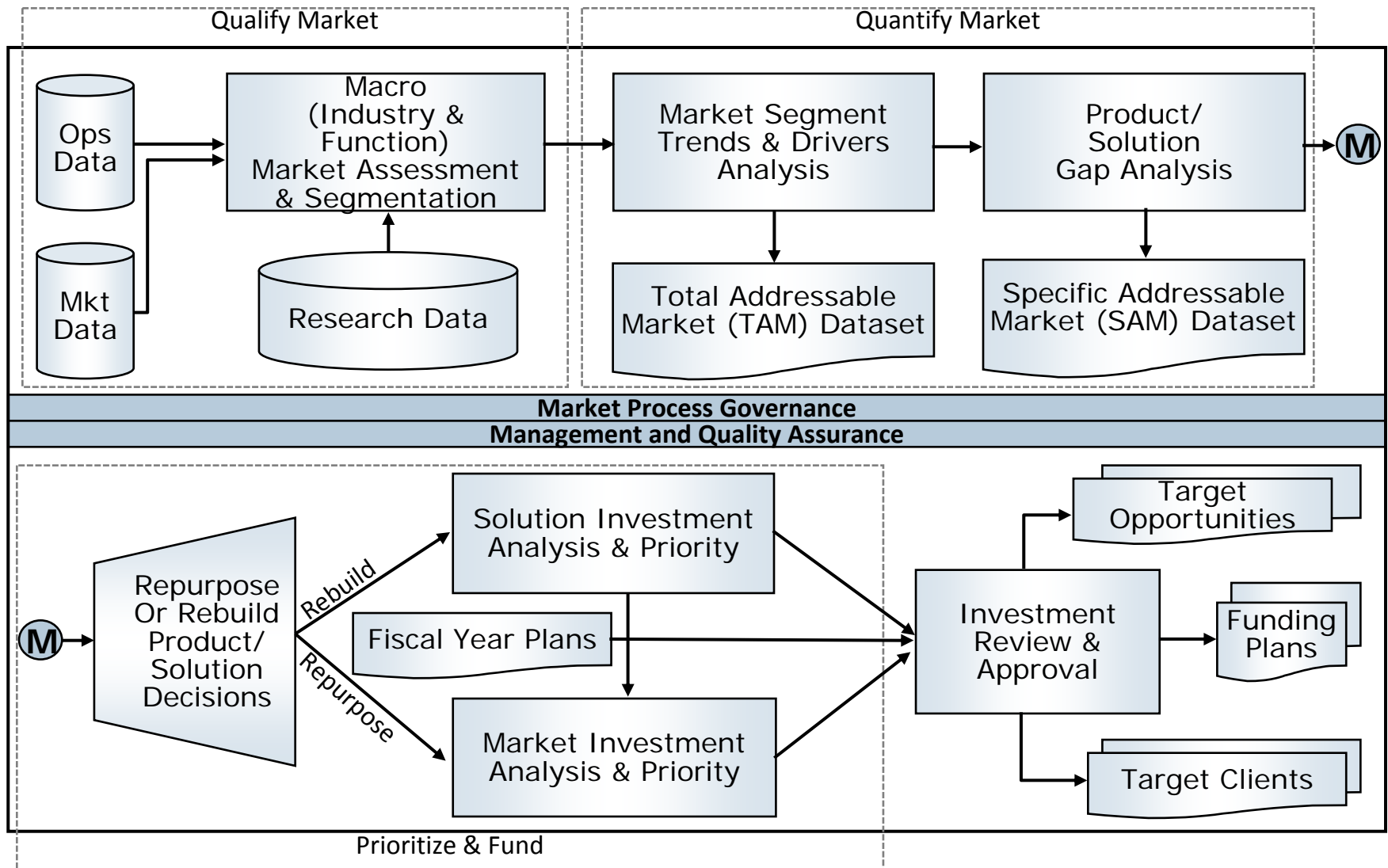
Data to Intelligence

- Solution Components
 - Market Assessment
 - Product/Solution Strategy
 - Pricing Strategy
 - Corporate Communications Strategy
 - Enterprise Performance/Capability Assessment
- Value Delivered
 - Confirmation of market needs (solutions developed to solve real problems)
 - Solution strategy aligned to market needs
 - Mitigation of enterprise delivery success barriers
 - Synchronized brand, marketing/communications, and public relations plans
 - Better utilization of Market Phase investments = Higher ROI





Market Assessment & Strategy Process





Portfolio & Pipeline Optimization

Opportunities to Targets

➤ Solution Components

- Business Capture Assessment
- Client & Program Opportunity Strategy
- Opportunity Pipeline Leadership (programs)
- Sales Strategy
- Competitive Intelligence Analysis and Review
- Bid/No-Bid Decision Support
- Targeted Opportunity Strategy

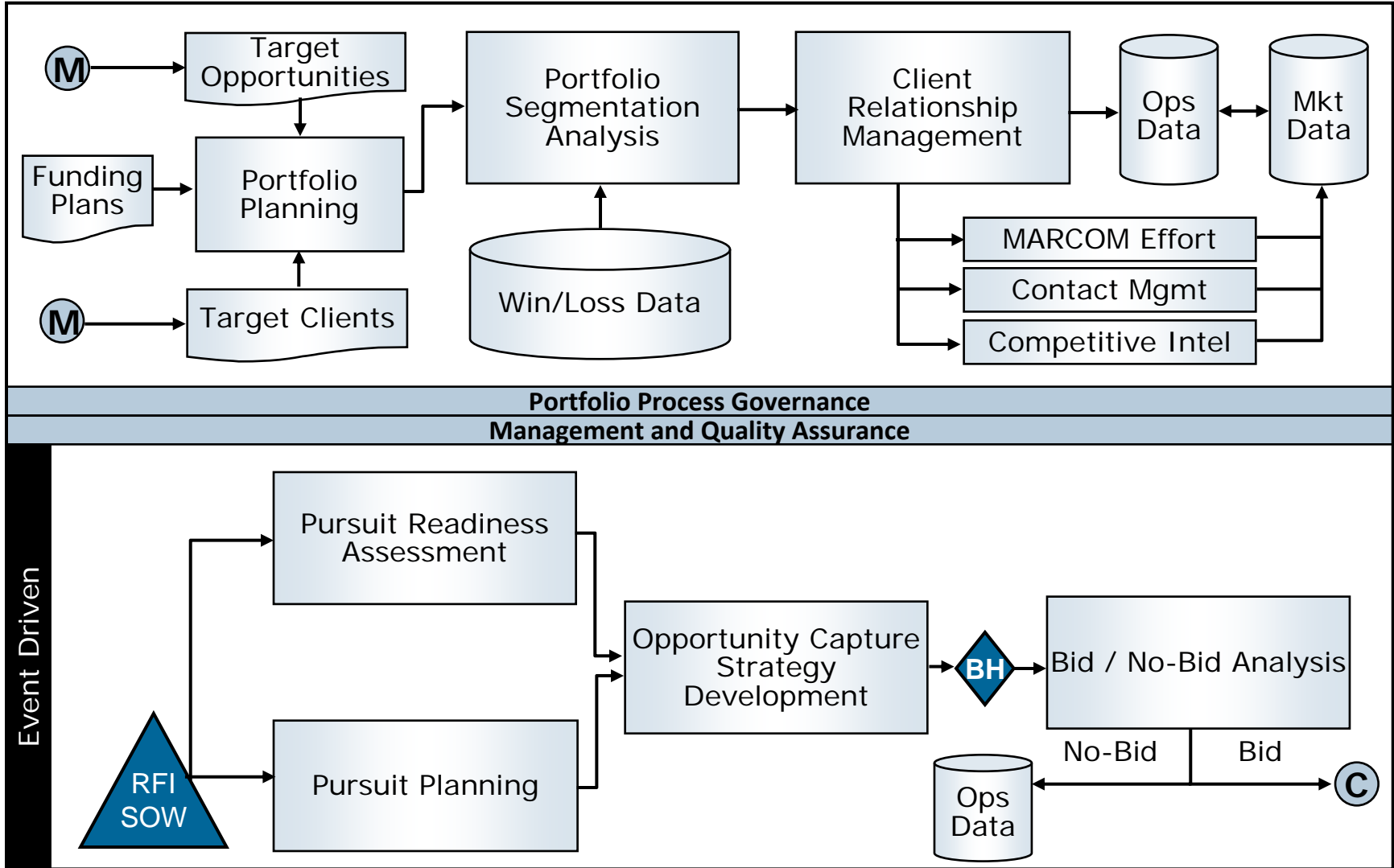
➤ Value Delivered

- Improved use of sales and business development resources (focus on the right opportunities and clients)
- Higher conversion rate of opportunities to Capture Phase
- Consistent use of corporate brand in client-facing activities and Win Strategies
- Improved sales and business development capabilities: people, processes, tools and budgets
- Early elimination of low win-probability pursuits
- Higher quality of targeted pursuits = Higher ROI





Portfolio & Pipeline Optimization Process





Capture Planning & Proposal Development Leadership

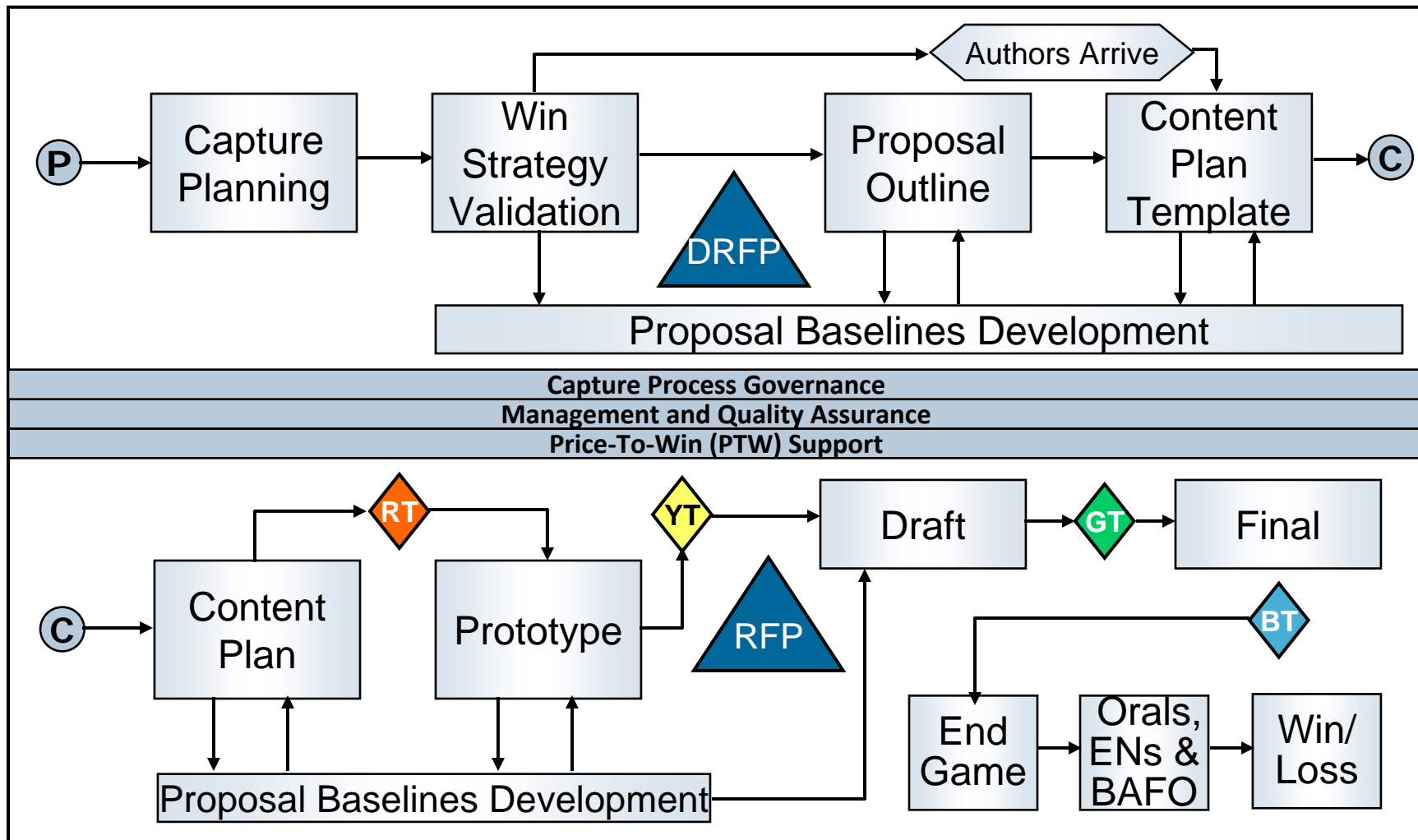
Targets to Awards

- Solution Components
 - Win Strategy Validation
 - Proposal Development Leadership
 - Price To Win Leadership
 - Color Team Reviews
 - Post Delivery (of proposal) Activities
- Value Delivered
 - Higher win rate
 - Improved use of capture/proposal resources
 - Early and ongoing detection of strategy misalignments
 - Improved execution readiness
 - Improved alignment of pricing decisions with customer and market factors
 - Improved proposal team morale and productivity
 - Highest proposal quality for dollars invested = Higher ROI





Capture Solution Process





What Makes Waypoint Unique

- Client serving professionals with deep experience in the client's industry
- An intense focus on the client's success for the full life cycle of the target programs
- Solutions that are contemporary, integrated and automated
 - Supported By Northern Virginia Solution Center
 - Technology Enabled Virtual Capture/Proposal Teams
- An internal culture focused on success, openness and uncompromising integrity
- Attentiveness to the cultural and business needs of our clients



Why Choose Waypoint

- Our Solution addresses full range of business capture activities
- We built our solution using industry best practices
 - Augmented by decades of business capture, proposal development, evaluation, delivery execution experience
- We reduce proposal author “blank paper panic”
 - **Provide templates, tools, workflows, and job aids for proposal staff**
 - Solution Center support for peaks & valleys
- We support remote as well as on-site proposal contributors and reviewers
- Waypoint delivers:
 - Qualified, experienced people focused on winning
 - Increased business capture efficiency
 - Higher opportunity win rates
 - Top-line revenue growth

