



# LENA

Consulting  
Marketplace

# THE INSPIRATION

CONNECTING CONSULTANTS & ORGANIZATIONS FOR IMPACT.

- The name Lena is derived from "Lean In," symbolizing equity, access, and creating new pathways for professional success.
- When we lean in, we encourage people to claim their space. Lena creates space for consultants and organizations to connect more effectively.
- In the wake of widespread government consulting role eliminations, highly skilled professionals are struggling to find meaningful work—while organizations lack a standardized hub for project-based talent.

# THE PROBLEM

## CONSULTANTS & CONTRACTORS

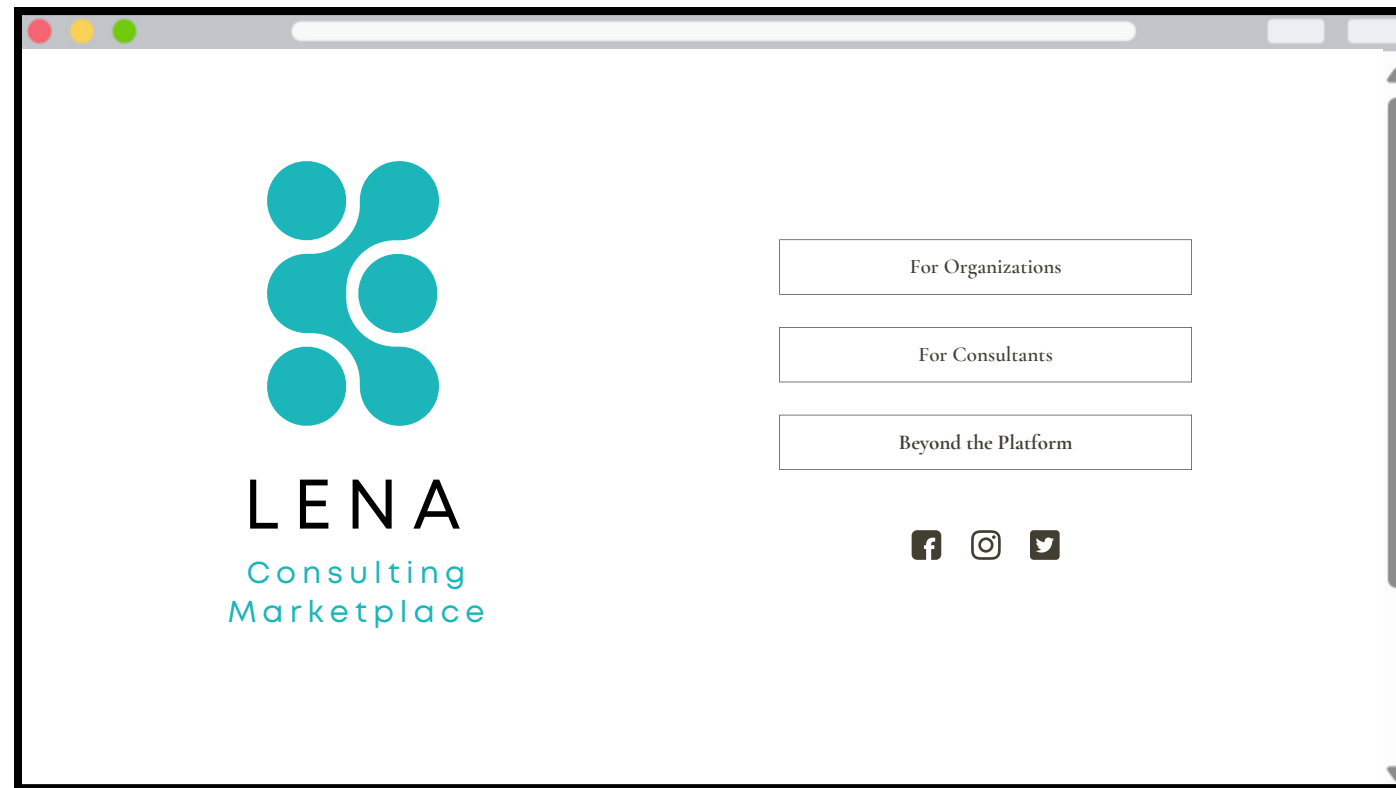
- Talented professionals are left disconnected after federal/state contracts shrink.
- No centralized hub for non-government RFPs.
- Lost time searching through fragmented sources.

## ORGANIZATIONS & BUSINESSES

- Nonprofits, healthcare orgs, and startups need expertise but face barriers:
  - RFPs are inconsistent, unstandardized, hard to distribute.
  - Lack visibility into the best consultants.
  - No easy way to vet talent without costly staffing firms.







## CENTRALIZED RFP & TALENT PLATFORM

- A marketplace exclusively for non-government RFPs and project-based work.
- AI-powered dashboard for organizations: tracks profile views, highlights best matches.
- Consultant marketplace: profiles with expertise, resumes, SME statements, references, and previous work products.

# THE SOLUTION

## LENA

## KEY FEATURES

- Tiered consultant profiles:
  - Basic: Resume, portfolio, skills.
  - Premium: Verified employment history, references, endorsements.
  - Elite: Work sample library, AI ranking boost, visibility to “top-tier” postings.
- Transparent connection: all contracts go directly between consultant & organization.
- Referral rewards: companies that bring in new orgs earn bonuses.

# THEORY OF CHANGE

## PROBLEM STATEMENT

- Government consulting cuts have displaced highly skilled professionals.
- Organizations (especially nonprofits, startups, healthcare) struggle with fragmented, inefficient RFP processes.
- Existing platforms (LinkedIn, Upwork) are not designed to standardize RFPs or validate consultants.
- This results in wasted talent, inequitable access to opportunities, and organizational inefficiency.

## GUIDING PRINCIPLES

- Access & Equity: Urging individuals to claim their seat at the table, Lena creates a new table where talent and organizations can connect.
- Removing Barriers: Breaking down systemic silos in RFP processes that exclude independent consultants.
- Empowerment through Networks: Peer visibility, mentorship, and standardization create fairer markets.

### Inputs

- Technology platform (AI-matching, dashboards, profile verification).
- Expert-led trainings (RFP writing, resume prep, networking).
- Partnerships with nonprofits, healthcare orgs, startups.
- Community-building (virtual networking, referrals, best practice publications).

### Outputs

- # of consultants creating verified profiles.
- # of organizations posting RFPs.
- # of RFP matches facilitated.
- # of trainings/workshops delivered.
- Standardized RFP templates published.

### Short Term Outcomes

- Consultants find work faster and build credibility.
- Organizations save time, money, and gain access to vetted talent.
- RFPs become more consistent and accessible across sectors.
- Community begins to form around shared best practices.

### Intermediate Outcomes

- Increased equity and access for diverse consultants, including women, BIPOC, and displaced government contractors.
- Organizations experience more effective project outcomes with better-matched consultants.
- Lena becomes the trusted hub for RFP posting and consultant discovery.
- Early adoption of standardized RFP frameworks across multiple industries.

### Activities

1. For Consultants
  - Build profiles, upload resumes/SMEs/work samples.
  - Access tiered verification for credibility.
  - Get AI-matched RFP opportunities.
  - Participate in trainings and networking.
2. For Organizations
  - Post RFPs in a centralized, standardized hub.
  - Use AI dashboards to find best-fit consultants.
  - Track analytics on engagement & matches.
  - Benefit from referrals and shared standards.
3. For the Sector
  - Convene stakeholders to standardize RFP formats.
  - Publish guidelines & best practices.
  - Create thought leadership in non-government contracting.

### Long Term Impact

- A transformed professional marketplace where independent consultants thrive outside government work.
- Equity-driven contracting ecosystem where access to opportunities is not determined by gatekeeping but by talent and transparency.
- Lena as the global leader in non-government RFP standardization, shaping policy, practice, and opportunity distribution.

# BEYOND THE PLATFORM

Training &  
Capacity  
Building

RFP writing  
workshops

Resume &  
interview  
prep

Networking  
events &  
virtual peer  
groups

Thought  
Leadership

Standardizing  
RFPs in the  
nongovernment  
sector

Publishing  
best practices  
& setting the  
new norm

# REVENUE MODEL

01

## **Organizations**

- Pay a small fee per RFP posting.
- Premium dashboard analytics (insights on who viewed, who matches, engagement data).

02

## **Consultants**

- Free basic profile.
- Premium tiers (verification, visibility boosts, work product hosting).

03

## **Add-ons**

- Training fees.
- Sponsored networking events.
- Referral program incentivizing ecosystem growth.



# COMPETITIVE ADVANTAGE

AI-Powered  
Matching →  
Smarter, faster  
connections  
between  
organizations  
and consultants

Verified  
Credibility  
Tiers → Builds  
trust with  
reference  
checks, work  
samples, and  
employment  
validation

Facilitator,  
Not a Staffing  
Firm →  
Transparent  
connections  
without costly  
middlemen

First-Mover in  
Non-  
Government  
RFPs → Unique  
niche untapped  
by LinkedIn,  
Upwork, or  
staffing  
agencies

Standardization  
Leadership →  
Pioneering  
consistent RFP  
formats across  
sectors

Ecosystem  
Approach →  
Trainings,  
networking,  
and thought  
leadership  
beyond the  
platform

Referral  
Flywheel →  
Incentives for  
orgs to bring  
others in,  
fueling  
organic  
growth

Cost-  
Effective  
Alternative →  
Affordable  
access to  
vetted talent  
vs. traditional  
firms.





1.5M+

1.5M+ U.S. independent consultants (post-government downsizing + nonprofit/healthcare/startup demand).



\$50B

Nonprofits spend \$50B annually on consulting support but lack centralized hiring tools.

# MARKET OPPORTUNITY

## Comparable Models

- LinkedIn → broad, not RFP-specific.
- Upwork → gig economy focus, lacks verification standards for enterprise.

Lena → the only hub for RFP-standardization + verified talent connections.

# TRACTION ROADMAP

## PHASE 01

- Platform MVP launch (basic profiles, RFP postings).
- Pilot with nonprofits & healthcare orgs.

## PHASE 02

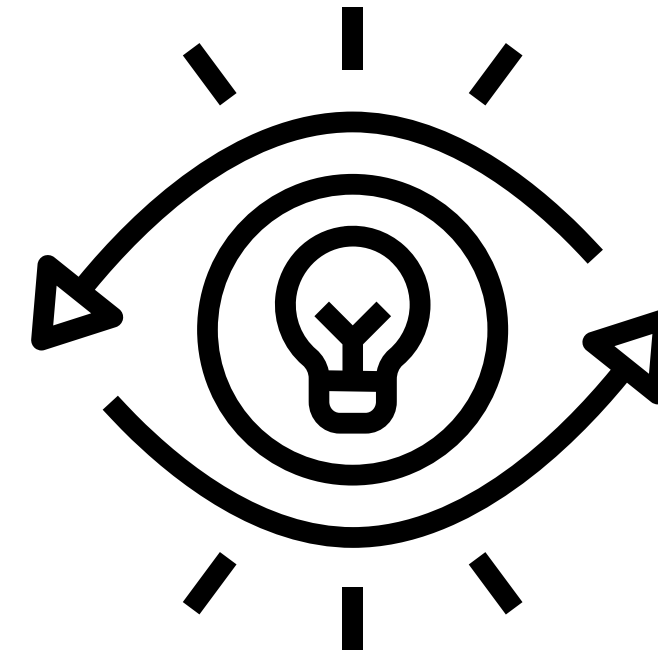
- Premium tier verification & AI-powered dashboards.
- Launch training & networking programs.

## PHASE 03

- Establish Lena RFP Standards Board.
- Expand to global non-government contracting markets.

# THE VISION

POWERING  
OPPORTUNITY.  
STANDARDIZING  
THE FUTURE.



- **For Consultants:** A trusted space to showcase expertise, land meaningful projects, and build careers without barriers.
- **For Organizations:** A streamlined, standardized way to find the right talent, faster and smarter.
- **For the Industry:** Become the gold standard in non-government RFPs—driving fairness, efficiency, and opportunity.

# CALL TO ACTION

## INVESTORS & PARTNERS

Join us in  
scaling the  
first  
standardized  
RFP platform.

## CONSULTANTS

Claim your  
profile and  
start  
powering  
your  
opportunities.

## ORGANIZATIONS

Post your  
first RFP  
with Lena  
today.