



Capabilities Briefing

Company Overview

- Founded in 2006
- Financially viable, organically grown to 18 employees
- Only Michigan company selected for the Michigan Defense Center bid-writing program

- GSA Contract Holder – Professional Services
- 2017 recipient – Michigan 50 Companies to Watch
- 2015 recipient – EPIC Veteran Owned Business of the Year

- 2 locations – Grand Rapids, MI and Sterling Heights, MI
- Sophisticated infrastructure
- Investment in technology to support people and processes
- Advanced reporting capabilities
- Active secret clearance
- Pursuing certifications in ISO, CMMC, & DCAA



Differentiators



- Help clients sell to all levels of government
- Ongoing support throughout the entire government sales and marketing lifecycle
- In-depth reporting capabilities
- Client loyalty: we don't work with our clients' competitors
- Company success measured by client success and the collective value of contract wins
- Exceptional network of government and prime contractors
- Significant investment in best of class capture tools and resources
- JetCo proposal managers are full-time employees, not contractors

Summary of Capabilities

Capture

Research

Proposal
Management & Bid
Writing

GSA Schedule
Application &
Maintenance



B2G Launch
Pad™

Federal Focus
Report

Federal Action
Plan

Competitive
Assessment Report

JetCo Solutions' services span the entire
government sales life cycle.

Capture

Capabilities

- Market segmentation
- Positioning
- Opportunity assessment
 - Bid decision tree development
 - Bid/no-bid evaluation guidance
- Capture planning
- Pre-RFP activities
 - FAR-based
 - OTA management
 - Source Approval Requests (SARs)
- Proposal strategy
- Gate reviews / black hat
- Seamless transition to in-house proposal response team
- Post submission support
- Exceptional network with government and primes
- Significant investment in best of class capture tools and resources
- Full-time research specialists on staff

“After engaging with JetCo, we quickly landed the largest piece of business our organization ever had for a state government. JetCo created a content library that helped us respond quickly to future RFPs and sourced new opportunities using their resources. I highly recommend JetCo as their sales partner to anyone interested in doing government business.”

- Managing Partner
JetCo Client Since 2016

Proposal Management & Bid Writing

Capabilities

- Proposal managers and writers are full-time employees, not temporary contractors
- Highly engaged in Association of Proposal Management Professionals (APMP)
- All writers and proposal managers are APMP certified or certification-track
- Methodical workflow with documented SOPs
- JCP certified
- Writers interview SMEs to build narratives collaboratively
- Proposal development, formatting, editing, infographic development
- Color team reviews
- In-house volume management and bid assembly



“ I cannot even begin to tell you how in love I am with this proposal. I am totally blown away and it's amazing to read about my company written this way. It was so much fun to read. I'm so impressed with you.”

- Executive Vice President
JetCo Client Since 2010

Submission Support Capabilities

- Methodical, workflow-driven process to ensure all critical steps are met; balanced with a customized checklist specific to each client
- Price-to-win (PTW) support for determination of basis
- We stay with clients through schedule award; it's common in our industry for consultants to end services with submission

Post-Submission Support Capabilities

- Included in Submission
 - eBuy / VSC registration support
 - PO Portal registration support
 - FAS Sales Reporting Portal support
 - Initial SIP upload
 - GSA Advantage support
- GSA Schedule Maintenance Support
- GSA Schedule Marketing and Sales
- Contractor Assistance Visit Preparation

None of our clients can compete because we
won't represent two companies that could
be competitors.

Our Clients



Client Achievements

- JetCo Solutions was hired to lead a national flooring contractor's government sales efforts. This collaboration resulted in \$3.6 million in contract wins.
- A specialized architecture and engineering firm contacted JetCo Solutions to initiate the government contracting process and identify potential industry partners. JetCo Solutions was able to procure 118 opportunities, 53 potential partnering opportunities with contracts, and 38 government employee contacts for our client.
- An indoor environmental quality company hired JetCo Solutions to support their government sales efforts. They had an internal gap when it came to understanding the contracting process and developing a cohesive bid response. With JetCo Solutions' help, this client now has a 73% conversion rate for wins with \$11.4 million in total contract wins.

Why JetCo Solutions?

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Offices in Michigan

98%

Proportion of contract wins that went to small businesses

18

Talented W2 Employees

84%

Win-rate through the Michigan Defense Center program

\$4 billion

in contract wins for JetCo clients

\$495 million

in wins for Michigan Defense Center clients





www.jetcosolutions.com/idex2021

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