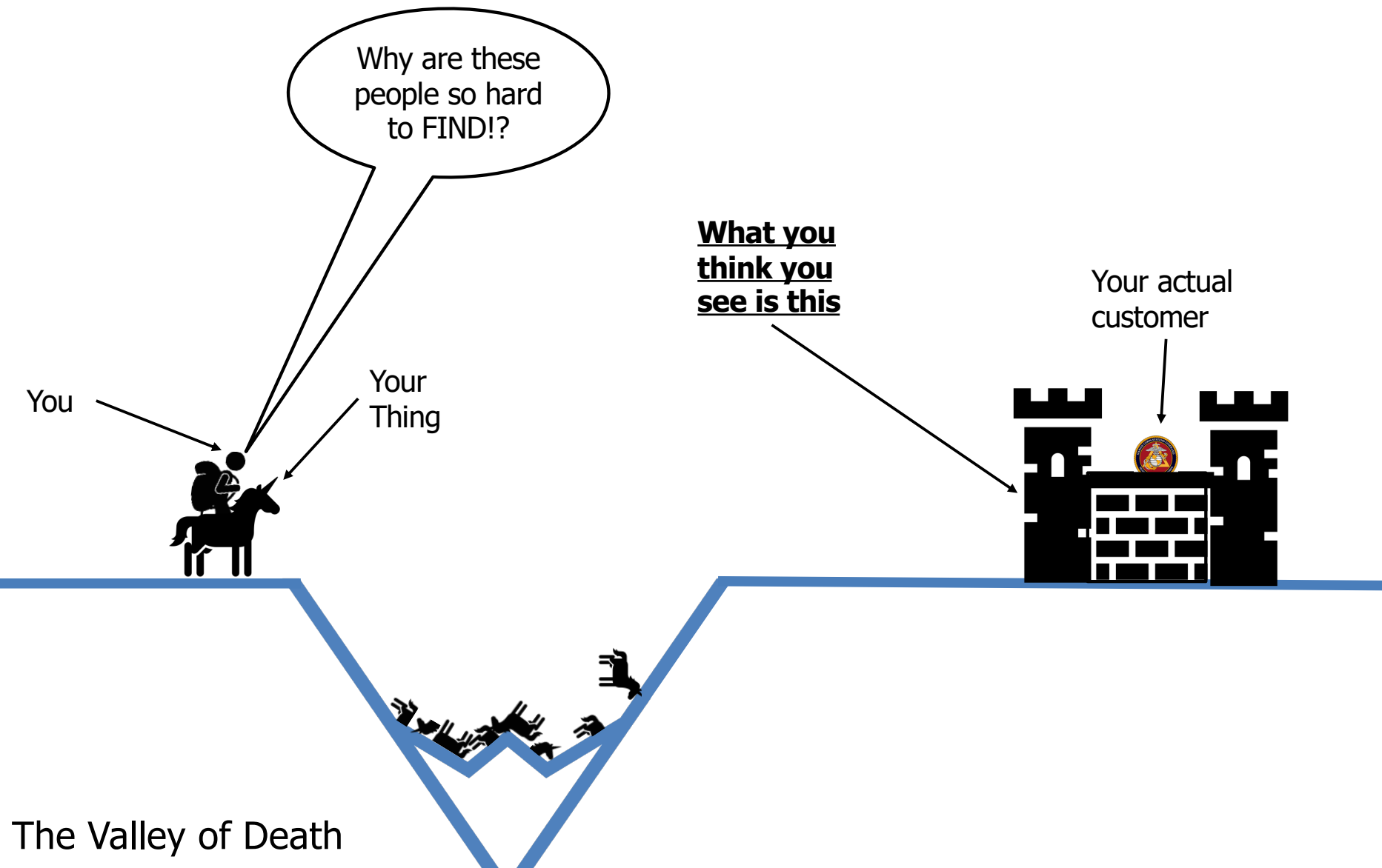
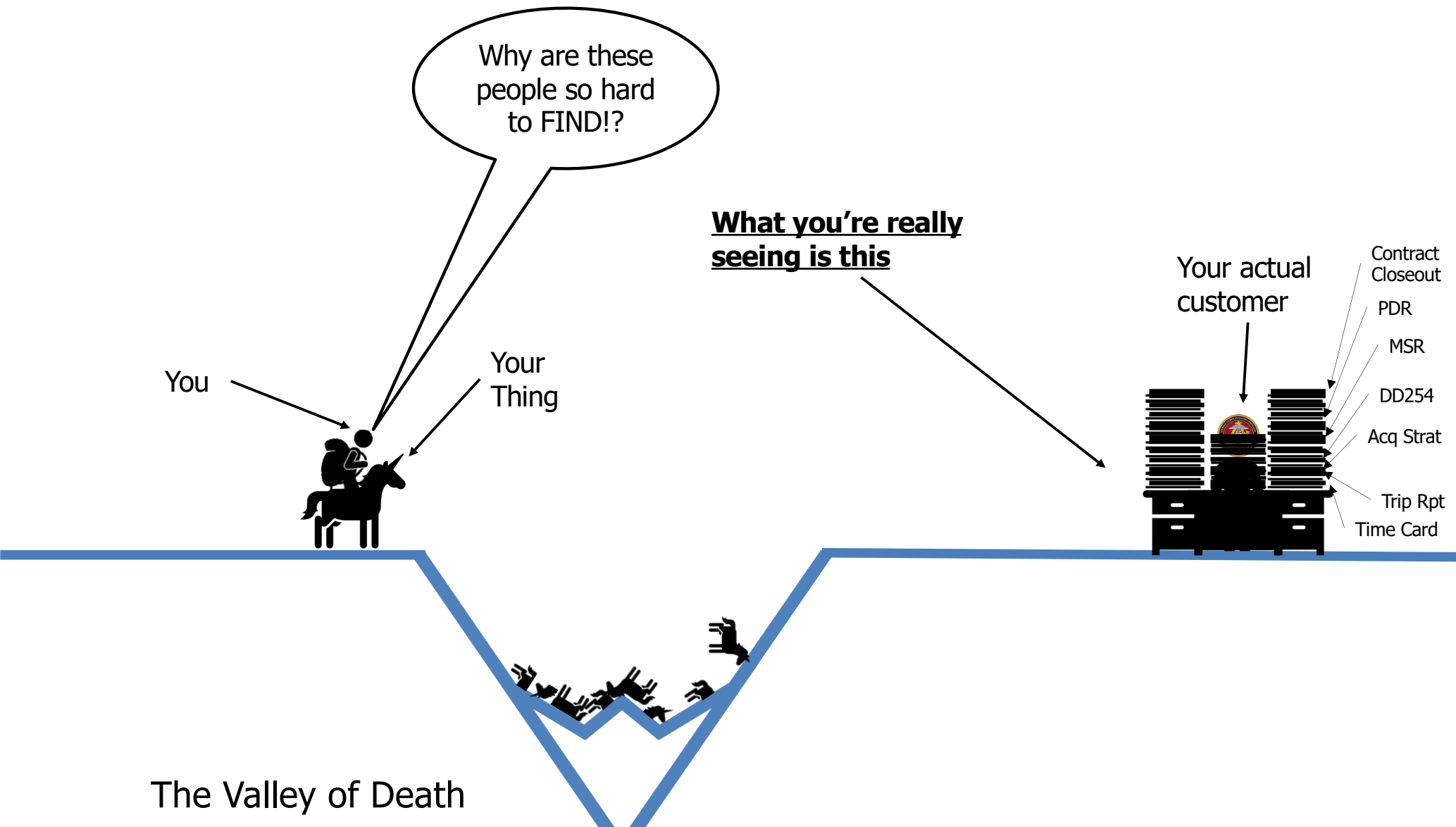


KNOW THY

CUSTOMER







This is what they see

You

Your Thing

The Valley of Death

Hey, I want
that unicorn
over yonder

Uh, that
unicorn

Please describe
the capability
you NEED

I can't just give you
that unicorn, you need
to describe your need,
and then I can solicit
for a capability that
satisfies your need

I NEED
THAT
ONE!!!

Contract
Closeout

PDR

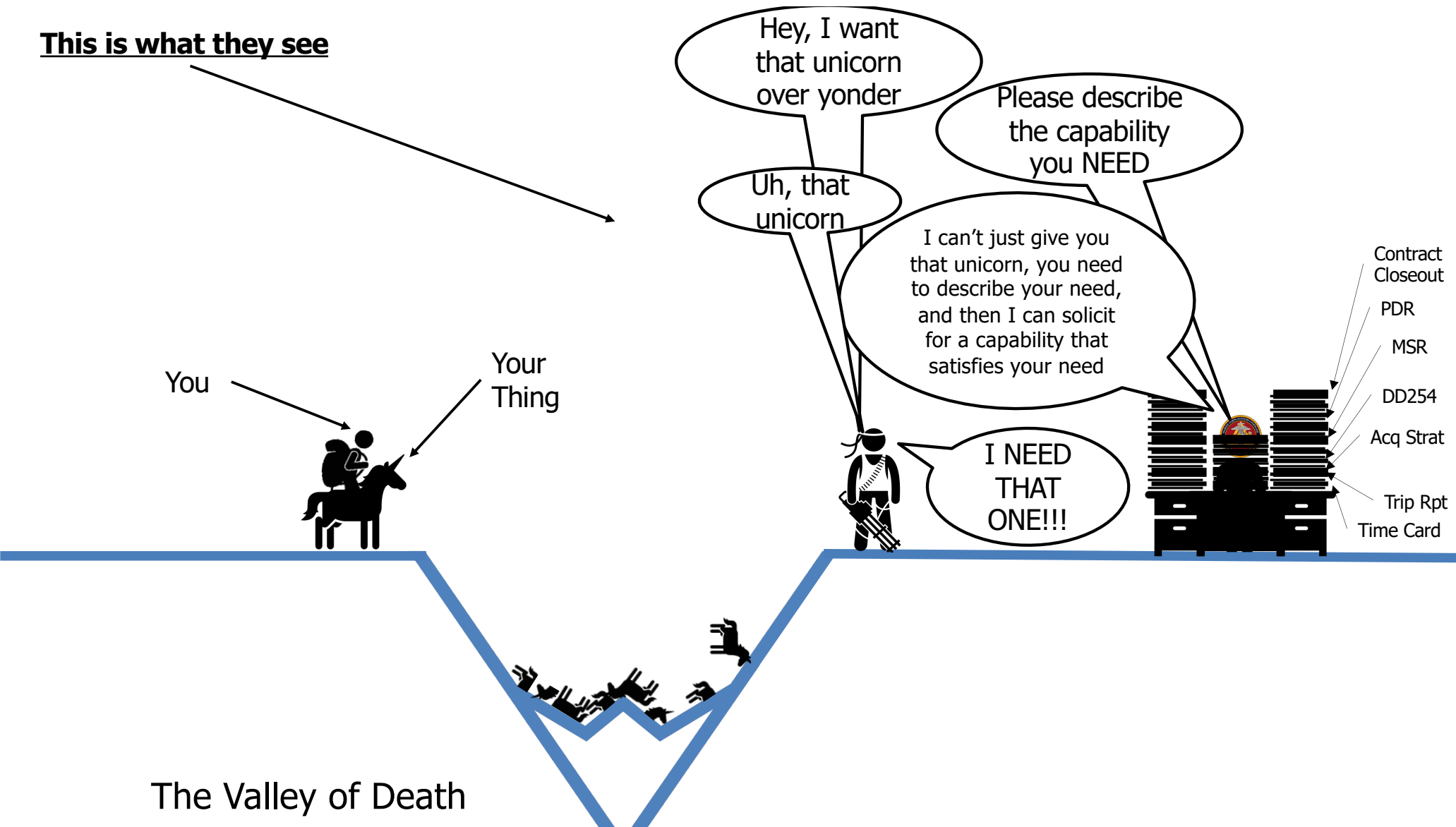
MSR

DD254

Acq Strat

Trip Rpt

Time Card



Now let's add in contracting

Your demand signal

Your actual customer

Folks who really actually do the buying

User

PM

Contracting

You

Your Thing

Contract Closeout

PDR

MSR

DD254

Acq Strat

Trip Rpt
Time Card

Contract

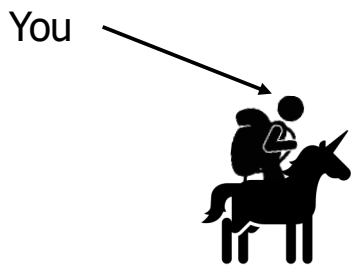
Contract

Contract

Solicitation

Protest

Contract
Time Card



The Valley of Death

**Sometimes things
get lost in translation
through the process**

Need: I want a Unicorn!

Requirement: The user requires an equine mode of transportation with an affixed defense mechanism

Solicitation:
The contractor shall;
1. provide an animal that 1-2 fully equipped users may ride
2. The animal shall have a defensive appendage
3. It shall meet MILSTD 882

Proposal: Acme proposes to provide 10 Blue Pegasus Unicorns

You

Your Thing

Contract Closeout

PDR

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Contract

Contract

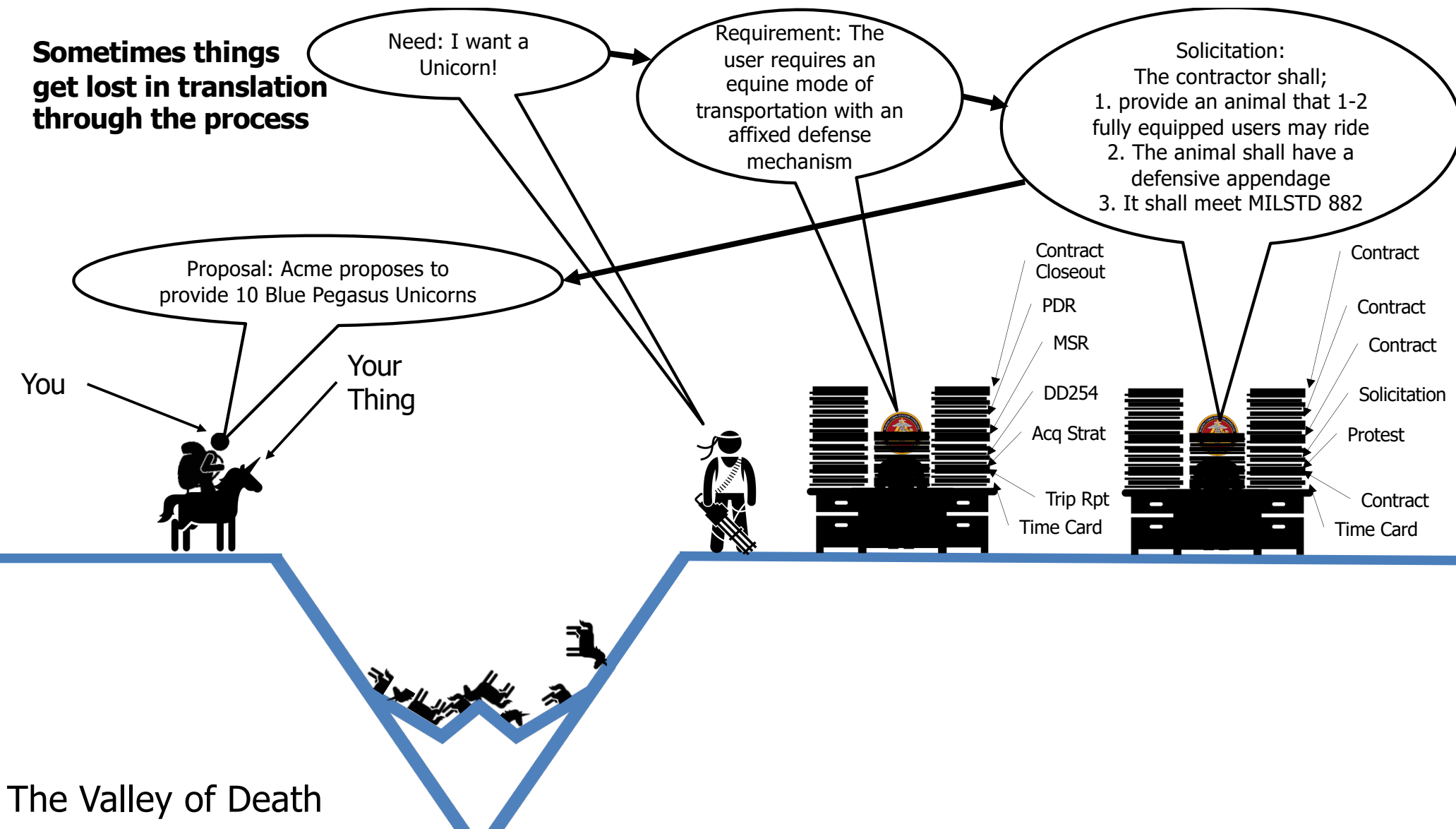
Contract

Solicitation

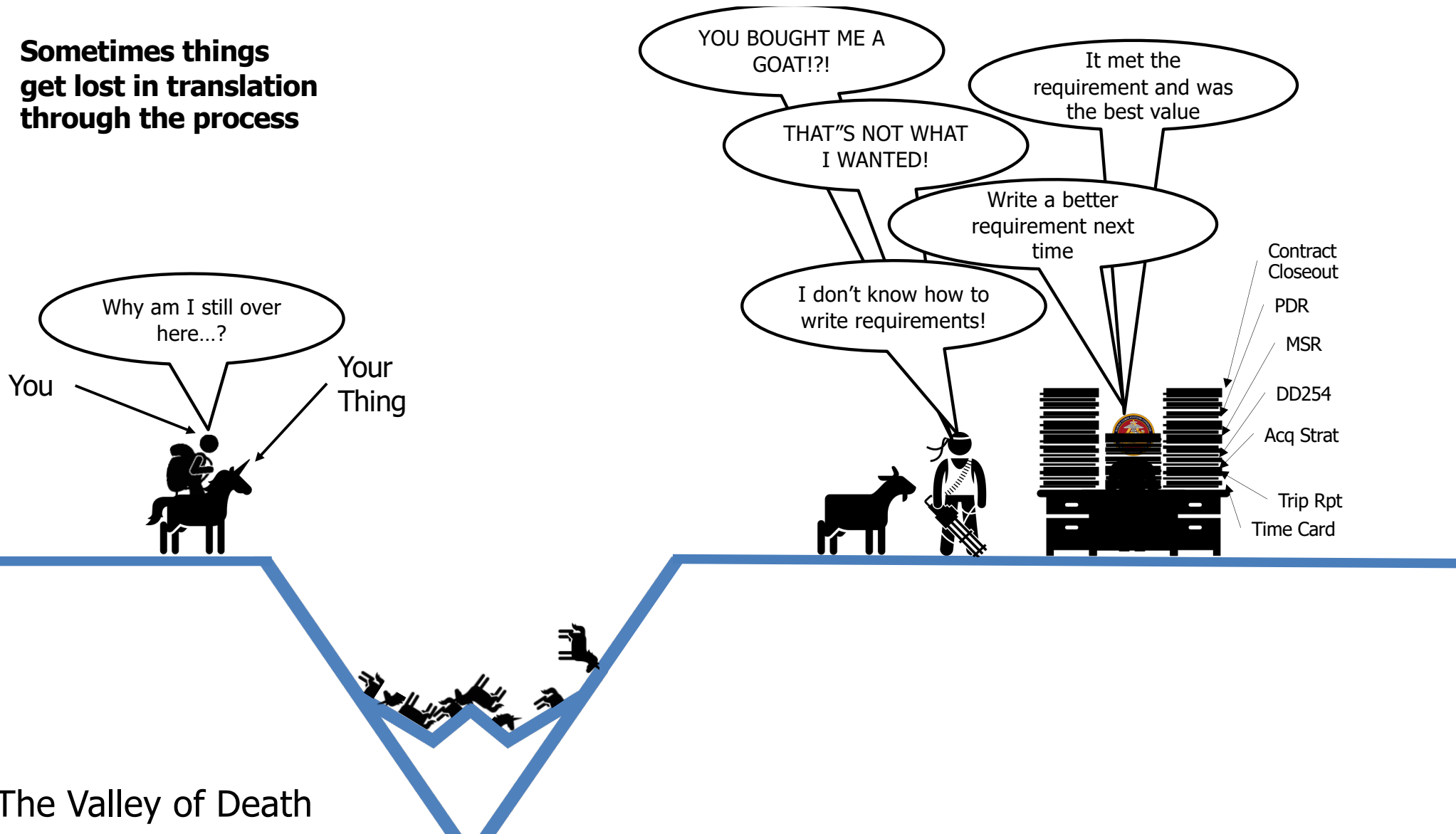
Protest

Contract
Time Card

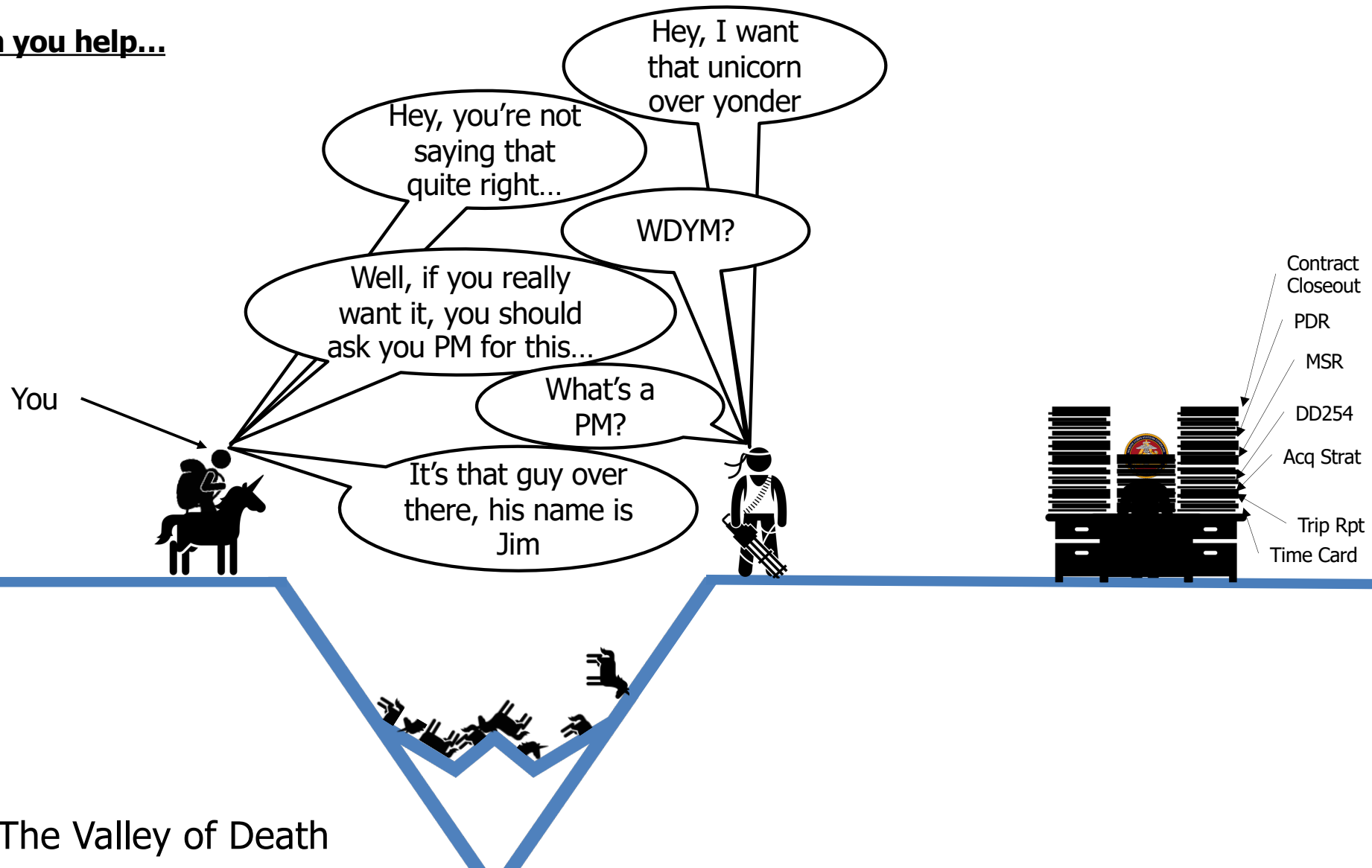
The Valley of Death



**Sometimes things
get lost in translation
through the process**



How can you help...



How can you help...

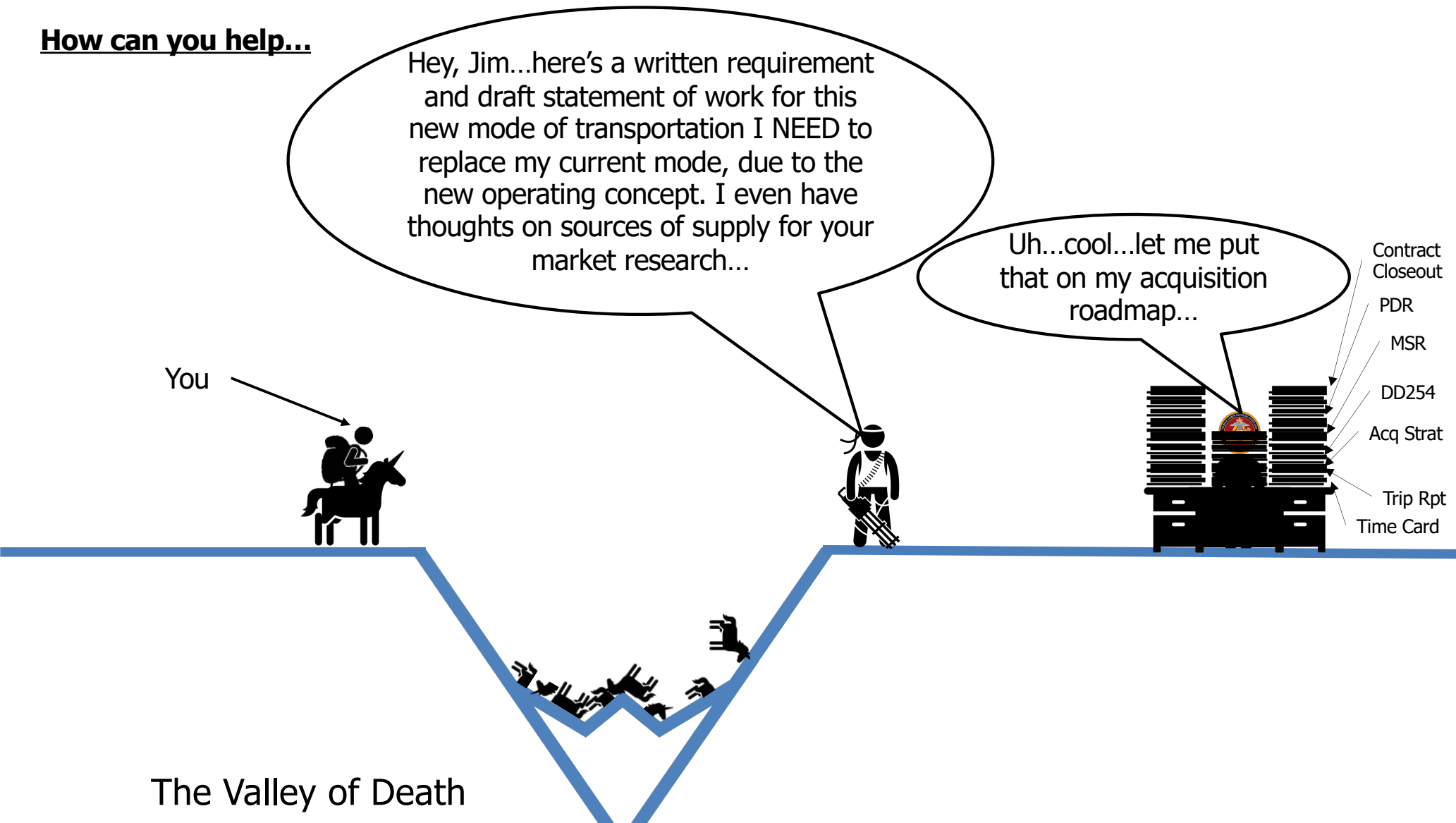
Hey, Jim...here's a written requirement and draft statement of work for this new mode of transportation I NEED to replace my current mode, due to the new operating concept. I even have thoughts on sources of supply for your market research...

Uh...cool...let me put that on my acquisition roadmap...

You

Contract Closeout
PDR
MSR
DD254
Acq Strat
Trip Rpt
Time Card

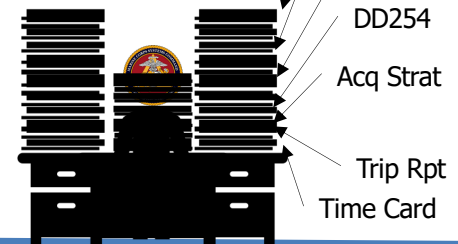
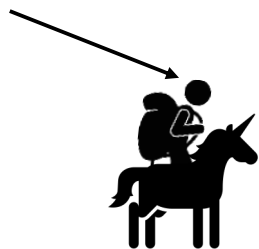
The Valley of Death



Step 1 Complete

A program target: the first plank in
your bridge over the valley of death

You



Contract
Closeout

PDR

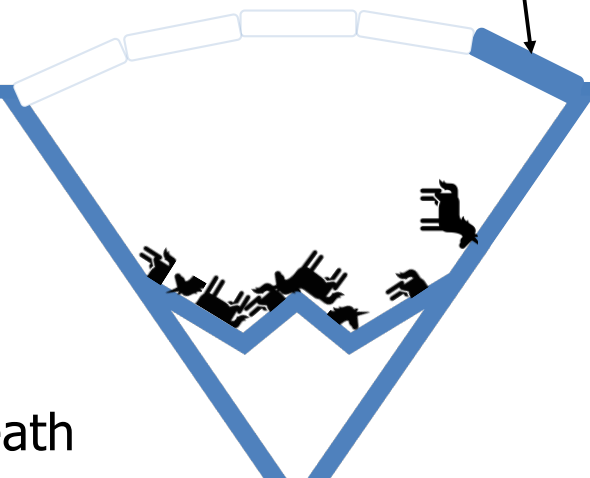
MSR

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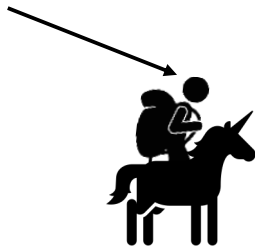
The Valley of Death



Step 1 Complete

A program target: the first plank in your bridge over the valley of death

You



Program



The Valley of Death

Contract
Closeout

PDR

MSR

DD254

Acq Strat

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