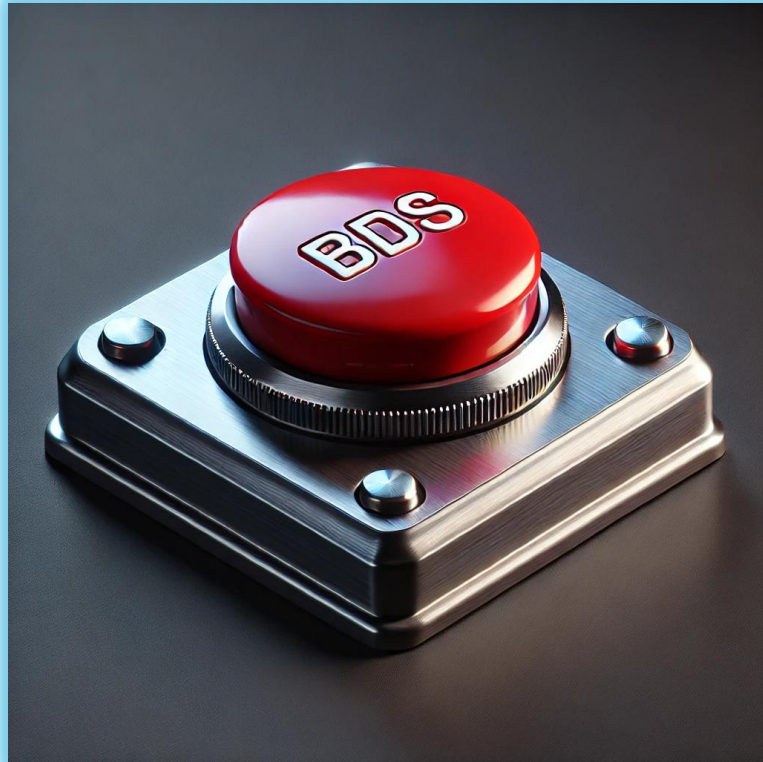




HardFork BDS

Business Development as a Service

Dynamic Business Growth – Without the Overhead



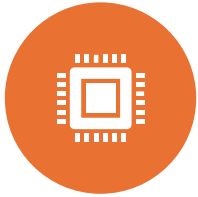
•**Who We Are:** Experienced business consultants with expert knowledge of the Defence, Government, and Technology sectors.

•**What We Do:** Affordable services to help companies scale, build partnerships and successfully navigate complex procurements.

•**Who We Support:** Ambitious organisations, who want to leverage specialist expertise to grow good business without inducing drag on the business.



The Problem



SMEs can **lack capacity** to attack BD while also running the business.



BD is **inefficient** unless it can be switched on and off at the right time.



Unaffordable costs associated with full-time BD professionals.



BD professionals who can help SME's scale are **hard to find and hard to keep**.



Expansion into new markets **needs experienced BD professionals**.



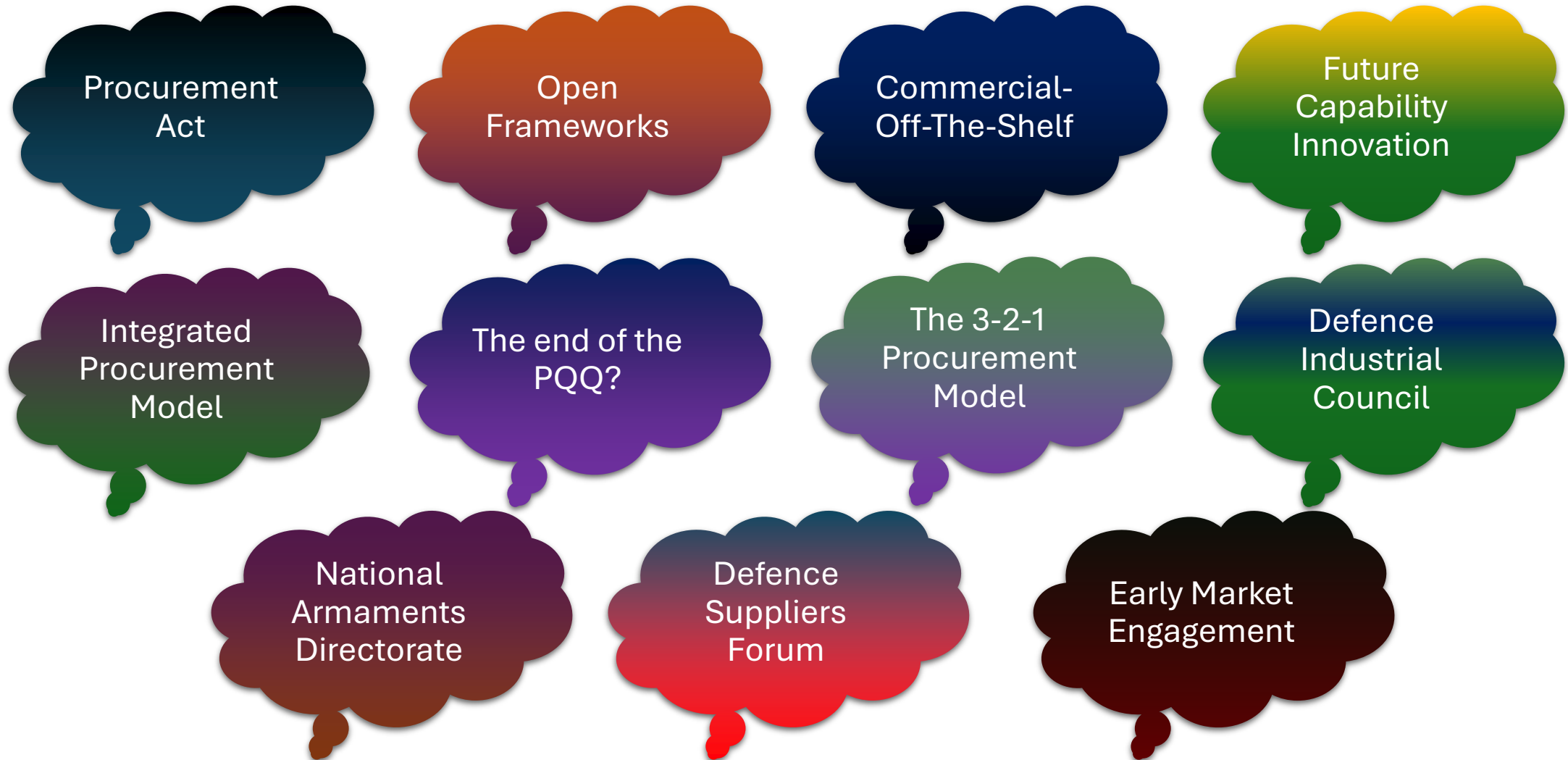
Permanent hiring process is **risky and long** - opportunities missed and revenue lost.



Government & Defence procurement is **complex and relationship-driven**.



also...Govt and MOD Procurement is Changing





- Need top line growth?
- Lost a good client?
- Defence revenue is risky?
- No market for your innovation?
- Thinking of exporting?
- Just feeling uncompetitive?

Hit the Button!



Our team



Jason Crawford.

Independent BD consultant with a portfolio of clients in the Defence and Security sectors, UK and Europe. HardFork founder.



Gethin Lewis.

Over 25 years global experience with Defence Primes and SMEs. Securing investment, sales growth, campaigns, exports.



Andy Jeffrey OBE.

Defence and aerospace BD specialist with experience in international and UK markets. Award winning Price-to-Win experience.

Plus a network of associates through professional memberships, trade bodies and other commercial arrangements.



Business Development-as-a-Service (BDS)

- We are a **pool of experienced Business Development specialists** with track records in Defence and Security in the UK and overseas.
- You receive **expert outsourced BD services** tailored to your needs and ambitions.
- You can **switch on and switch off** this service for a specific campaign, to drive growth, or simply to match the shifting priorities of your business.
- We support a **multi-disciplinary** portfolio, strictly firewalled where required, which provides you with access to pooled resources and knowledge.
- We offer **Rapid and responsive** access to BD specialists when you need them.
- The 'As a Service' model is expanding across all sectors, because **it makes sense**.



Our Services

- **‘Quick-Look’ one day review** of your BD needs and how we can help.
- **Lead Generation:** Identifying and engaging potential customers.
- **Tender & Bid Management:** Writing proposals and negotiating contracts.
- **Opportunity Forecasting:** Research and engage the market to build your roadmap.
- **Stakeholder Engagement:** Build or exploit relationships with key decision makers.
- **Market Intelligence:** Providing position-to-win insights to beat the competition.
- **Strategic Partnerships:** Facilitating collaborations as B2G and B2B partnerships.
- **Facilitate Permanent recruitment:** Develop an understanding of your company, to help you find the right people to grow your business.



Flexible Pricing Models

- 1. Retainer Model** (£X/day/month or Fixed Price campaign-based).
- 2. Commission-Based Model** (no win, no fee).
- 3. Hybrid Model** (Lower retainer + success fee) – Balanced approach.





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- **Hit the Button Today...**
 - **Book a free consultation**

BDS@hard-fork.co.uk

