



# Market Intelligence & Account Planning

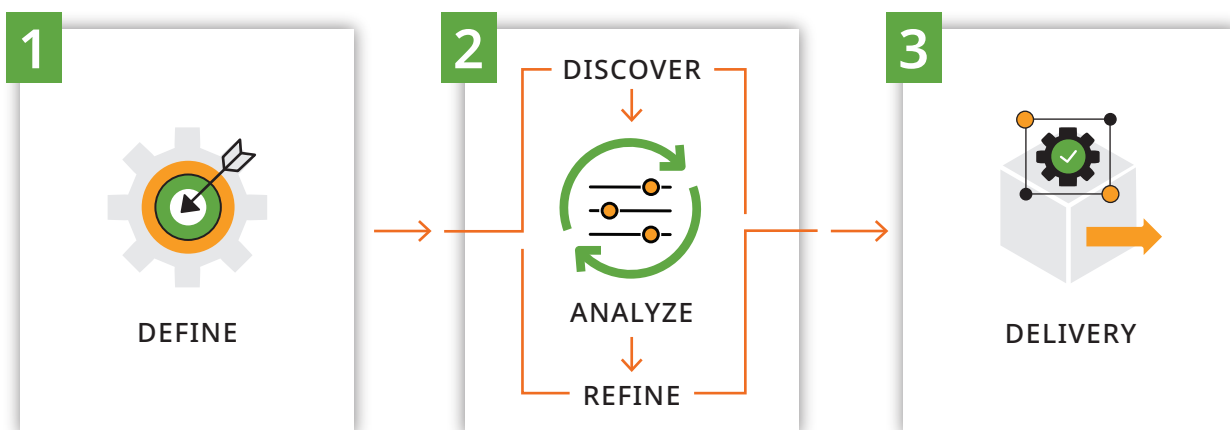
We focus on delivering actionable intelligence. Our bottoms-up approach to defining a market enables a realistic understanding of how you can segue from strategic planning to action.

This analysis leverages our proprietary Clear-Eyed CI™ database and analytical tradecraft to deliver realistic market values and quantifiable contract pursuits enabling you to put the deliverable into action upon receipt.

## What does this involve?

Conducting market intelligence is a fundamental function for any business to understand, define and then act upon that information to drive its overall growth strategy. FedSavvy Strategies delivers our work products to accelerate your implementation of market intelligence into actionable pursuits and plans. We use a rigorous process starting with definition of a market with a series of discovery, analyze, refine processes designed to adapt to unexpected findings leading to a highly refined output.

## How do we do this?



*FedSavvy method to define and continuously refine analytical approaches to adapt to discoveries as they happen*

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## Define

We work with the client to understand their goals and what market they seek to explore or expand further. This is a collaborative effort to define a target market of interest in terms of customers to serve and what to sell to them. This creates the foundation of our analytical model by which we begin.

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## Discover

The FedSavvy team gets to work using the established analytical model to use data from internal sources such as Clear Eyed CI™ and our established array of external sources. This is a discovery phase to collect and organize data based on our model to start analysis.

## Analyze

We work as a team and not individual performers. The team of analysis working on a project regularly discuss discoveries and observations as a team to analyze a market. These collaborations are internal and discussions with the client to review interim findings.

## Refine

As analysis happens, we always discover information that leads us to refine our model and views on a market. This refining process leads to new courses of discovery for data we did not previously plan to need or use.

*The discover, analyze and refine cycle happens until we are satisfied that we have achieved project objectives.*

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## Delivery

Our delivery is broken down into specific customer segments of interest including definable barriers to entry, core competitors and ultimately a realistic Total Available Market and Served Available Market based on all factors considered.

## The FedSavvy Value

- ✓ Our Clear-Eyed CI™ intelligence collection repository is a product of our methods in intelligence collection and organization which allows us to identify and use information from sources well beyond what most third party databases use to add depth to analysis.
- ✓ Data extracted from Clear-Eyed CI™ is a unique product as we transform Open-Source Intelligence (OSINT) gathered intelligence and curate to define importance and impact.
- ✓ Our team collaborates to leverage all of our collective knowledge and skills. We deliver as a team and not just individual billable consultants.
- ✓ Our continuous Discover-Analyze-Refine process enables us to adjust analytical approaches and assumptions to ensure work products reflect discoveries of new information unknown to us when we started.
- ✓ Leveraging a bottoms-up approach creates a foundation in realistic opportunities and precise definition of any barrier that impedes market access and growth.
- ✓ Organizing output by customer allows the client to quickly hand off materials to different account teams to begin to act upon immediately.

## The Outcome

This is a simple array of materials defining market value, barriers to entry, buying practices of customers and core competitors. This delivers a detailed list of contracting opportunities with values, timing and summaries of what is involved.