

PROPOSAL

V+ KDM Consortium Digital Platform

Submitted To:

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KDM & Associates

Submitted By:

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Executive Summary

Strategic Value Plus Solutions is pleased to submit this proposal to design, build, and operate a comprehensive digital platform for the KDM & Associates Consortium. Our approach leverages our existing Strategic Value+ platform infrastructure, enabling rapid deployment at significantly reduced cost while delivering enterprise-grade functionality tailored to your consortium's unique needs.

The KDM Consortium platform will serve as the digital foundation for building a vetted ecosystem of small and medium-sized companies that can win more government and commercial contracts. By combining opportunity identification, intelligent team assembly, proposal orchestration, and strategic buyer access pathways, the platform will create measurable value for consortium members while generating sustainable revenue for both KDM and Strategic Value Plus.

Key Investment Highlights:

Our proposal delivers a production-ready platform in six to eight weeks at an investment of \$43,000 to \$70,500, representing a cost savings of over 76% compared to custom development approaches. With seventy-five percent of required functionality already built and tested in our production environment, we can focus exclusively on KDM-specific features while ensuring quality, security, and scalability from day one.

Understanding Your Mission

KDM & Associates has established a clear and compelling vision: to build a vetted ecosystem where small and medium-sized businesses with proven capabilities can consistently win government and commercial contracts. Your target members are companies with ten to two hundred employees operating in priority verticals including logistics, cybersecurity, information technology, training, engineering, energy resilience, and manufacturing services. These organizations possess relevant capabilities and past performance but often lack consistent access to opportunities, teaming partners, and proposal development resources.

Core Value Drivers

The consortium addresses this challenge by providing four core value drivers:

- **Opportunity Identification:** Members receive curated intelligence on relevant procurement opportunities
- **Best-Fit Team Assembly:** Objective criteria match members with complementary capabilities
- **Proposal Orchestration:** Repeatable workflow from capture through submission
- **Buyer Access Pathways:** Credible connections to government agencies, prime contractors, and commercial buyers through monthly briefings, quarterly showcases, and strategic introductions

Revenue Model

Your revenue model centers on a Core Capture Membership priced at \$1,750 per month, supplemented by pursuit-specific add-on packages for complex proposals, event ticketing revenue, sponsorship opportunities, and training courses. The business model includes a fifty-fifty revenue split between KDM and Strategic Value Plus on net program revenue, creating aligned incentives for platform success and member satisfaction.

Our Platform Advantage

Strategic Value Plus has invested significantly in developing a comprehensive business orchestration platform that directly aligns with the KDM Consortium's requirements. Our existing platform provides seventy-five percent of the functionality needed for your consortium, all of which has been built, tested, and proven in production use. This substantial head start translates directly into faster time to market, reduced development risk, and significant cost savings.

Existing Platform Capabilities

Our platform currently supports complete user authentication and member management, enabling secure access control and comprehensive profile management. The command center dashboard provides real-time metrics and activity feeds that keep members engaged and informed. Our event management system includes full creation, editing, publishing, and cancellation capabilities with support for webinars, workshops, conferences, networking events, and training sessions. The system handles virtual, in-person, and hybrid event formats seamlessly.

The opportunities and pipeline management module tracks prospects through multiple stages with value forecasting and team assignment capabilities. Our projects management system coordinates team activities, tracks milestones, and manages document workflows. The integrated calendar system schedules events, sends reminders, and supports external integrations. Our document and resource library provides secure file storage, organization, and sharing with granular access controls.

Member directory functionality enables searching by capabilities, location, industry, and compliance status. Our comprehensive settings hub manages integrations, configurations, and administrative controls. We have already integrated DocuSeal for electronic signature workflows, enabling seamless execution of non-disclosure agreements and teaming agreements. Our AI assistant, powered by OpenAI, provides intelligent member support and can be customized with consortium-specific knowledge.

What We Will Build

While our existing platform provides the foundation, we will develop specific features tailored to the KDM Consortium's unique requirements:

Payment Infrastructure

The payment infrastructure will integrate Stripe Connect to enable membership billing, event ticketing, and automatic revenue splitting between KDM and Strategic Value Plus. This system will handle the fifty-fifty revenue share transparently with automated monthly settlement reporting.

Membership & Access Management

We will implement a comprehensive membership tier system that manages enrollment, onboarding, tier-based access controls, and renewal workflows. The event ticketing system will support multiple ticket types, promotional codes, payment processing, automated confirmations, and mobile-friendly check-in capabilities.

Sponsor & Partner Management

Our sponsor management module will track sponsor tiers, benefits, fulfillment status, and provide sponsors with portal access to monitor their investment.

Intelligence & Opportunity Workflows

The pursuit brief workflow will enable weekly opportunity triage, member-only intelligence distribution, and automated matching between opportunities and qualified members. Email notification systems will keep members informed of new opportunities, event reminders, proposal deadlines, and important consortium updates.

Marketing & Growth Tools

Public-facing event listing pages will promote consortium activities and drive registration. Our landing page builder will enable rapid creation of targeted pages for cohort candidates, conference attendees, and webinar participants.

Team Assembly & Analytics

The team assembly algorithm will recommend optimal team configurations based on capability relevance, capacity availability, compliance requirements, geographic location, and buyer proximity. Administrative reporting dashboards will provide real-time visibility into member metrics, pipeline activity, buyer engagement, and financial performance.

Implementation Timeline

Our implementation follows a phased approach designed to deliver value quickly while building toward comprehensive functionality.

Phase 1: Minimum Viable Product (Weeks 1-8)

Weeks 1-2: Payment Foundation

Integrate Stripe Connect, implement membership tier system, build payment workflows for dues and tickets, set up email notification services.

Weeks 3-4: Event System

Public event listing pages, event registration workflows, ticketing with payment processing, automated confirmations, QR code generation for mobile check-in.

Weeks 5-6: Member Portal

KDM branding customization, member directory enhancements with tier badges, pursuit brief workflow, resource library organization.

Weeks 7-8: Administration & Launch

Sponsor management interface, administrative reporting dashboards, automated settlement statement generation, comprehensive testing, production launch preparation.

Phase 1 Outcomes: Fully functional platform with five founding members onboarded, first ticketed event completed, monthly reporting systems operational.

Phase 2: Growth Features (Weeks 9-16)

Team assembly algorithm, proposal collaboration workspace, buyer relationship management system, advanced analytics dashboard, landing page builder, email automation sequences, Zoom integration for virtual events.

Phase 2 Outcomes: Growth from ten to fifteen active members, one to two pursuits launched monthly, first buyer briefing successfully hosted.

Phase 3: Scaling & Optimization (Weeks 17-24)

Content management capabilities for blog posts and articles, video hosting and archiving, CMMC education pathways, enhanced mobile responsiveness, learning management system integration, advanced reporting with data export capabilities.

Phase 3 Outcomes: Thirty active members, monthly buyer briefings, quarterly showcase events, three to six active pursuits per month, established sponsor revenue streams.

Investment and Return

Development Investment

| Phase | Timeline | Investment Range |
|---------------------------------|-------------|----------------------|
| Phase 1: Minimum Viable Product | Weeks 1-8 | \$43,000 - \$70,500 |
| Phase 2: Growth Features | Weeks 9-16 | \$25,000 - \$35,000 |
| Phase 3: Scaling & Optimization | Weeks 17-24 | \$20,000 - \$30,000 |
| Total Six-Month Investment | | \$88,000 - \$135,500 |

Monthly Operational Costs

| | |
|--|--|
| STRIPE PROCESSING FEES 2.9% + \$0.30 per transaction | EMAIL SERVICES \$15 - \$50 monthly |
| DATABASE & STORAGE \$25 - \$100 monthly | HOSTING SERVICES \$20 monthly |
| DOMAIN & SSL \$15 monthly | DOCUMENT SIGNING \$29 - \$99 monthly |

Platform Run-Cost Allowance: \$50 per active paid member per month

This allowance covers hosting, monitoring, support, administrative operations, and tooling overhead tied to member services. This cost structure will be reassessed quarterly based on actual usage patterns to ensure fairness and transparency.

Revenue Projections

The return on this investment is compelling:

| | |
|---|---|
| 30 MEMBERS × \$1,750/MONTH \$52,500 Monthly Recurring Revenue | ANNUAL RUN RATE \$315,000 |
| KDM SHARE (50%) \$157,500 annually | STRATEGIC VALUE PLUS SHARE (50%) \$157,500 annually |

Additional revenue from pursuit packs, event tickets, sponsorships, and training courses provides upside beyond the base membership model.

Cost Advantage

Our approach delivers exceptional value compared to traditional custom development:

Custom Development

Timeline: 5.5 - 8 months

Investment: \$180,000 - \$280,000

Approach: Build from scratch including requirements gathering, architecture design, database schema, authentication, user management, dashboard, event management, document systems, administrative controls, and extensive testing

Strategic Value Plus Approach

Timeline: 6 - 8 weeks

Investment: \$43,000 - \$70,500 (Phase 1)

Approach: Leverage existing platform (75% complete), focus exclusively on KDM-specific features

Cost Savings: \$137,000 - \$210,000 (76% reduction)

Time Savings: 17 - 26 weeks faster to market

These savings stem from our proven infrastructure, tested components, established integrations, and experienced development team. Rather than building and debugging foundational systems, we apply our resources directly to features that differentiate the KDM Consortium and deliver member value.

Success Metrics

We propose measuring platform success across four key dimensions:

Platform Health Metrics

- 99.9% uptime maintained
- Page load times under 2 seconds
- 100% mobile responsiveness across all pages
- Zero security incidents

Member Engagement Metrics

- Onboarding completion rates above 80%
- Monthly retention rates above 90%
- Active participation rates above 60%
- Profile completion rates above 75%

Financial Performance Metrics

- Monthly recurring revenue growth of 20% month-over-month during first six months
- Pursuit pack revenue reaching \$5,000 - \$10,000 monthly by month six
- Event ticket revenue of \$10,000 - \$20,000 quarterly
- Sponsor revenue of \$15,000 - \$30,000 quarterly

Business Outcome Metrics

- Pursuits launched: 1-2 monthly (months 1-3), 3-6 monthly (months 4-6)
- Buyer briefing frequency: Minimum 1 per month

- Member login frequency: Average 3+ times weekly
- Resource downloads: 5+ per member monthly
- Proposal submission timeliness: 80% on-time rate target

Risk Management

Technical Risks

Technical risks are minimized by leveraging our proven platform with seventy-five percent of functionality already built and tested in production. We conduct thorough Stripe integration testing in sandbox environments before production deployment. Our comprehensive quality assurance process during weeks seven and eight identifies and resolves issues before launch. Our database infrastructure automatically scales to handle growth without performance degradation.

Business Risks

Business risks are addressed through strong onboarding processes that ensure members understand platform value and capabilities. Founding member incentives encourage early adoption and provide valuable feedback for refinement. Clear refund policies and responsive support build trust and handle edge cases professionally. Detailed sponsor benefit tracking with automated reminders ensures sponsors receive promised value and remain satisfied with their investment.

Operational Risks

Operational risks are managed through multiple mechanisms. We develop comprehensive knowledge base content and leverage AI chatbot capabilities to handle routine support inquiries efficiently. Automated reminders for proposal deadlines, event registrations, and membership renewals reduce administrative burden and prevent oversights. Professional communication standards with buyers protect the consortium's reputation and build long-term relationships. Escalation workflows ensure critical issues receive appropriate attention and resolution.

Why Strategic Value Plus

Speed to Market

Six to eight weeks compared to five to eight months for custom development means you begin generating revenue and serving members months earlier.

Proven Technology

Seventy-five percent of features already in production use reduces development risk and ensures reliability from day one.

Cost Efficiency

Seventy-six percent savings compared to custom development allows you to invest resources in member recruitment, buyer relationships, and program development rather than software development.

Modern Technology Stack

Built on Next.js, React, and Firebase providing scalability, performance, and maintainability for long-term success.

Integration Ecosystem

Already includes document signing, team communications, and artificial intelligence capabilities that enhance member experience and operational efficiency.

Multi-Tenant Architecture

Enables potential white-label offerings to other consortiums, creating additional revenue opportunities.

Continuous Improvement

Platform benefits from ongoing Strategic Value Plus development investments, ensuring it remains current with evolving technology and best practices.

Aligned Incentives

Our fifty-fifty revenue share model aligns our incentives completely with your success. We succeed when the consortium succeeds, when members find value, and when the platform enables business growth.

Next Steps

We are prepared to begin work immediately upon your approval:

Week 1: Foundation

- Review and approve this proposal with KDM leadership
- Execute the Letter of Intent between KDM and Strategic Value Plus
- Establish the Steering Committee with appointed decision-makers from each organization
- Schedule kickoff meeting with Logicore, E3S, Strategic Value Plus, and KDM
- Finalize brand assets including logo, colors, and messaging for the KDM-branded platform

Weeks 2-4: Setup

- Establish development environment with KDM branding
- Configure Stripe Connect accounts for payment processing
- Define membership tiers with associated benefits and access levels
- Create first event such as the IAEOZ Summit or pilot event
- Recruit five founding members to serve as beta testers and provide feedback

Months 2-3: Launch

- Launch minimum viable product to production
- Onboard founding members with comprehensive training and support
- Host first buyer briefing to test virtual event workflows
- Publish first pursuit briefs to demonstrate opportunity intelligence value
- Secure first sponsors to establish revenue diversification

Months 4-6: Scale