



DMC Management System™

Customer Asset

EOS-CAT-202

Proposal & Capture Services Catalog™

Helping Organizations Pursue Opportunities With Greater Strategy, Discipline, and Confidence

Version 1.0 | Released

Classification: Customer-Facing

Prepared for DMC Solutions

The DMC Way™

Experience. Discipline. Results.

The DMC Way is our commitment that every decision, every process, every engagement, and every deliverable reflects disciplined execution, uncompromising integrity, and measurable value for our clients.

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EOS-CAT-202 is a controlled customer-facing asset of the DMC Management SystemTM and Proposal & Capture Center of ExcellenceTM. The current approved version is the authoritative customer-facing catalog of DMC Solutions' proposal & capture services. Updates are maintained in accordance with EOS-STD-001 — DMC Editorial, Documentation & Intellectual Property Standards ManualTM.

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Prepared in accordance with EOS-STD-001 — DMC Editorial, Documentation & Intellectual Property Standards ManualTM.

Publication Purpose

The Proposal & Capture Services Catalog™ provides a customer-facing overview of the services delivered by DMC Solutions through its Proposal & Capture Center of Excellence (PCOE).

This publication presents DMC's capabilities across the pursuit lifecycle—from opportunity qualification and capture strategy through proposal development, review, submission readiness, and post-submission support. It also introduces our delivery approach, engagement options, integrated solutions, and starting pricing, where applicable.

The catalog is intended to help prospective and existing clients understand how DMC Solutions can support their pursuit objectives and strengthen their ability to compete for and win opportunities.

Strategy. Discipline. Stronger Pursuits.

Intended Audience

This catalog is designed for organizations seeking professional support to pursue, develop, strengthen, and submit competitive proposals for government and public-sector opportunities.

Primary audiences include:

- Federal, state, and local government contractors
- Prime contractors and subcontractors
- Small and emerging businesses entering or expanding in government markets
- Business development, capture, and proposal leaders
- Executives and decision-makers responsible for strategic pursuits

The catalog may also support procurement and teaming discussions with organizations evaluating DMC Solutions as a proposal or capture partner.

How to Use This Catalog

The Proposal & Capture Services Catalog™ is designed to help organizations quickly identify the DMC Solutions capabilities that best align with their pursuit needs.

Use this catalog to:

- Explore Services — Review Proposal & Capture capabilities across the pursuit lifecycle.
- Identify Support — Find focused services or integrated solutions aligned to your opportunity and internal capabilities.
- Understand Our Approach — Learn how DMC applies disciplined methods to capture, proposal development, review, and submission.
- Evaluate Engagement Options — Review available engagement structures and starting pricing, where applicable.
- Start a Conversation — Contact DMC Solutions to discuss your opportunity, objectives, timeline, and support requirements.

Clients do not need to identify the exact service before contacting DMC Solutions. Bring us the opportunity or challenge, and we will help determine the right level of support.

Executive Message

Strategy. Discipline. Competitive Advantage.

Winning government business is more than responding to a solicitation. It is the result of disciplined decisions made throughout the pursuit—from identifying the right opportunity and understanding the customer to developing a differentiated solution and communicating that solution through a compelling proposal.

At DMC Solutions, we understand both the acquisition environment behind the opportunity and the competitive demands facing organizations pursuing government business. Our objective is:

To help organizations pursue the right opportunities, strengthen their competitive position, and develop proposals that clearly communicate why their solution delivers value to the customer.

Through our Proposal & Capture Center of Excellence (PCOE), we provide specialized services across the pursuit lifecycle—from opportunity qualification, capture strategy, competitive positioning, and proposal planning to proposal management, writing, review, submission readiness, and post-submission support.

Our approach begins before proposal writing. We focus first on understanding the opportunity, customer, competitive environment, evaluation criteria, and factors that can influence the award decision. From there, we help clients translate their capabilities and solutions into a disciplined pursuit strategy and an evaluator-focused proposal.

What distinguishes DMC Solutions is our foundation in acquisition. We understand the requirements, acquisition strategies, evaluation methodologies, source-selection processes, and procurement decisions behind government solicitations. We combine that perspective with disciplined Proposal & Capture practices to help clients produce submissions that are compliant, persuasive, differentiated, and supported by credible evidence.

Whether an organization needs targeted support for a critical proposal, help strengthening its capture strategy, an independent review of a submission, or an integrated partner from opportunity through submission, our objective remains the same:

Help our clients compete more effectively and put their strongest possible solution in front of the customer.

This catalog provides a concise view of where DMC Solutions can support the pursuit lifecycle and how our Proposal & Capture Center of Excellence can strengthen your next opportunity. We welcome the opportunity to understand what you are pursuing and determine how our expertise can help position your organization to compete.

The DMC Way™

Experience. Discipline. Results.

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Chapter 1: About DMC Solutions

Proposal & Capture Expertise Built Around the Pursuit

DMC Solutions is a specialized government contracting and acquisition consulting firm helping organizations pursue opportunities with greater strategy, discipline, and confidence.

Through our Proposal & Capture Center of Excellence (PCOE), we support clients across the pursuit lifecycle—from opportunity qualification and capture strategy through proposal planning, management, writing, review, submission readiness, and post-submission support.

Our approach reflects a fundamental understanding of government contracting: successful proposals require more than strong writing or compliance with solicitation instructions. They require the integration of customer understanding, acquisition insight, competitive positioning, solution strategy, compelling content, credible evidence, disciplined execution, and rigorous quality control.

DMC Solutions brings those elements together to help clients make better pursuit decisions, strengthen their competitive position, and communicate the value of their solutions clearly and persuasively.

Our Mission

To empower government and industry partners with expert acquisition solutions that deliver value, strengthen missions, and drive success.

Our mission defines the purpose behind every engagement. Whether supporting a single critical proposal, strengthening an organization's capture strategy, or providing integrated support from opportunity through submission, we focus on solutions that improve pursuit discipline, strengthen competitive positioning, and help clients put their strongest possible solution in front of the customer.

The DMC Difference

DMC Solutions is not simply a proposal writing company.

Our Proposal & Capture Center of Excellence combines acquisition perspective, government contracting experience, capture discipline, proposal expertise, and structured execution to support the broader pursuit—not simply the document produced at the end of it.

That perspective shapes six principles we bring to our Proposal & Capture engagements:

Customer & Opportunity Alignment

We begin with the customer, the requirement, and the opportunity—not a predetermined proposal solution. Effective pursuit strategy should connect what the customer needs with what the organization can credibly deliver and how that value will be evaluated.

Acquisition Perspective

Our approach is informed by real-world acquisition experience. We understand how requirements, solicitation instructions, evaluation criteria, acquisition strategy, pricing, risk, and source-selection decisions shape the competitive environment.

Integrated Pursuit Thinking

Proposal & Capture activities do not exist in isolation. We evaluate the relationships among the customer, opportunity, competition, solution, teaming, discriminators, evaluation criteria, pricing, past performance, and proposal strategy to create a more coherent pursuit.

Disciplined Execution

Government proposals operate against fixed deadlines and detailed requirements. We bring structure, accountability, schedule discipline, compliance management, quality control, and attention to detail throughout the pursuit.

Evaluator-Focused Solutions

A proposal must do more than describe what a company can do. It must make the organization's strengths, solution, evidence, and value clear to the people responsible for evaluating the submission.

Capability Building

Where appropriate, our work is designed to leave the client stronger. We help strengthen pursuit processes, templates, tools, lessons learned, and internal proposal capability that can support opportunities beyond a single engagement.

Together, these principles allow DMC Solutions to provide more than additional proposal capacity. We bring acquisition insight, pursuit strategy, disciplined proposal execution, and experienced judgment where they can create the greatest competitive value.

Who We Serve

DMC Solutions supports organizations pursuing, expanding, or strengthening their position within government and public-sector markets.

Small & Emerging Government Contractors

We help organizations build greater pursuit discipline and compete for opportunities when internal capture or proposal resources may be limited.

Established Government Contractors

We provide targeted or integrated Proposal & Capture expertise to supplement internal teams, strengthen strategic pursuits, address capability gaps, and provide independent perspective.

Prime Contractors

We support prime contractors pursuing government opportunities through capture strategy, proposal planning and development, independent reviews, specialized acquisition insight, and surge proposal support.

Subcontractors & Teaming Partners

We help organizations strengthen their position within team pursuits, develop compelling proposal content, articulate differentiated value, and respond effectively to prime-contractor requirements.

Commercial Organizations Entering Government Markets

We help organizations translate strong commercial capabilities into credible government-market positioning and proposal strategies aligned with public-sector acquisition requirements and evaluation practices.

Regardless of organization size or pursuit maturity, our approach remains consistent:

Understand the customer. Qualify the opportunity. Build the strategy. Communicate the value. Compete with discipline.

Chapter 2: The DMC Way™

The DMC Way™

EXPERIENCE	DISCIPLINE	RESULTS
Acquisition Perspective. Pursuit Expertise.	Structured Pursuits. Rigorous Execution.	Competitive Positioning. Stronger Proposals.
We apply practical acquisition and government contracting experience to understand how customer priorities, requirements, acquisition strategy, evaluation criteria, competition, pricing, and organizational capabilities shape the pursuit.	We approach every pursuit with structure, accountability, compliance, schedule discipline, and quality control—connecting capture strategy, proposal planning, content development, review, and submission through a coordinated process.	We focus our work on helping clients make better pursuit decisions, communicate meaningful discriminators, strengthen evaluator confidence, and put their strongest possible solution in front of the customer.
Understand the customer. Read the opportunity. Strengthen the strategy.	Plan deliberately. Execute consistently. Submit with confidence.	Strengthen the pursuit. Communicate the value. Compete effectively.

What Our Clients Can Expect

WE UNDERSTAND FIRST:	WE APPLY EXPERIENCED JUDGMENT:
Understand the customer, opportunity, requirements, competitive environment, and evaluation approach before developing the response.	Bring acquisition and government contracting perspective to capture strategy, proposal decisions, and pursuit challenges.
WE BUILD FOR THE EVALUATOR:	WE EXECUTE WITH DISCIPLINE:
Develop clear, compliant, evidence-supported content that makes strengths and value easier to understand and evaluate.	Manage requirements, schedules, responsibilities, reviews, quality, and submission readiness with rigor and accountability.
WE PROTECT THE PURSUIT:	WE FOCUS ON COMPETITIVE VALUE:
Maintain confidentiality, integrity, objectivity, and appropriate safeguards for client, competitive, and procurement-sensitive information.	Keep our work connected to the client's strategy, differentiators, customer value, and pursuit objectives.

The DMC Standard

Experience to understand the opportunity. **Discipline** to execute the pursuit. **Results** focused on competitive value.

Together, they form the standard behind every DMC Solutions engagement and the experience we intend every client to receive.

That is The DMC Way™.

Chapter 3: The DMC Pursuit Excellence Framework™

A Disciplined Approach to Pursuing Opportunities

Successful government pursuits require more than strong proposal writing. They depend on a series of connected decisions—from determining whether an opportunity is worth pursuing and establishing a competitive position to developing, validating, and submitting a compelling response.

The DMC Pursuit Excellence Framework™ (PEF) provides a disciplined approach for connecting those decisions across the pursuit lifecycle.

Built around six integrated phases, Qualify. Position. Plan. Develop. Validate. Submit., PEF helps clients move from opportunity identification to submission through a structured process focused on strategy, compliance, competitive positioning, evaluator clarity, and disciplined execution.

The Six Phases of Pursuit Excellence

QUALIFY	POSITION	PLAN	DEVELOP	VALIDATE	SUBMIT
Decide	Compete	Structure	Create	Strengthen	Deliver
Evaluate opportunity fit, customer alignment, capabilities, competition, risk, resources, and pursuit viability.	Understand the customer and competitive environment; establish win strategy, discriminators, teaming, and value proposition.	Translate the solicitation and pursuit strategy into compliance requirements, proposal architecture, responsibilities, schedule, and review plan.	Transform the solution, experience, evidence, and strategy into clear, compliant, evaluator-focused proposal content.	Review the proposal for compliance, consistency, persuasive strength, evidence, scoreability, quality, and readiness.	Complete final integration, quality control, required attachments, production, and submission-readiness activities.

QUALIFY → POSITION → PLAN → DEVELOP → VALIDATE → SUBMIT

Decide → Compete → Structure → Create → Strengthen → Deliver

Applying the Framework

Each PEF phase addresses a fundamental question in the pursuit process.

Phase	The Question We Answer
QUALIFY	Is this the right opportunity for the organization to pursue?
POSITION	How can we strengthen our competitive position and establish a credible path to win?
PLAN	How should we organize and manage the response to translate strategy into a compliant proposal?
DEVELOP	How do we communicate our solution, strengths, evidence, and value clearly and persuasively?

VALIDATE	Does the proposal meet the requirements and give evaluators clear reasons to select our solution?
SUBMIT	Is the complete response ready to be delivered accurately, professionally, and on time?

How PEF Creates Client Value

The DMC Pursuit Excellence Framework™ provides more than a proposal-development process. It connects capture strategy and proposal execution so that pursuit decisions, competitive positioning, content development, and review remain aligned from opportunity through submission.

CUSTOMER-FOCUSED Understand what matters. We connect the pursuit to the customer's requirements, priorities, evaluation approach, and desired outcomes. EVALUATOR-FOCUSED Make the value easy to evaluate. We structure content so strengths, evidence, benefits, and discriminators are clear, credible, and connected to evaluation requirements.	STRATEGY-DRIVEN Build around the path to win. Capture strategy, competitive positioning, discriminators, and value shape the proposal—not simply the solicitation outline. DISCIPLINED & ADAPTABLE Apply rigor without unnecessary complexity. PEF scales to the opportunity, schedule, pursuit maturity, internal capability, and level of DMC support required.
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One Framework. Tailored to the Pursuit.

Not every engagement requires the same activities or DMC involvement across all six phases.

PEF can support a single proposal challenge, targeted capture activity, independent proposal review, proposal rescue, or an integrated pursuit from qualification through submission.

The framework provides consistency in how DMC approaches Proposal & Capture engagements without forcing every pursuit into the same delivery model.

From Opportunity to Competitive Submission

OPPORTUNITY

↓

QUALIFY → POSITION → PLAN → DEVELOP → VALIDATE → SUBMIT

Decide → Compete → Structure → Create → Strengthen → Deliver

↓

COMPETITIVE, SUBMISSION-READY PROPOSAL

Each phase builds upon the decisions and insights developed before it while allowing the pursuit to adapt as customer information, competitive conditions, solicitation requirements, or strategy evolve.

The PEF Standard

Qualify before committing. Position before responding. Plan before writing. Develop with purpose. Validate from the evaluator's perspective. Submit with discipline.

Qualify. Position. Plan. Develop. Validate. Submit.

Chapter 4: Proposal & Capture Solutions at a Glance

Expertise Across the Pursuit Lifecycle

Government opportunities are won through more than proposal writing. Effective pursuits connect opportunity qualification, customer understanding, capture strategy, proposal planning, content development, independent review, and disciplined submission execution.

Through the Proposal & Capture Center of Excellence (PCOE), DMC Solutions provides focused and integrated services across that lifecycle. Clients can engage DMC Solutions for a specific need or combine capabilities to support a broader pursuit.

Our Proposal & Capture Services Portfolio

SERVICE AREA	HOW DMC SUPPORTS THE PURSUIT
Opportunity Qualification & Bid/No-Bid	Evaluate opportunity fit, competitive position, capabilities, pursuit risk, resource requirements, and whether the opportunity warrants investment.
Capture Strategy & Positioning	Strengthen customer understanding, competitive positioning, win strategy, discriminators, value proposition, teaming considerations, and overall pursuit direction.
Proposal Strategy & Planning	Translate solicitation requirements and capture strategy into compliance matrices, proposal architecture, content plans, schedules, responsibilities, and review strategies.
Proposal Management	Coordinate contributors, schedules, requirements, volumes, reviews, actions, and executive decisions necessary to keep the pursuit aligned and moving toward submission.
Proposal Writing & Development	Develop and strengthen technical, management, staffing, past performance, executive, and other proposal content with an evaluator-focused approach.
Proposal Review & Quality Assurance	Apply structured compliance, Pink Team, Red Team, Gold Team, scoreability, consistency, and quality reviews to identify weaknesses and strengthen the response.
Production & Submission Readiness	Verify completeness, formatting, page limits, cross-references, attachments, compliance, quality, and final readiness for authorized submission.
Post-Submission & Debrief Support	Support discussions, revisions, oral presentations, debrief preparation and analysis, lessons learned, and improvement of future pursuits.

Focused Support or Integrated Pursuit Support

DMC Solutions services are designed to work independently or together.

A client may need a single compliance review, targeted proposal writing, capture advisory, or an experienced proposal manager. Another may require coordinated support across multiple stages of a strategically important pursuit.

DMC Solutions aligns the services, expertise, and level of effort to the opportunity rather than requiring clients to purchase a predetermined solution.

One capability when that is what you need. Integrated support when the pursuit demands more.

Solutions Across the Pursuit Lifecycle

DMC Solutions' service portfolio aligns naturally with the Pursuit Excellence Framework™, connecting individual capabilities to the broader pursuit lifecycle.

PEF PHASE	PURSUIT FOCUS	DMC CAPABILITIES
QUALIFY	Decide whether and how to pursue.	Opportunity Assessment • Opportunity Fit • Bid/No-Bid • Pursuit Risk Assessment
POSITION	Establish the competitive strategy.	Capture Strategy • Customer Analysis • Competitive Intelligence • Win Strategy • Discriminators • Teaming Strategy
PLAN	Build the proposal roadmap.	Solicitation Analysis • Compliance Matrix • Proposal Architecture • Content Planning • Storyboarding • Proposal Scheduling
DEVELOP	Build and manage the response.	Proposal Management • Technical & Management Writing • Past Performance • Staffing Content • Executive Summaries • Editing
VALIDATE	Strengthen the proposal before submission.	Compliance Review • Pink Team • Red Team • Gold Team • Scoreability • Consistency • Quality Assurance
SUBMIT	Finalize the complete response.	Final Compliance • Document Integration • Attachment Verification • Production Readiness • Submission Readiness

Beyond the Individual Pursuit

DMC Solutions can also help organizations strengthen the capability behind their proposals, not simply execute one opportunity.

PROPOSAL CAPABILITY	PROCESS & GOVERNANCE
Strengthen internal capture, proposal management, writing, review, and pursuit practices.	Develop repeatable processes, roles, decision points, standards, and pursuit governance.
TOOLS & STANDARDIZATION	LESSONS & IMPROVEMENT
Develop practical templates, compliance tools, review structures, and reusable proposal resources.	Translate pursuit and debrief experience into lessons learned and improvements for future opportunities.

One Portfolio. Tailored to the Challenge.

Whether the need is an independent review, targeted proposal support, capture strategy, a proposal rescue, or coordinated support across an entire pursuit, DMC brings the appropriate capabilities together around one objective:

Help the client pursue strategically, communicate its value clearly, and compete with discipline.

Chapter 5: Proposal & Capture Solutions

Expertise Across the Pursuit Lifecycle

Winning complex opportunities requires more than strong writing. Successful pursuits depend on disciplined qualification, informed capture strategy, clear competitive positioning, compliant proposal architecture, effective management, persuasive content, independent review, and disciplined execution through submission.

DMC Solutions provides specialized Proposal & Capture Services designed to support organizations at individual points in the pursuit lifecycle or across a coordinated end-to-end engagement.

Our delivery model aligns the level of expertise and effort to the complexity, maturity, schedule, and risk of the pursuit. Services may be engaged individually or combined to provide broader Proposal & Capture support.

The right strategy. The right expertise. Disciplined execution when the pursuit matters.

Pricing Note

Pricing shown represents starting prices for defined baseline services and is provided for planning purposes. Final pricing is based on the specific scope, complexity, schedule, Proposal & Capture maturity, required expertise, level of effort, resource requirements, review requirements, and other characteristics of the engagement. Formal quotations are provided only after DMC Solutions completes an initial discovery and scope assessment.

DMC Solutions will confirm scope and pricing before work begins.

Opportunity Qualification & Pursuit Readiness: Make Better Pursuit Decisions Earlier

What We Do

DMC Solutions helps organizations evaluate opportunities before significant Proposal & Capture resources are committed.

We assess the opportunity, customer environment, competitive position, organizational readiness, known requirements, pursuit risks, and available information to help leadership determine whether an opportunity warrants further investment.

Core Services

Opportunity Qualification • Bid/No-Bid Assessment • Pursuit Readiness Assessment • Opportunity Risk Analysis • Competitive Position Review • Requirement Assessment • Initial Pursuit Advisory

Typical Deliverables

Qualification Assessments • Bid/No-Bid Decision Support • Pursuit Readiness Findings • Risk Assessments • Opportunity Briefs • Recommended Next Actions

Client Outcomes

Better Pursuit Decisions • Earlier Risk Identification • Greater Resource Discipline • Improved Leadership Visibility • Stronger Pursuit Readiness

Engagement Pricing

Service	Typical Starting Price
Opportunity Qualification Assessment	\$1,750
Formal Bid/No-Bid Assessment	\$2,000
Pursuit Readiness Assessment	\$2,500
Competitive Position Review	\$2,500
Opportunity / Pursuit Advisory	\$185/hour

Capture Strategy & Competitive Positioning: Build the Strategy Before Building the Proposal

What We Do

DMC Solutions helps clients establish the strategic foundation necessary to compete effectively.

We assess the customer, opportunity, competitive environment, likely evaluation priorities, solution positioning, strengths, weaknesses, discriminators, and pursuit risks to develop a practical capture strategy aligned to the opportunity.

Core Services

Capture Strategy • Customer Analysis • Competitive Assessment • Win Strategy • Discriminator Development • Solution Positioning • Pursuit Risk Assessment • Capture Strategy Review

Typical Deliverables

Capture Plans • Competitive Assessments • Customer Profiles • Win Strategies • Discriminator Matrices • Positioning Recommendations • Pursuit Action Plans • Executive Capture Briefs

Client Outcomes

Stronger Competitive Position • Clearer Win Strategy • Earlier Risk Identification • Better Pursuit Alignment • More Focused Proposal Development

Engagement Pricing

Service	Typical Starting Price
Capture Strategy Assessment	\$3,750
Capture Strategy Development	\$5,500
Competitive / Customer Assessment	\$3,500
Win Strategy & Discriminator Workshop	\$3,500
Capture Strategy Review	\$2,500
Capture Strategy Advisory	\$185/hour

Proposal Strategy & Planning: Turn the Solicitation Into an Executable Proposal Strategy

What We Do

DMC Solutions translates solicitation requirements and capture strategy into a disciplined proposal approach.

We help clients understand what the customer is asking for, organize the response, establish compliance requirements, assign responsibilities, structure content, and create the roadmap necessary to move efficiently from solicitation release through submission.

Core Services

Solicitation Analysis • Compliance Planning • Proposal Architecture • Proposal Strategy • Content Planning • Responsibility Mapping • Proposal Scheduling • Kickoff Support

Typical Deliverables

Solicitation Analyses • Compliance Matrices • Proposal Outlines • Annotated Outlines • Content Plans • Responsibility Matrices • Proposal Schedules • Kickoff Materials

Client Outcomes

Greater Compliance • Stronger Organization • Clearer Responsibilities • Reduced Rework • Faster Proposal Mobilization • Better Submission Readiness

Engagement Pricing

Service	Typical Starting Price
Solicitation Analysis	\$1,500
Compliance Matrix	\$1,500
Proposal Architecture / Annotated Outline	\$2,000
Proposal Strategy & Planning Package	\$3,500
Proposal Kickoff Package	\$2,500
Proposal Planning Advisory	\$150/hour

Proposal Management: Bring Discipline, Accountability, and Momentum to the Pursuit

What We Do

DMC Solutions provides experienced proposal management to coordinate people, content, schedules, compliance, reviews, decisions, and deliverables throughout the proposal lifecycle.

Our role is to establish structure, maintain visibility, manage dependencies, identify risk early, and help the proposal team move toward a compliant and competitive submission.

Core Services

Proposal Management • Schedule Management • Contributor Coordination • Compliance Management • Review Coordination • Content Integration • Issue Tracking • Submission Readiness

Typical Deliverables

Proposal Management Plans • Integrated Schedules • Responsibility Matrices • Compliance Tracking • Action Registers
 • Review Plans • Status Reporting • Submission Readiness Assessments

Client Outcomes

Greater Accountability • Better Schedule Control • Earlier Issue Resolution • Improved Coordination • Reduced Proposal Risk • Stronger Submission Readiness

Engagement Pricing

Service	Typical Starting Price
Proposal Management — Focused Engagement	\$5,000
Proposal Management — Standard Pursuit	\$8,000
Complex / Multi-Volume Proposal Management	\$14,000
Proposal Management Assessment / Recovery Plan	\$2,500
Proposal Management Support	\$150/hour

Proposal Writing & Content Development: Develop Clear, Compliant, and Persuasive Proposal Content

What We Do

DMC Solutions develops and strengthens proposal content designed to respond directly to solicitation requirements while clearly communicating the client's solution, experience, value, and competitive strengths.

Our writers work with client subject-matter experts, existing content, capture information, and proposal strategy to transform raw information into structured, evaluator-focused responses.

Core Services

Proposal Writing • Content Development • SME Interviews • Executive Summary Development • Technical Narrative Development • Management Content • Past Performance Content • Editing & Rewriting

Typical Deliverables

Proposal Narratives • Executive Summaries • Technical Responses • Management Responses • Past Performance Narratives • Revised Content • Finalized Proposal Sections

Client Outcomes

Clearer Messaging • Stronger Compliance • More Persuasive Content • Better Integration • Reduced SME Writing Burden • Improved Evaluator Readability

Engagement Pricing

Service	Typical Starting Price
Executive Summary Development	\$1,500
Focused Proposal Section Development	\$2,750
Proposal Volume Development	\$5,500
Small Proposal Development	\$7,000
Standard Proposal Development	\$11,000
Complex Proposal Development	\$17,000
Proposal Writing / Editing Support	\$120/hour

Independent Proposal Reviews & Quality Assurance: Proposal Through the Evaluator's Eyes

What We Do

DMC Solutions provides structured independent reviews to identify compliance issues, content gaps, weaknesses, inconsistencies, competitive vulnerabilities, and submission risks before they affect the final proposal.

Reviews may focus on an individual volume, a defined proposal element, or the complete submission depending on the maturity and needs of the pursuit.

Core Services

Compliance Review • Pink Team Review • Red Team Review • Gold Team Review • Executive Review • Content Quality Review • Final Submission Readiness Review

Typical Deliverables

Review Findings • Compliance Findings • Strength / Weakness Assessments • Annotated Proposal Comments • Risk Prioritization • Corrective Recommendations • Submission Readiness Findings

Client Outcomes

Earlier Issue Identification • Greater Compliance • Stronger Content • Reduced Submission Risk • Better Evaluator Alignment • Greater Executive Confidence

Engagement Pricing

Service	Typical Starting Price
Independent Compliance Review	\$2,750
Pink Team Review	\$3,000
Red Team Review	\$4,500
Gold Team / Final Readiness Review	\$3,000

Executive Pursuit Review	\$3,500
Independent Review Support	\$185/hour

Proposal Rescue & Recovery: Restore Structure When the Pursuit Is at Risk

What We Do

When a proposal falls behind schedule, loses strategic alignment, develops significant compliance gaps, or reaches a critical point without sufficient progress, DMC Solutions can help assess the situation and establish a practical recovery path.

Proposal Rescue combines rapid assessment, prioritization, senior proposal expertise, focused content intervention, and disciplined management based on the remaining time and condition of the pursuit.

Core Services

Proposal Rescue Assessment • Compliance Recovery • Schedule Recovery • Content Triage • Proposal Reorganization • Critical Writing Support • Review Recovery • Submission Readiness

Typical Deliverables

Rescue Assessments • Prioritized Recovery Plans • Revised Proposal Schedules • Compliance Actions • Content Priorities • Reworked Proposal Sections • Submission Readiness Findings

Client Outcomes

Rapid Situation Awareness • Clearer Priorities • Improved Compliance • Better Use of Remaining Time • Reduced Submission Risk • Stronger Recovery Path

Engagement Pricing

Service	Typical Starting Price
Proposal Rescue Assessment	\$2,500
Focused Proposal Recovery	\$5,000
Proposal Rescue Engagement	\$8,500
Complex Proposal Rescue	\$14,000
Urgent Proposal Support	Custom Pricing

Post-Submission & Debrief Support: Turn the Outcome into Better Pursuit Intelligence

What We Do

DMC Solutions helps clients evaluate pursuit outcomes after submission and use available feedback to strengthen future Proposal & Capture performance.

Support may include preparation for debriefings, analysis of government or customer feedback, independent review of pursuit performance, and development of practical lessons learned and improvement actions.

Core Services

Debrief Preparation • Debrief Analysis • Pursuit Lessons Learned • Proposal Retrospective • Competitive Insight Assessment • Improvement Planning • Executive Advisory

Typical Deliverables

Debrief Question Sets • Debrief Analyses • Lessons-Learned Reports • Pursuit Retrospectives • Improvement Recommendations • Executive Briefs • Corrective Action Roadmaps

Client Outcomes

Better Understanding of Results • Improved Competitive Intelligence • Stronger Future Pursuits • Better Organizational Learning • Actionable Improvement Priorities

Engagement Pricing

Service	Typical Starting Price
Debrief Preparation	\$1,500
Debrief Analysis	\$2,000
Proposal / Pursuit Retrospective	\$2,500
Lessons-Learned Assessment	\$3,000
Pursuit Improvement Roadmap	\$3,500
Post-Submission Advisory	\$150/hour

DMC Solutions Pricing Philosophy

DMC Solutions structures Proposal & Capture engagements around the work required to compete effectively. Our pricing approach is based on three principles:

RIGHT EXPERTISE	COMPETITIVE VALUE	FLEXIBLE STRUCTURE
We align the appropriate proposal, capture, writing, review, and executive expertise to the requirements of the pursuit.	Our focused operating model allows DMC Solutions to provide experienced pursuit support at competitive prices while maintaining quality and professional standards.	Fixed-fee, hourly, labor-hour, retainer, fractional, and integrated pursuit structures allow support to be tailored to the client's requirements.

Pricing & Engagement Structure

Pricing throughout this catalog represents starting prices for planning purposes. Final pricing is established based on the specific scope, complexity, schedule, Proposal & Capture maturity, required expertise, level of effort, resource requirements, contractual requirements, and other engagement-specific considerations.

Government and subcontract pricing may also be subject to applicable contract vehicles, competition, negotiated rates, flow-down requirements, or other procurement conditions.

The right expertise. The right structure. Value aligned to the pursuit.

Chapter 6: Integrated Pursuit Solutions

Coordinated Expertise Across the Pursuit Lifecycle

Complex pursuits rarely depend on a single activity. Capture strategy influences proposal strategy. Proposal planning affects writing and compliance. Reviews identify issues that may require changes to content, positioning, or solution strategy. When these activities are disconnected, teams can lose time, create rework, and introduce unnecessary pursuit risk.

DMC Solutions can integrate capabilities from across the Proposal & Capture Center of Excellence™ (PCOE) into coordinated solutions aligned to the client's opportunity, internal capabilities, pursuit maturity, schedule, and objectives.

Clients can engage DMC Solutions for one focused requirement, multiple connected workstreams, or coordinated support across an entire pursuit.

One pursuit. Coordinated expertise. Support structured around what the client actually needs.

6.1 Integrated Solution Models

DMC Solutions can combine individual services from Chapter 5 into broader pursuit solutions when greater coordination or continuity is required.

Integrated Solution	Designed For	Potential Components
Pursuit Readiness Solution	Organizations evaluating whether and how to pursue an opportunity	Opportunity qualification • Bid/No-Bid • Pursuit readiness • Competitive position • Risk assessment
Capture-to-Proposal Solution	Strategic opportunities requiring coordinated support from capture through proposal execution	Capture strategy • Competitive positioning • Win strategy • Proposal planning • Management • Writing • Reviews
Proposal Execution Solution	Clients with established capture direction that need disciplined proposal delivery	Solicitation analysis • Compliance • Proposal architecture • Management • Writing • Reviews • Submission readiness
Proposal Recovery Solution	At-risk pursuits requiring rapid intervention and focused senior support	Rapid assessment • Recovery planning • Compliance recovery • Content triage • Management • Writing • Readiness review
Independent Review Solution	Teams requiring objective evaluation of proposal quality, compliance, or competitive strength	Compliance review • Pink Team • Red Team • Gold Team • Executive review • Corrective recommendations
Fractional Pursuit Support	Organizations needing recurring proposal or capture expertise without adding full-time capacity	Capture advisory • Proposal management • Writing • Reviews • Executive pursuit support

Integrated solutions are not rigid packages. The specific services, deliverables, resources, schedule, and engagement structure are tailored to the pursuit.

6.2 Support That Scales With the Requirement

DMC Solutions can scale support according to the client's existing capabilities and the needs of the pursuit.

Focused Deliverable → Defined Workstream → Integrated Pursuit → Multiple Pursuits → Ongoing Pursuit Support

A client with a strong internal proposal organization may need only an independent review, capture strategist, or specialized writer. Another may require proposal management and content development across several volumes. A high-priority pursuit may benefit from coordinated support spanning capture strategy through final submission readiness.

The objective is to supplement—not unnecessarily replace—the capabilities the client already has.

6.3 Tailored Engagement Architecture

Each integrated engagement begins with an assessment of the pursuit and the support required.

DMC Solutions considers:

Pursuit Maturity • Client Capability • Scope • Schedule • Complexity • Competitive Position • Available Resources • Required Expertise • Delivery Risk

From that assessment, DMC Solutions can establish the appropriate combination of services, professional resources, responsibilities, deliverables, and engagement structure.

Integrated support may be delivered through a fixed-fee engagement, hourly or labor-hour support, retainer, fractional model, embedded support, or another appropriate structure, depending on the requirement.

Pricing is developed from the services and resources required for the engagement and confirmed before work begins.

6.4 One Center of Excellence. Flexible Ways to Engage.

DMC Solutions designed the PCOE to provide clients with access to specialized pursuit expertise without requiring every engagement to look the same.

Whether the requirement is a targeted intervention or coordinated capture-to-submission support, the objective remains consistent:

Bring the right expertise together at the right time to strengthen the pursuit and help the client execute with greater clarity, discipline, and confidence.

The DMC Way™ — Experience. Discipline. Results.

Chapter 7: Working With DMC Solutions

A Flexible, Disciplined Engagement Experience

Every pursuit is different. Some clients need targeted expertise for a specific challenge. Others need coordinated support across multiple phases of a pursuit. DMC Solutions structures each engagement around the client's objectives, existing capabilities, pursuit requirements, schedule, and level of support needed.

Our goal is to make engagement simple: understand the requirement, define the right support, establish clear expectations, and mobilize the appropriate expertise.

Clear scope. Flexible support. Disciplined execution.

7.1 Who We Serve

DMC Solutions uses a straightforward engagement process designed to move from an initial conversation to execution efficiently.

Step	What Happens
1. CONNECT	Discuss the opportunity, pursuit challenge, objectives, timeline, and support requirement.
2. ASSESS	Evaluate pursuit maturity, scope, schedule, complexity, risks, existing resources, and areas where DMC Solutions can add value.
3. DEFINE	Establish the recommended services, deliverables, responsibilities, assumptions, schedule, resources, and pricing.
4. ENGAGE	Confirm the scope of work, engagement structure, contractual requirements, and authorization to proceed.
5. EXECUTE	Mobilize the appropriate expertise, establish working rhythms, and begin delivery.

This approach allows DMC Solutions to understand the requirement before prescribing the solution.

7.2 Flexible Engagement Models

DMC Solutions supports multiple engagement structures based on the nature and duration of the requirement.

Engagement Model	Best Used When
Fixed-Fee	Scope, deliverables, assumptions, and schedule can be reasonably defined.
Hourly / Labor-Hour	Requirements or level of effort may evolve during performance.
Retainer	Recurring access to proposal or capture expertise is required.
Fractional Support	Ongoing professional capability is needed without a full-time resource.
Integrated Pursuit	Multiple services are required across a coordinated pursuit.

Embedded Support	Dedicated proposal or capture capacity is required for an extended period.
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DMC Solutions will recommend the structure that best aligns scope, flexibility, delivery requirements, and client value.

7.3 What We Need From Our Clients

Successful pursuit support is collaborative. Depending on the engagement, DMC Solutions may require timely access to:

Solicitation & Pursuit Materials • Capture Information • Existing Proposal Content • Client SMEs • Decision-Makers • Technical & Management Information • Past Performance • Review Feedback

Clients should also provide timely decisions, feedback, and visibility into material changes that could affect the pursuit.

Clear roles and responsive communication help both teams maintain momentum and focus effort where it matters most.

7.4 What Clients Can Expect From DMC Solutions

Experienced Expertise

Professionals aligned to the complexity, responsibility, and requirements of the pursuit.

Disciplined Execution

Clear expectations, responsibilities, schedules, deliverables, and attention to critical pursuit requirements.

Transparent Communication

Direct visibility into progress, priorities, risks, decisions, and issues requiring client attention.

Tailored Support

Services and resources structured around the actual requirement—not unnecessary process or predetermined packages.

Commitment to Quality

Work products developed with attention to compliance, clarity, competitive positioning, evaluator perspective, and client objectives.

7.5 Ready When the Pursuit Matters

DMC Solutions can enter a pursuit at the point where support creates the greatest value—whether that means evaluating an opportunity, strengthening capture strategy, planning a proposal, adding specialized expertise, managing execution, conducting an independent review, or helping recover an at-risk submission.

Whatever the starting point, our objective is the same:

Understand the requirement. Bring the right expertise. Execute with discipline. Help strengthen the pursuit.

The DMC Way™ — Experience. Discipline. Results.

Chapter 8: Why DMC Solutions

Experience. Discipline. Results.

Critical pursuits demand more than additional proposal capacity. They require experienced judgment, disciplined execution, and the ability to connect customer requirements, competitive strategy, proposal development, and evaluator perspective.

DMC Solutions brings practitioner-informed acquisition, capture, proposal, and executive expertise together to help clients pursue opportunities with greater clarity, discipline, and confidence.

8.1 The DMC Solutions Difference

What We Bring	What It Means for Our Clients
Practitioner-Informed Expertise	Experienced professionals applying practical judgment to real pursuit challenges.
Acquisition + Pursuit Perspective	Insight into both the acquisition environment and the strategies required to compete effectively.
Integrated Capabilities	Capture, proposal management, writing, review, and advisory expertise available through one Center of Excellence.
Flexible Support	Targeted assistance or coordinated support structured around the pursuit and client need.
The DMC Way™	Experience, disciplined execution, clear accountability, and focus on meaningful results.

8.2 When the Pursuit Matters

Whether you are evaluating an opportunity, strengthening capture strategy, developing a critical proposal, adding specialized expertise, recovering an at-risk pursuit, or preparing for final submission, DMC Solutions can meet you where you are and help determine the right path forward.

Your next pursuit deserves more than effort. It deserves strategy, discipline, and the right expertise.

LET'S TALK ABOUT YOUR NEXT PURSUIT

Discuss Your Opportunity • Assess Your Pursuit • Identify the Right Support • Build the Engagement

Schedule a Pursuit Strategy Consultation to discuss your next opportunity and determine how the Proposal & Capture Center of Excellence™ can help strengthen your competitive position.

The DMC Way™ — Experience. Discipline. Results.



DMC Solutions

Acquisition Consulting & Executive Advisory

Expert acquisition solutions for government and industry.

We bring acquisition expertise, disciplined execution, and mission-focused solutions to the challenges that matter.

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