

AP Capability Statement

Corporate Overview

Advantage Proposals was formed in 2014 to offer specialized Capture Management and Bid & Proposal consulting services to small and mid-size businesses who sell into federal civilian and DoD public sector markets. We do not “staff” jobs but rather offer help across a variety of labor categories to help our customers accomplish their goals. All Advantage Proposals consultants are very experienced, possessing at least 15 years of specialization in their area(s) of expertise, while also offering experience working deals across a broad array of federal organizations in varying product and service disciplines.

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Services

Capture Management

- Customer meetings
- Teaming
- Gate reviews
- Solution development/differentiation

Technical Editing

- One voicing
- Grammatical Check
- Acronym List Generation

Desktop Publishing

- Professional and Compliant Appearance
- Effective graphic positioning

Marketing/Branding

- Website rebuilds and enhancements
- Marketing slicks and presentations
- Video

Proposal Management

- Daily proposal management
- Color team reviews
- Technical Writing
- Compliance
- Schedule

Technical Writing

- Book/Section boss
- Technical and Managerial Staff Interviewing

Graphics

- Communicative Graphics
- Adherence to corporate color palette
- Title/Cover Pages

Guidance/Training

- Advisement on any AP service

Cage Code: 7PZ49 | **Unique Entity ID:** GEWMQXXDR7A7 | **NAICS Codes:** 541511, 541512, 541513, 541519, 541618, 541990

From Our Client

They are true experts in the industry and I regularly recommend Advantage to small businesses that need proposal consulting and proposal response support.

*Jason S. Whetsell, COO
Gabriel Enterprises Consulting Group*

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Past Performance

Contact Center Operations (CCO) | Client: Centers for Medicare & Medicaid Services (CMS)

Establishment and upkeep of a CCO environment that provides Medicare and state-based Marketplace customer service functions across the United States and its territories.

CIO - Solutions & Partners 4 (CIO-SP4) | Client: NIH

10-year, \$40B Indefinite Delivery/Indefinite Quantity contract providing a wide range of IT services across ten task areas.

ProTech 2.0 - National Environmental Satellite, Data, and Information Service | Client: NOAA

The Professional, Scientific, and Technical Services (ProTech) contract at the National Environmental Satellite, Data, and Information Service is designed to service existing, updating, and planning meteorological and communications in support of the NESDIS mission and strategic plan.

USALearning | Client: Office of Personnel Management (OPM)

Supports the development of the federal workforce and advances the accomplishment of agency missions through simplified and one-stop access to high quality e-Learning products, information, and services.

Communications and Enterprise Information Technology (COMET) | Client: Air Force; National Air and Space Intelligence Center (NASIC)

Providing a full spectrum of technical support to maintain, enhance, and operate technology across the enterprise.

Comprehensive Digital Records Management | Client: Department of Agriculture

Digital records system design, development, implementation, and digitization services for 2,400 USDA Field Offices.

Lifelong Learning Center (LLC) Technical Support Services | Client: Army; Training and Doctrine Command

Technical Support Services across 6 Army bases in support of TRADOC's Lifelong Learning Center (LLC) contract.

Single Family-Data Analysis and Reporting Tool | Client: Department of Housing and Urban Development (HUD)

Design, development, and implementation of a business intelligence (BI) and integrated analytics platform as well as an associated front-end interface for external end users to support current and future HUD Single Family initiatives and requirements.

Scientific, Operations, and Administrative Resources (SOAR) to the NIH | Client: NIH

Large-scale contracting providing a full-range of support activities, including new and in-progress scientific research projects, program deployment and implementation, and other activities necessary to conduct the business and fulfill the mission of NIH's biomedical research program.

