



**BidProse**  
STRATEGY GROUP LLC

PROPOSAL STRATEGY, MANAGEMENT, COMPLIANCE,  
AND EVALUATOR-ALIGNED RESPONSE DEVELOPMENT

# BidProse Capability Statement



BidProse helps organizations bring structure, clarity, compliance discipline, and evaluator alignment to proposal development across federal, state, local, and commercial pursuits.



[www.bidprosegroup.com](http://www.bidprosegroup.com)



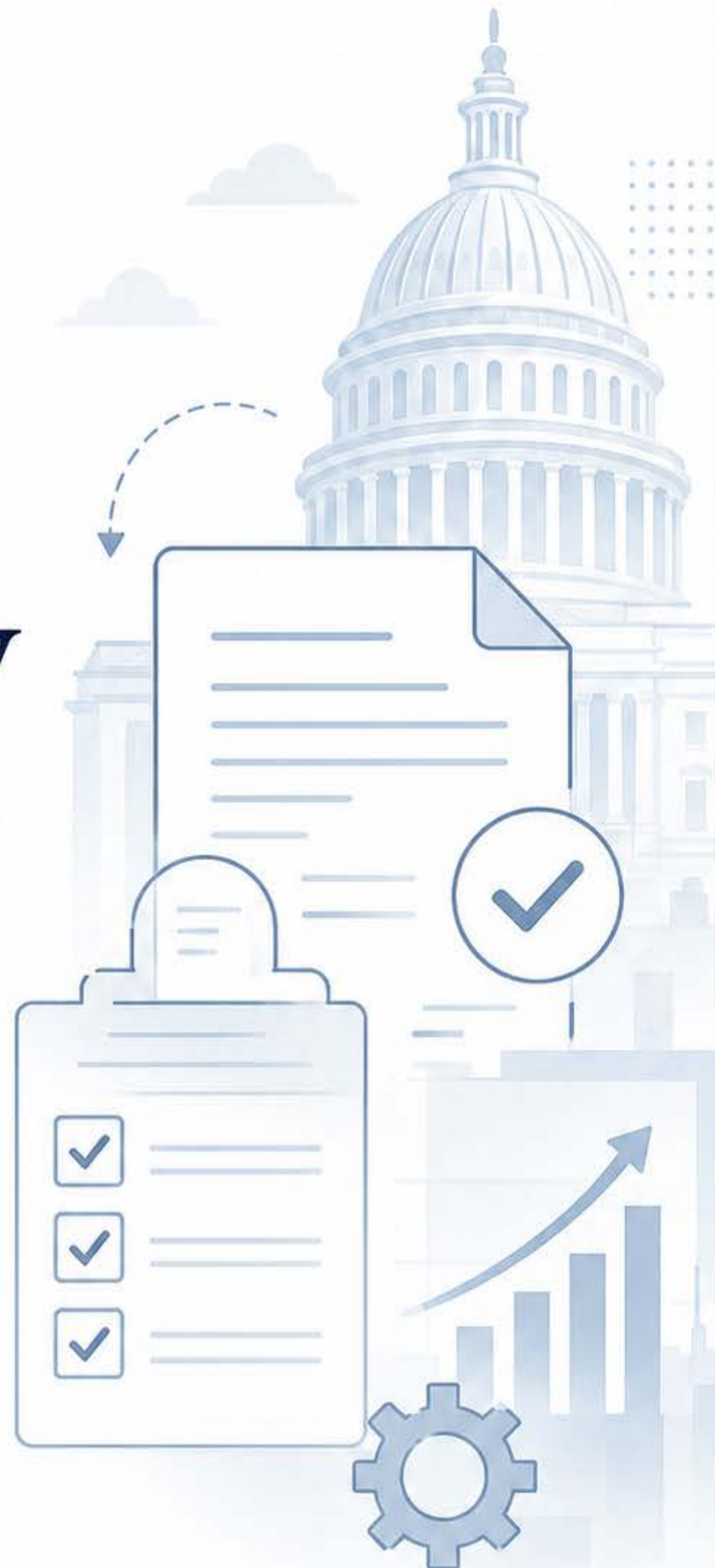
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02 | WHO WE ARE

# Proposal strategy and management support built for competitive pursuits.

BidProse Strategy Group LLC is a proposal strategy and management consulting firm that helps businesses improve how they pursue, develop, review, and submit competitive proposals.



## What we support

- Federal, state, local, and commercial solicitations
- Proposal strategy, compliance discipline, evaluator alignment, and execution support



## Why clients engage BidProse

- Strong capabilities that need to be translated into compliant, scoreable, well-organized content
- Need for clearer proposal structure and a more repeatable process



## Our approach

- Move beyond reactive proposal writing
- Build responses around requirements, evaluation criteria, customer priorities, and proof points
- Improve clarity, reduce risk, and make value easier for evaluators to find



## How we help

- Full proposal management
- Technical writing
- Compliance reviews
- Proposal templates and content libraries
- Proposal process improvement





03 | CORE CAPABILITIES I

# Strategy, management, and proposal structure.



## Proposal Strategy and Pursuit Planning

- Opportunity review and solicitation analysis
- Bid/no-bid support
- Capture strategy alignment
- Customer and requirement analysis
- Competitive positioning support
- Strength and discriminator development
- Proposal kickoff planning
- Pursuit strategy documentation
- Messaging and theme development



Helps teams avoid generic responses by identifying what is different, important, and scoreable.



## Proposal Management and Coordination

- Proposal management plans
- Schedules and calendars
- Kickoff meeting materials
- Roles and responsibilities matrices
- Data call management
- SME coordination
- Action item tracking
- Draft development workflows
- Review coordination
- Submission readiness tracking



Brings order to complex proposal efforts through clear ownership, deadlines, and review points.



## Compliance Matrix and Proposal Structure Development

- Compliance matrices
- Section L and Section M mapping
- Instruction-to-response crosswalks
- Evaluation criteria alignment
- Page allocation planning
- Proposal outlines
- Attachment and form tracking
- Requirement traceability
- Submission checklist development



Builds proposals that are easier to manage, review, and score.



04 | CORE CAPABILITIES II

# Technical content, evaluation alignment, and quality control.



## Technical Proposal Writing and Narrative Development

- Technical approach narratives
- Management approach narratives
- Staffing plans
- Transition plans
- Quality control plans
- Safety and risk management narratives
- Training plans
- Communication plans
- Past performance narratives
- Executive summaries
- Corporate experience summaries
- Resumes and key personnel narratives



Turns capability into proposal content that is specific, compliant, proof-based, and easy for evaluators to follow.



## Evaluation Alignment and Scoreable Content Development

- Evaluation criteria mapping
- Strength identification
- Benefit and proof point development
- "So what?" testing
- Risk reduction language
- Subheader and callout development
- Evaluator-friendly organization
- Review of response clarity and scoring alignment



Ensures the proposal does not make evaluators search for the point.



## Proposal Reviews and Quality Control

- Pink Team reviews
- Red Team reviews
- Gold Team reviews
- Final compliance reviews
- Strength and weakness assessments
- Gap analysis
- Readability reviews
- Consistency checks
- Attachment and form reviews
- Final production quality control



Helps clients catch issues before submission and reduce avoidable risk.



05 | CORE CAPABILITIES III

# Reusable tools, training, and process improvement.



## Proposal Templates, Toolkits, and Content Libraries

- ✓ Proposal templates
- ✓ Reusable content frameworks
- ✓ Proposal libraries
- ✓ Past performance libraries
- ✓ Resume libraries
- ✓ Compliance and review checklists
- ✓ Proposal planning tools
- ✓ Capture and bid/no-bid tools
- ✓ Review scorecards
- ✓ SOPs and process guides



Helps organizations stop rebuilding from scratch and start using structured, current, reusable proposal assets.



## Proposal Training and Process Improvement

- ✓ Proposal process fundamentals
- ✓ Compliance matrix development
- ✓ Evaluation alignment
- ✓ Writing scoreable proposal content
- ✓ SME input development
- ✓ Color team review discipline
- ✓ Proposal library governance
- ✓ Strength-based writing
- ✓ Proposal quality control
- ✓ Building a repeatable proposal operation



Improves not only the current proposal, but also how teams approach future pursuits.



## Best for

- ✓ Leadership teams
- ✓ Business development staff
- ✓ Proposal managers
- ✓ Technical writers
- ✓ SMEs
- ✓ Review teams



06 | OUR METHODOLOGY

# The BidProse Winning Framework™



A structured five-step path from pursuit planning through final submission.

- 01



**Capture Strategy**

Clarify the opportunity, customer priorities, risks, competitive position, and response strategy before writing begins.

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- 02



**Compliance & Outline**

Convert solicitation requirements into a compliant outline, response structure, compliance matrix, and evaluation-aligned content plan.

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- 03



**Technical Narrative**

Develop organized, requirement-driven narratives that explain the approach, demonstrate capability, and connect actions to customer benefits.

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- 04



**Color Team Reviews**

Conduct structured reviews focused on compliance, clarity, strengths, proof, risk, and scoring alignment.

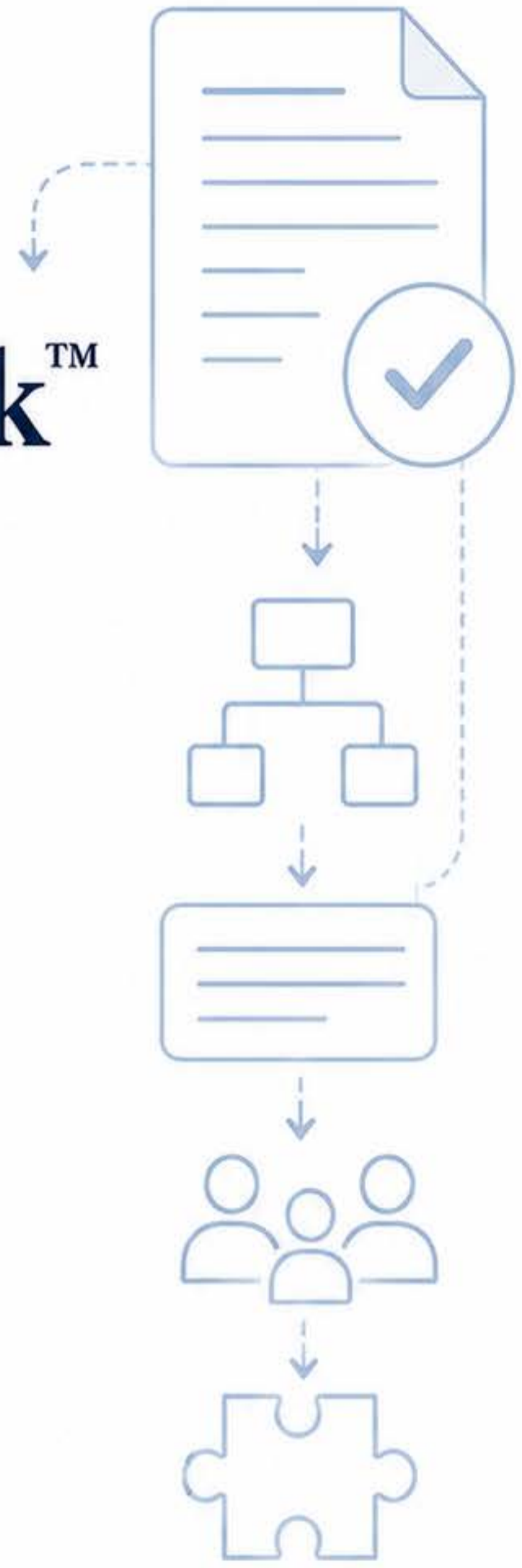
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- 05



**Final Production**

Prepare the final submission package and confirm formatting, forms, attachments, instructions, and delivery requirements are addressed.





**The framework brings structure before writing, control during development, and discipline through submission.**



07 | WHY BIDPROSE

# A structure-first, evaluator-focused approach.



## 01 Evaluator-Aligned Proposal Development

Proposals are built around how evaluators read and score, making responses clearer, more compliant, and easier to evaluate.



## 02 Structure Before Writing

Strong outlines, compliance structure, and evaluation mapping create better writing and more effective reviews.



## 03 Senior-Level Proposal Support

Experienced proposal leadership without the cost of adding full-time proposal infrastructure.



## 04 Practical, Repeatable Tools

Templates, tools, and practices that can be reused on future pursuits.



## 05 Strong Support for Small and Growing Businesses

Designed for lean teams, compressed timelines, and competing business priorities.



## 06 Compliance and Quality Focus

Keeps compliance, evaluation criteria, attachments, and submission requirements visible throughout the process.



BidProse helps clients move from reactive proposal writing to a more disciplined proposal operation.





08 | EXPERIENCE + CLIENTS

# Proposal support across industries, agencies, and client types.



## Relevant experience includes

- ✓ Professional services
- ✓ Facilities operations and maintenance
- ✓ Custodial and janitorial services
- ✓ Construction and environmental services
- ✓ Training and organizational development
- ✓ IT and software services
- ✓ Translation and language services
- ✓ Administrative and mission support services
- ✓ Event support and logistics
- ✓ Program management and technical support services



## Experience connected to opportunities for

- ✓ General Services Administration
- ✓ Department of Defense
- ✓ U.S. Army Corps of Engineers
- ✓ Federal Aviation Administration
- ✓ Defense Health Agency
- ✓ National Oceanic and Atmospheric Administration
- ✓ State and local government agencies
- ✓ Commercial and nonprofit buyers



## Typical clients

- ✓ Small businesses pursuing government contracts
- ✓ Federal contractors needing proposal surge support
- ✓ Professional services firms entering the public sector market
- ✓ Prime contractors needing subcontractor proposal support
- ✓ Companies without an internal proposal department
- ✓ Business development teams needing stronger structure and execution
- ✓ Organizations that want to build a repeatable proposal process





09 | HOW WE HELP

# Common proposal challenges — and the support to solve them.



## 1. Typical client challenges we solve

- ✓ Strong capabilities but weak proposal structure
- ✓ Rushed responses with unclear ownership
- ✓ Compliance reviewed too late in the process
- ✓ SMEs unsure what information to provide
- ✓ Proposal content that reads well but is hard to score
- ✓ Heavy reliance on old proposals and outdated boilerplate
- ✓ Inconsistent reviews focused on editing instead of evaluation alignment
- ✓ Lack of reusable templates, tools, or content libraries
- ✓ Difficulty turning technical input into clear proposal narratives
- ✓ Limited internal proposal staff during high-priority pursuits

## 2. Service areas

- ✓ Proposal Management
- ✓ Proposal Strategy
- ✓ Capture Support
- ✓ Bid/No-Bid Support
- ✓ Compliance Matrix Development
- ✓ Evaluation Criteria Mapping
- ✓ Proposal Outlining
- ✓ Technical Proposal Writing
- ✓ Management Approach Writing
- ✓ Past Performance Development
- ✓ Resume Development
- ✓ Color Team Review Support
- ✓ Proposal Quality Control
- ✓ Proposal Templates
- ✓ Proposal Library Development
- ✓ Proposal Training
- ✓ Process Improvement
- ✓ Final Production Support



Clients choose BidProse when they need more than writing support — they need **structure, accountability, compliance discipline,** and a clear path from solicitation release to submission.










10 | SUMMARY + CONTACT

# Clearer structure. Stronger content. Better proposal execution.



## BidProse helps clients

-  Understand what the solicitation is really asking for
-  Build a compliant and evaluator-aligned response structure
-  Turn scattered inputs into clear proposal content
-  Identify and strengthen scoreable points
-  Reduce last-minute confusion and rework
-  Improve proposal quality before final review
-  Build reusable tools for future pursuits

## Representative support

CLIENT TYPE	VALUE DELIVERED
 Federal Services Contractor	Proposal management, compliance tracking, technical writing, and review support; improved proposal organization, response clarity, and submission readiness.
 Small Business Government Contractor	Proposal structure, compliance matrix, technical narrative development, and final review; strengthened response quality and reduced compliance risk.
 Professional Services Firm	Proposal framework, content guidance, and reusable template development; improved repeatability and internal proposal discipline.
 Facilities / O&M Contractor	Technical approach, quality control, staffing, safety, and transition narratives; developed clearer, more evaluator-friendly proposal content.
 Emerging Public Sector Contractor	Proposal strategy, outline development, and SME input management; helped convert technical capabilities into organized proposal responses.



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## BidProse Strategy Group LLC

BidProse provides proposal strategy, management, compliance, writing, review, training, and process improvement support for organizations pursuing competitive opportunities.

