

WELCOME

January 2026 GovCon Bootcamp

Pro Members Full-Day Strategy Session

Jan 31

Date

9am-5pm

Eastern

8 Hours

Live Training

Your Pro Member Resources for Today

- ✓ **Market Assassin Report** – Your personalized agency targeting intel
- ✓ **Agency Pain Points Guide** – 8 critical problems agencies struggle with
- ✓ **AI Prompts for Pain Points & Priorities** – Find agency needs yourself
- ✓ **34-Opportunity Hit List** – Curated low-competition contracts
- ✓ **100 Recompete Contracts** – High-value contracts expiring soon
- ✓ **One-Page Execution Worksheet** – Your action plan for today

What you're going to learn ...

- ✓ How to use Market Assassin to target agencies
- ✓ Identify agency pain points and position as the solution
- ✓ Use AI to accelerate research, outreach, and proposals
- ✓ Build a capability statement that actually works
- ✓ Find opportunities (not just on SAM.gov)
- ✓ Respond to Sources Sought and RFIs
- ✓ Track expiring contracts for your next win

Goal for today is to show you **3 things** ..



#1 Give you a strategy and execution plan

So you can actually win government contracts in Q1 2026



#2 Show you how to use Market Assassin + tools

To find opportunities with less competition



#3 Walk through LIVE deal teardowns

Real opportunities, real responses, real strategies

What we know is this



#1 There is only so much we can teach in a day ...

That's why you get recordings + resources



#2 Everyone is nuanced in their product / service offerings

We'll make it applicable to YOUR business



#3 Until you have mastered the process you will need ongoing support from a Community

That's why Pro membership matters

**We will give you the opportunity
to do more with less**

One agency. One opportunity. One action.

Repeat daily.

Your One-Page Execution Sheet

This is your working document for today. By the end of the bootcamp, you'll have:

- ✓ 3 target agencies identified
- ✓ Pain points matched to your solution
- ✓ AI prompt selected and used
- ✓ Capability statement core written

Your One-Page Execution Sheet (cont'd)

- ✓ 3 real opportunities found
- ✓ Response plan created
- ✓ Expiring contracts to watch

RULE: One agency. One opportunity. One action. Repeat daily.

THE ONLY GOAL

By the end of today, I will...



WORKSHEET: Write your goal now

What ONE thing will you accomplish by 5pm today?

Examples: "Submit my first Sources Sought response" / "Find 3 opportunities in my NAICS" / "Contact 1 OSDBU"

Show you how our Community can help ...

You're not doing this alone.
Pro members support each other.

Today's Agenda

9:00 - 10:00 STEP 1: Agency Targeting with Market Assassin

10:00 - 10:45 STEP 2: Agency Pain Points

10:45 - 11:00 BREAK

11:00 - 11:45 STEP 3: AI Prompts for GovCon

11:45 - 12:30 STEP 4: Capability Statement

12:30 - 1:15 LUNCH

Today's Agenda (cont'd)

1:15 - 2:15 STEP 5: Opportunity Research – The Hit List Method

2:15 - 2:30 BREAK

2:30 - 3:30 STEP 6: Sources Sought & RFI Response

3:30 - 4:30 STEP 7: Expiring Contracts

4:30 - 5:00 Q&A + 24-Hour Commitment + Next Steps

With the One-Page Execution Sheet you will learn ...



Agency
Targeting



Pain Points



AI Prompts



Cap Statement



Opportunity



Response Plan



Expiring

By 5pm today, your worksheet will be COMPLETE with real agencies, real opportunities, and a real action plan.

STEP 1 OF 7

AGENCY TARGETING

with Market Assassin

9:00 AM - 10:00 AM (60 min)

Most small businesses chase every opportunity they see

Without a targeting strategy, you waste time bidding
on contracts you'll never win.

The solution?

FOCUS

Pick 1-3 agencies. Go deep, not wide.

What is Market Assassin?

- ✓ Our proprietary research tool that identifies YOUR target agencies
- ✓ Analyzes billions in federal contract spending data
- ✓ Generates 8 strategic reports from just 5 inputs
- ✓ Shows you where agencies spend money in YOUR industry
- ✓ Identifies government buyers and decision-makers

Pro members: You have Market Assassin Standard (4 reports). Premium generates 8.

The 5 Inputs You'll Enter

#	Input	Example
1	Certification	8(a), WOSB, SDVOSB, HUBZone, etc.
2	ZIP Code	Your business location
3	PSC (Product Service Code)	R425 (Engineering Services)
4	NAICS	541330 (Engineering)
5	Target Agencies	Army, VA, DHS

Don't know your PSC or NAICS?

We'll help you identify the right ones
during the workshop.

Quick tip: Look at your SAM.gov registration or past
contracts for clues.

7 Reports Generated Instantly

- **1. Analytics** – spending patterns
- **2. Government Buyers** – COs and OSDBU
- **3. OSBP Contacts** – small business offices
- **4. Subcontracting** – prime partners
- **5. IDV Contracts** – vehicle opportunities
- **6. Similar Awards** – comparable contracts
- **7. Tribal** – teaming partners

Market Assassin Demo

[LIVE DEMO: Market Assassin Dashboard]

How to Pick Your Target Agencies

- ✓ Look at where your NAICS gets the most spending
- ✓ Check which agencies have small business set-asides
- ✓ Consider geographic proximity (local offices)
- ✓ Look for agencies with missions that match your services
- ✓ Start with 1-3 agencies, not 10+

Remember: It's better to be known by 3 agencies than unknown by 30.

Understanding Agency Hierarchy

When you search SAM.gov, use the parent agency code:

Agency	Code
Department of Defense	9700
Department of Army	2100
Department of Veterans Affairs	3600
Department of Homeland Security	7000
Health and Human Services	7500

3 Things to Search for Your Agency

- ✓ **Industry Days** – networking events where agencies meet vendors
- ✓ **Forecast Opportunities** – upcoming contracts before they drop
- ✓ **Recompete Contracts** – expiring contracts coming back up for bid

Use your agency code from Market Assassin to filter these searches.



WORKSHEET TIME

Step 1: Agency Targeting (10 min)

Fill in your worksheet NOW:

Agency I will focus on: _____

Why they buy what I sell: _____

Buyer / OSDBU / CO Name (if known): _____

Do this for 3 agencies. If you don't know the buyer name yet, that's okay – we'll find them.

✓ STEP 1 COMPLETE

You now have 3 target agencies

Next: Understand their pain points
so you can position as the solution.

STEP 2 OF 7

AGENCY PAIN POINTS & PRIORITIES

Using Your Market Assassin Reports

10:00 AM - 10:45 AM (45 min)

Your Market Assassin Reports Show You:

- ✓ **Agency Spending Report** – what they're buying
- ✓ **Set-Aside Analysis** – small business goals they must meet
- ✓ **Competition Analysis** – gaps in the vendor pool
- ✓ **Government Buyers** – who to contact about priorities

Your reports tell you what agencies NEED. Now position yourself as the solution.

Pain Points vs Priorities

Pain Point: A problem they MUST solve

Priority: Where they're spending money NOW

Your Market Assassin reports reveal both.

Common Agency Pain Points

- ✓ **Small Business Goals** – must meet spending mandates
- ✓ **Incumbent Fatigue** – want to switch vendors
- ✓ **Limited Vendor Pool** – same vendors keep winning
- ✓ **Capability Gaps** – need specialized services

Look at your Set-Aside Analysis report – are they meeting their SB goals?

Common Agency Priorities

- ✓ **Mission-Critical Services** – what they're buying most
- ✓ **Modernization** – IT, cybersecurity, cloud
- ✓ **Geographic Coverage** – need contractors in specific regions
- ✓ **Year-End Spending** – use-it-or-lose-it budget pressure

Look at your **Agency Spending report** – where is the money flowing?

Frame Everything Around Their Goals

You're not asking for a favor. You're offering to solve their problem.

DON'T Say:

- "I'm looking for opportunities..."
- "We'd love to work with you..."
- "Can you keep us in mind..."
- "We need contracts to grow..."

DO Say:

- "**We solve [specific problem]...**"
- "Here's how we reduce your risk..."
- "We've delivered [result] for [agency]..."

Ask yourself: "What's in it for THEM?"

How to Position as the Solution

- ✓ Lead with how you solve THEIR problem, not what you sell
- ✓ Speak to their pain in your capability statement
- ✓ Make it easy for them to check the box
- ✓ Show up where they're looking (industry days, SAM, APEX)
- ✓ Be the obvious choice when they need a small business

THE MINDSET SHIFT

**Stop thinking:
"How do I win contracts?"**

**Start thinking:
"How do I help this agency
meet their goals?"**



WORKSHEET TIME

Step 2: Pain Points & Priorities (10 min)

Using your Market Assassin reports, fill in:

Name of Agency: _____

Top 1 pain point OR priority: _____

How my business fixes it (plain English): _____

Do this for all 3 agencies from Step 1. Use your reports to find the data!

✓ STEP 2 COMPLETE

**You know their pain points & priorities.
You know how you solve them.**

Next: Use AI to accelerate everything.



15-Minute Break

10:45 AM - 11:00 AM

Stretch. Refill coffee. Check your worksheet.

STEP 3 OF 7

AI PROMPTS

for Government Contracting

11:00 AM - 11:45 AM (45 min)

AI won't replace you.

Contractors using AI will.

How We Find Pain Points & Priorities

Market Assassin uses AI + data to identify agency needs:

- ✓ Analyze agency strategic plans and budget documents
- ✓ Cross-reference with USA Spending.gov spending data
- ✓ Match NAICS codes to agency requirements
- ✓ Track FY2026 NDAA mandates and compliance deadlines

You can do this too! Here's where to look and what prompts to use.

Where to Find Agency Pain Points

These are the sources we use to build Market Assassin reports:

Spending Data

- **USAspending.gov** – all federal contracts
- **FPDS.gov** – procurement data
- **SAM.gov** – active opportunities
- **GovWin/GovTribe** – market intel

Strategic Documents

- **Agency Strategic Plans**
- **Congressional Budget Justifications**
- **IG Reports** – what's broken
- **GAO Reports** – audit findings

More Sources for Pain Points

Regulatory & Policy

- **FY2026 NDAA** – new mandates
- **OMB Memos** – directives
- **Executive Orders**
- **Agency forecasts**

Industry Intel

- **Industry Days** – live priorities
- **Sources Sought** – what they need
- **RFIs** – market research
- **Prime contractor websites**

Pro Tip:

Agency pain points are usually budget problems, compliance deadlines, or aging systems.

AI Prompt: Find Agency Pain Points

"Research [AGENCY NAME] and identify their top pain points and priorities for FY2026. Look at:

1. Their strategic plan and stated goals
2. Recent IG or GAO audit findings
3. Budget justification documents
4. Any FY2026 NDAA requirements affecting them

List their top 5 pain points with a brief explanation of why each is urgent."

AI Prompt: Match Your NAICS to Needs

"I have NAICS code [YOUR NAICS] which covers [YOUR SERVICES].

For [AGENCY NAME], identify:

1. Which offices or programs buy these services
2. What problems they're trying to solve with this NAICS
3. Recent contract awards in this NAICS at this agency
4. Upcoming recompetes or new requirements

Focus on specific, actionable opportunities."

AI Prompt: Analyze Spending Data

"Using USA Spending.gov data, analyze [AGENCY NAME] spending patterns:

1. Top NAICS codes they spend on
2. Average contract sizes in my NAICS [CODE]
3. Which contracting offices award the most
4. Set-aside trends (8(a), SDVOSB, HUBZone, etc.)
5. Q4/September spending surge patterns

Format as a market intelligence brief."

AI Prompt: FY2026 NDAA Opportunities

"What FY2026 NDAA requirements create contracting opportunities in [YOUR SERVICE AREA]?

Look for:

1. New mandates with compliance deadlines
2. Required studies or assessments
3. Technology modernization requirements
4. Small business provisions

Tell me which agencies must act and by when."

Didn't Find Your Agency in Step 2?

Use this prompt to research any agency:

"I'm researching [AGENCY NAME] for government contracting opportunities in [YOUR SERVICE]. Give me:

1. Their mission and organizational structure
2. Top 3–5 pain points they're facing in 2026
3. Their small business contracting goals
4. Key contracting offices and contacts
5. What they're buying in NAICS [CODE]

Include links to their strategic plan and forecast."

Build Your Own Pain Points Database



Track What You Learn

Every conversation, industry day, and document reveals pain points

- **Create a spreadsheet:** Agency | Pain Point | Source | Date
- **Note urgency:** Is it a compliance deadline? Budget issue?
- **Connect to your services:** How do you solve this?
- **Update quarterly:** Pain points change with budgets

Sample Prompt: Agency Research

"I'm a [YOUR CERTIFICATION] small business that provides [YOUR SERVICE]. Research [AGENCY NAME] and tell me:

1. Their top 3 spending priorities this fiscal year
2. Recent contracts awarded in my NAICS [CODE]
3. Key program offices that might need my services
4. Any small business goals they're struggling to meet

Format as a brief I can use to prepare for outreach."

Sample Prompt: Outreach Email

"Write a brief introduction email to a Small Business Liaison Officer at [AGENCY]. I'm a [CERTIFICATION] business that provides [SERVICE]. I want to introduce my company and request an informational meeting.

Keep it under 150 words. Professional but not stiff. Include a clear ask."

Sample Prompt: Capability Statement

"Create a capability statement for my company:

- Company: [NAME] | Services: [LIST] | Certifications: [LIST]
- NAICS: [CODES] | Past Performance: [BRIEF SUMMARY]

Format with clear sections: Core Competencies, Differentiators, Past Performance, Company Data. Keep it to 1 page worth of content."

LIVE: Using AI with YOUR Info

[LIVE DEMO: ChatGPT / Claude with real prompts]

What Can You Create with AI Today?

Document	Time with AI	Time without AI
Capability Statement Draft	10 minutes	2-4 hours
RFI Response	15 minutes	3-5 hours
Outreach Email	2 minutes	30 minutes
Past Performance Write-up	10 minutes	1-2 hours



AI Caution

AI gives you a **draft**, not a final product.

Always review. Always fact-check.

Never submit AI output without editing.



WORKSHEET TIME

Step 3: AI Prompt to Use (5 min)

Fill in your worksheet NOW:

Prompt I will use right now: _____

What I'm creating with AI:

Capability Statement RFI Quote Email Proposal Section

Pick ONE thing to create with AI during lunch. You have the 75 prompts document – use it!

✓ STEP 3 COMPLETE

You have your AI prompt selected

Next: Build your capability statement core.

STEP 4 OF 7

CAPABILITY STATEMENT

That Actually Wins

11:45 AM - 12:30 PM (45 min)

What is a Capability Statement?

- ✓ Your 1-2 page business resume for government buyers
- ✓ First impression – often the ONLY thing they see
- ✓ Must answer: Who are you? What do you do? Why you?
- ✓ Should be tailored to each agency (not one-size-fits-all)

Think of it like a dating profile for government buyers. Make it easy for them to say yes.

Why Most Cap Statements **FAIL**

✖ What They Do Wrong

- Generic "we do everything" messaging
- No specific agency focus
- Missing key certifications
- Cluttered, hard to read
- No clear differentiator

What Winners Do

✓ Cap Statements That Work

- Tailored to specific agency
- Clear, scannable format
- Certifications prominent
- Relevant past performance
- Specific capabilities listed
- Contact info that works

The 6 Essential Sections

#	Section	What to Include
1	Company Snapshot	Name, DUNS/UEI, CAGE, certifications
2	Core Capabilities	3-5 specific services you provide
3	Differentiators	Why choose you over competitors?
4	Past Performance	2-3 relevant contracts/projects
5	NAICS/PSC Codes	Your industry codes
6	Contact Info	Name, email, phone

Can you describe what you do in ONE sentence?

If you can't, neither can the buyer.

Example: "We provide IT help desk support for federal agencies with 24/7 coverage and cleared personnel."

What's Your Differentiator?

A differentiator answers: "**Why should I choose you over the other 50 companies that do this?**"

- **Certification:** "Only 8(a) WOSB in the region with this capability"
- **Experience:** "10 years supporting VA medical centers"
- **Location:** "Local presence with response time under 2 hours"
- **Specialization:** "100% focused on cybersecurity for DoD"
- **Proof:** "99.8% uptime across all contracts"

Capability Statement Template

[SHOW: Capability Statement Template]

Pro Tip: Create a Base, Then Tailor

Make one master capability statement.

Then customize for each target agency.

Different agencies = different emphasis.



WORKSHEET TIME

Step 4: Capability Statement Core (10 min)

Fill in your worksheet NOW:

What I do (1 sentence):

Proof / Differentiator:

Capability Statement Link: _____

✓ STEP 4 COMPLETE

You have your capability statement core

Time for lunch. Use AI to build it out!



Lunch Break

12:30 PM - 1:15 PM (45 min)

Homework during lunch: Use your AI prompt to create one document (cap statement, email, etc.)

STEP 5 OF 7

OPPORTUNITY RESEARCH

The Hit List Method

1:15 PM - 2:15 PM (60 min)

**95% of opportunities
aren't posted on SAM.gov**

Task orders and IDIQs are where the real money flows.

Where Opportunities Actually Live

Source	% of Spend	Competition
SAM.gov (open competition)	~5%	HIGH (everyone sees it)
IDIQ Task Orders	~70%	LOW (contract holders only)
GSA Schedule Orders	~15%	MEDIUM
Micro-purchases	~10%	VARIABLES

This is why relationships matter. Most work goes to people they already know.

Your 34-Opportunity Hit List

[SHOW: Hit List Spreadsheet / Document]

How We Built Your 34-Opportunity Hit List

We searched USAspending.gov with these filters:

- ✓ **Contract size:** \$10K - \$10M (sweet spot for small business)
- ✓ **Time period:** Awards from last 24 months
- ✓ **Set-asides:** 8(a), SDVOSB, WOSB, HUBZone, Small Business
- ✓ **NAICS match:** Codes in your industry sector

Result: Low-competition contracts where similar work was already awarded to small businesses.

Build Your Own Hit List (DIY)

Go to [USA Spending.gov](#) → Advanced Search → Award Search

- ✓ **Step 1:** Enter YOUR NAICS code
- ✓ **Step 2:** Filter by YOUR certification set-aside type
- ✓ **Step 3:** Set award amount: \$25K - \$1M (less competition)
- ✓ **Step 4:** Date range: Last 12 months
- ✓ **Step 5:** Export results → These agencies BUY what you sell

Now search [SAM.gov](#) for ACTIVE opportunities from those same agencies.

SBA Data Hub: Find Who Spends on Your Set-Aside

datahub.certify.sba.gov → Top Funding Offices and Vendors

- ✓ Select your certification: 8(a), WOSB, HUBZone, SDVOSB
- ✓ Filter by Department and Agency
- ✓ See which offices spend the MOST on your set-aside type
- ✓ Find the top vendors winning those contracts

This tells you exactly which offices to target for YOUR certification.

SBA Data Hub Demo

[LIVE DEMO: datahub.certify.sba.gov → Top Funding Offices and Vendors]

How We Score Win Probability

Factor	HIGH Win Probability
Contract Size	Under \$250K with set-aside = HIGH
Set-Aside Match	Your certification matches = HIGH
\$250K - \$1M + Set-Aside	Still HIGH probability
Over \$1M or Unrestricted	MEDIUM to LOW - more competition

Sweet spot: \$25K - \$250K set-aside contracts in your NAICS = highest win rate.



WORKSHEET TIME

Step 5: Opportunity (15 min)

Fill in your worksheet NOW – Find 3 opportunities:

Opportunity Number: _____

Due Date: _____

Is this LOW competition? Yes No

Use your Hit List + SAM.gov. Find opportunities you can actually respond to.

✓ STEP 5 COMPLETE

You have 3 real opportunities

Next: Learn how to respond to Sources Sought & RFIs.



15-Minute Break

2:15 PM - 2:30 PM

STEP 6 OF 7

SOURCES SOUGHT & RFI

Response Plan

2:30 PM - 3:30 PM (60 min)

Get on agencies' radar BEFORE contracts drop

Most small businesses skip this step.

That's exactly why you shouldn't.

What is a Sources Sought?

- ✓ Agency is researching the market
- ✓ "Who can do this work?"
- ✓ Determines if set-aside is possible
- ✓ LOW effort, HIGH impact

Responding can influence how agencies structure contracts – potentially in YOUR favor.

What is an RFI?

RFI = Request for Information

- ✓ Agency needs input on approach
- ✓ "How should we structure this?"
- ✓ Your response shapes the RFP
- ✓ Builds relationship with buyer

Sources Sought Response Template

Section	What to Include
1. Company Info	Name, CAGE, UEI, certifications, size standard
2. Capability Summary	How you meet the stated requirements
3. Relevant Experience	Similar work you've completed
4. Teaming Interest	Open to prime or sub opportunities
5. Questions/Feedback	Your input on the approach
6. Contact Info	POC for follow-up

Sample Sources Sought Response

[SHOW: Sample Sources Sought Response Template]

COMMON QUESTION

"For expired contracts, do I reach out to the incumbent or the Program Office?"

It depends on your strategy:

Team with incumbent? → Contact the incumbent

Compete against them? → Contact the Program Manager

Types of Submissions

Type	What It Is	Complexity
RFI Response	Market research – show capability	Low
RFQ (Quote)	Price quote for specific work	Medium
RFP (Proposal)	Full technical + price proposal	High
Task Order	Work under existing contract	Medium



WORKSHEET TIME

Step 6: Response Plan (15 min)

Fill in your worksheet NOW:

What I will submit: RFI RFQ RFP Task Order

Sections I will complete today:

Technical Past Performance Price Email Response

Pick ONE opportunity from Step 5 and decide what you'll submit.

✓ STEP 6 COMPLETE

You have a response plan

Next: Track expiring contracts for future wins.

STEP 7 OF 7

EXPIRING CONTRACTS

Find Your Next Win

3:30 PM - 4:30 PM (60 min)

Two Paths to Contracts

FASTEST PATH

Target Primes with IDVs

Primes have existing contracts
with task orders flowing

They need subs NOW to perform work

MOST STABLE PATH

Recompetes

Expiring contracts that will
be re-solicited

Position before competition knows

SAM.gov is just a small slice of the pie — don't limit yourself to it

Path 1: Team with Incumbent (Tier 2 or 3)

- ✓ Research their program goals first
- ✓ Find out what gaps they have before offering your certification
- ✓ Reach out as potential subcontractor with a solution
- ✓ Lower risk entry point for you
- ✓ Build past performance for future primes

Path 2: Compete Against Them

- ✓ Research incumbent's performance history
- ✓ Identify gaps or weaknesses
- ✓ Position yourself as the better option
- ✓ Contact the Program Manager directly
- ✓ Prepare early for the recompete RFP

You're Not Too Late

These contracts haven't been re-solicited yet

You still have time to prepare and position

Start reaching out now while you have the advantage

Using the Expiring Contracts Sheet

- ✓ Filter by your NAICS codes
- ✓ Sort by expiration date (target 6-18 months out)
- ✓ Identify incumbent contractor and contract value
- ✓ Find the Program Manager contact
- ✓ Research incumbent's performance history

Expiring Contracts Demo

[SHOW: Expiring Contracts Spreadsheet]



WORKSHEET TIME

Step 7: Expiring / Recompete Tracking (5 min)

Fill in your worksheet NOW – Track 3 contracts:

Contract I'm watching next: _____

Prime or Sub? Prime Sub

These are your future opportunities. Start tracking now.

✓ STEP 7 COMPLETE

You have contracts to track

Your worksheet is now COMPLETE!

4:30 PM - 5:00 PM

Q&A + CLOSING

You just spent 8 hours learning...

- ✓ How to target agencies with Market Assassin
- ✓ Agency pain points and how to position as the solution
- ✓ 75 AI prompts to accelerate everything
- ✓ How to build a capability statement that wins
- ✓ Where to find opportunities (beyond SAM.gov)
- ✓ How to respond to Sources Sought and RFIs
- ✓ How to track expiring contracts for future wins

What You Received Today

- ✓ Market Assassin Report
- ✓ Agency Pain Points Guide
- ✓ AI Prompts for Pain Points & Priorities
- ✓ Capability Statement Template

What You Received Today (cont'd)

- ✓ 34-Opportunity Hit List + Agency Buyers List
- ✓ FY2026 NDAA Report
- ✓ 100 Recompete Contracts Sheet
- ✓ Sources Sought Template + Full Recording Access

Plus: Your completed One-Page Execution Worksheet!

Result Checklist (Non-Negotiable)

- Found 1 real opportunity
- Used AI to create response
- Sent or scheduled submission
- Booked or attempted meeting

If you didn't check all 4, you have homework.

24-HOUR COMMITMENT

The one action I will complete within 24 hours:



Write it down. Sign it. Own it.

Signature: _____ *Date:* _____

RULE:

One agency.

One opportunity.

One action.

Repeat daily.

BUNDLE 1 – STARTER

\$697 (one-time)

- Opportunity Hunter Pro
- Recompete Contracts Tracker
- Federal Contractor Database

Value if purchased separately: \$943

BUNDLE 2 – PRO GIANT (MOST POPULAR)

\$997 (one-time)

- Federal Contractor Database
- Recompete Contracts Tracker
 - Market Assassin Standard
 - GovCon Content Generator

Value if purchased separately: \$1,388

BUNDLE 3 – ULTIMATE GIANT

\$1,497 (one-time)

- Market Assassin Premium
- Content Generator Full Fix
- Federal Contractor Database
- Recompete Contracts Tracker

Value if purchased separately: \$1,788

THANK YOU!

Questions? Email hello@govconedu.com

Get your tools at
shop.govcongiants.org

BONUS SECTION

PRODUCT DEMOS

See the tools in action

DEMO 1

MARKET ASSASSIN

Your Agency Targeting Intelligence

Standard: 4 Reports | Premium: 8 Reports

Market Assassin: What It Does

- ✓ Enter 5 inputs: Certification, ZIP, PSC, NAICS, Target Agencies
- ✓ Instantly generates agency-specific intelligence reports
- ✓ Shows spending patterns, buyers, and competition analysis
- ✓ Identifies OSDBU contacts and subcontracting opportunities
- ✓ Finds teaming partners (including Tribal 8(a) firms)

Result: Know exactly which agencies to target and who to contact.

Market Assassin: **LIVE DEMO**

[LIVE DEMO: Market Assassin Dashboard]

Show: Input form → Generate Reports → Review Agency Analytics

Market Assassin: Sample Reports

Standard (4 Reports)

- Agency Spending Analytics
- Government Buyers List
- OSBP Contacts
- Subcontracting Opportunities

Premium (8 Reports)

- All Standard reports PLUS:
- IDV Contract Vehicles
- Similar Awards Analysis
- Tribal 8(a) Partners
- Competition Deep Dive

DEMO 2

OPPORTUNITY HUNTER PRO

Find Low-Competition Contracts

Opportunity Hunter Pro: What It Does

- ✓ Searches USA Spending.gov automatically for YOUR NAICS
- ✓ Filters by set-aside type matching YOUR certification
- ✓ Identifies contracts in the \$25K-\$250K sweet spot
- ✓ Scores opportunities by win probability
- ✓ Exports curated hit lists ready for action

Result: Stop searching SAM.gov blindly. Get a targeted hit list.

Opportunity Hunter Pro: **LIVE DEMO**

[LIVE DEMO: Opportunity Hunter Pro]

Show: Enter NAICS → Set filters → Generate Hit List → Export results

DEMO 3

RECOMPETE CONTRACTS TRACKER

Know What's Expiring Before Anyone Else

Recompete Tracker: What It Does

- ✓ Database of contracts expiring in 6-18 months
- ✓ Filter by agency, NAICS, contract value, set-aside
- ✓ Shows incumbent contractor and performance history
- ✓ Identifies Program Manager contacts
- ✓ Tracks re-solicitation status and forecast dates

Result: Position yourself BEFORE the RFP drops.

Recompete Tracker: **LIVE DEMO**

[LIVE DEMO: Recompete Contracts Tracker]

Show: Filter by NAICS → Sort by expiration → View incumbent details

DEMO 4

FEDERAL CONTRACTOR DATABASE

Find Primes, SBLOs, and Teaming Partners

Contractor Database: What It Does

- ✓ Searchable database of prime contractors and their SBLO contacts
- ✓ Filter by agency, NAICS, certification type, location
- ✓ Direct contact info for Small Business Liaison Officers
- ✓ See which primes need YOUR certification for teaming
- ✓ Includes Tier 2 subcontractor opportunities

Result: Find teaming partners in minutes, not weeks.

Contractor Database: **LIVE DEMO**

[LIVE DEMO: Federal Contractor Database]

Show: Search by NAICS → Filter by certification → View SBLO contacts

DEMO 5

GOVCON CONTENT GENERATOR

AI-Powered Proposal & Outreach Content

Content Generator: What It Does

- ✓ Generate capability statements tailored to specific agencies
- ✓ Create RFI and Sources Sought responses in minutes
- ✓ Write professional outreach emails to buyers/SBLOs
- ✓ Draft past performance write-ups from your notes
- ✓ Build proposal sections with proper government language

Result: 10x faster content creation with AI assistance.

Content Generator: **LIVE DEMO**

[LIVE DEMO: GovCon Content Generator]

Show: Select template → Enter company info → Generate content → Edit & export

How They Work Together

1

Market Assassin

Target agencies

2

Opportunity Hunter

Find contracts

3

Contractor DB

Find partners

4

Content Gen

Create response

5

Recompete

Track futures

Complete ecosystem to find, win, and grow federal contracts.

Which Bundle is Right for You?

Product	Starter \$697	Pro Giant \$997	Ultimate \$1,497
Opportunity Hunter Pro	✓	-	-
Recompete Tracker	✓	✓	✓
Federal Contractor Database	✓	✓	✓
Market Assassin Standard	-	✓	-
Market Assassin Premium	-	-	✓

Ready to Get Started?

All bundles available at:

shop.govcongiants.org

Questions? Email hello@govconedu.com