

Inside a Market Entry Hub

A walk through a live hub, built for a sample engineering firm breaking into K-12 and public sector work. The firm, opportunities, partners and contacts are made up. The hub, the weekly sweep and the way it runs are real.

OPPORTUNITIES

1 / 4

Every lead, sorted the way you decide

Each Monday the sweep checks the bid and opportunity boards and adds what fits. Every row shows the kind of work, the firm's role and what's due.

Demo data · Ridgeline Design Group and every opportunity, partner and contact here are made up. Built by MW Strategy Group to show how a Market Entry Hub works.

RIDGELINE DESIGN GROUP · K-12 AND PUBLIC SECTOR · BUILT BY MW STRATEGY GROUP

Ridgeline Market Entry Hub

School district and public owner opportunities, teaming partners and the Tuesday agenda in one place. Every opportunity shows the kind of work (Ridgeline direct, MEP sub to an architect, or design-build) and Ridgeline's role: priming, subbing to a prime, or a joint venture.

10
Open opportunities

5
In Ridgeline's direct scope

8 days
Next deadline · DEMO-26-0141

4
Partner follow-ups due

3
Term contracts ending within 12 months

Opportunities
 Recompetes
 Partners
 Events
 Tuesday agenda
 Reference

Joint venture
 Ridgeline and a partner bid together as one team, usually to meet an MBE goal or combine capacity on a large school or capital program.

Sub to a prime
 An architect, CM or contractor holds the contract. Ridgeline carries the MEP engineering or facility assessment piece.

Ridgeline primes
 Ridgeline bids in its own name, typically on engineering studies, HVAC and systems upgrades, and on-call contracts.

All lanes
 Ridgeline direct
 MEP sub to architect
 Design-build
 Partner referrals
 Any role
 Joint venture
 Sub to a prime
 Ridgeline primes

Search title, owner, numb
 Show closed & no-go
 Add opportunity

LANE	OPPORTUNITY	OWNER · PLACE	MBE / SBR GOAL	CLOSES	STATUS	RIDGELINE'S ROLE	PARTNER / PRIME
Ridgeline direct	HVAC Replacement Design, Three Elementary Schools DEMO-26-0141 Existing client. Full mechanical replacement at three 1970s elementary schools, summer 2027 construction. Need an MBE partner for 25%. Cobalt Commissioning can	Bayview County Public Schools Bayview County	MBE 25% goal MEP design	Oct 23 8 d	Go	Ridgeline primes	\$310,000 fee (est.)

Top line

Open opportunities, next deadline, partner follow-ups and contracts ending soon, at a glance.

Lanes and roles

Filter by the kind of work (direct, sub to an architect, design-build) and by whether you prime, sub or team.

Plain notes

Each row says why it fits and what to check, so nobody has to open the notice to decide.

The meeting agenda builds itself

Before the standing meeting, the hub pulls what's new, what closes soon and what's waiting on someone. Leads that aren't a fit go to a partner with the email already written.

Tuesday, October 20

Copy agenda as text

Decisions and discussion

Items to raise in the meeting. Tick them off as you go.

☐ Bayview HVAC (due Oct 23): confirm Cobalt's MBE share and fee

×

☐ Linden facility assessment: go or no-go

×

☐ Harborview on-call: add Summit Ridge for the civil category?

×

☐ Pass the three partner referrals (roof, hazmat, paving)

×

☒ Prep for Bayview vendor outreach day Oct-28

×

Add an item

Add

Closing in the next 21 days

Open opportunities that haven't been ruled out.

HVAC Replacement Design, Three Elementary Schools

Bayview County Public Schools · Go · Ridgeline primes

Oct 23

Boiler Plant Replacement, Senior Housing

Harborview Housing Authority · Submitted · Ridgeline primes

Oct 27

Campus Energy Study and Building Automation Upgrade

Piedmont Valley Community College · New · Ridgeline primes

Oct 30

New to review

Found since the last meeting and still tagged New. Each needs a go, no-go or watch.

District-wide Facility Condition Assessment

Linden County Public Schools · DEMO-26-0156

Ridgeline direct

Campus Energy Study and Building Automation Upgrade

Piedmont Valley Community College · DEMO-26-0133

Ridgeline direct

New Branch Library, Design-Build

Tri-County Library System · DEMO-26-0127

Design-build

Science Lab Renovation

Piedmont Valley Community College · DEMO-26-0158

MEP sub

Referrals to pass on

Leads that aren't Ridgeline's scope, ready to hand to a partner. Open one to see the details and a draft email ready to edit, copy and send.

Parking Lot Rehabilitation, Municipal Center

City of Harborview, Department of Public Works · Harborview · for Summit Ridge Civil

Oct 28 · 13 d

THE OPPORTUNITY

Solicitation

DEMO-26-0129

Notice type

Solicitation

Agency

City of Harborview, Department of Public Works

Place

Harborview

MBE / SBR goal

None · Civil

Due

Wednesday, October 28

Scope

Mill and overlay with stormwater upgrades at the municipal center lots. Design only, about six months.

Our notes

Civil only. Pass to Summit Ridge.

DRAFT EMAIL FROM MARCUS

Send to

Summit Ridge Civil

Chris Nolan President · no email on file

Lead for Summit Ridge Civil: Parking Lot Rehabilitation, Municipal Center (DEMO-26-0129)

Hi Chris,

We came across a lead that looks more like your work than ours, so I wanted to pass it along.

Parking Lot Rehabilitation, Municipal Center
City of Harborview, Department of Public Works, Harborview
Solicitation DEMO-26-0129 (Solicitation)
It's open to all firms (no goal).
Responses are due Wednesday, October 28.

Copy email

Open in email app

Mark as sent

Did not send

Roof Replacement, Two High Schools

Bayview County Public Schools · Bayview County · for Brightline Builders

Oct 29 · 14 d

Pre-Renovation Hazardous Materials Surveys

Linden County Public Schools · Linden County · for Osprey Environmental

Nov 3 · 19 d

Decisions

Go, no-go and open questions, checked off in the meeting.

Closing soon and new

Everything due in 21 days and everything found since last week.

Partner referrals

Draft emails to partners, ready to edit, copy and send.

MW Strategy Group · Market Entry Hub demo tour · Sample data, fictional firm

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A full plan for the targets that matter

For the few contracts worth chasing a year or more ahead, the hub holds a capture plan: who buys it, who holds it, who else will bid and what to do next.

Critical

Capture target

Bayview County Public Schools On-Call MEP Engineering

DEMO-OC-2022-07

Existing client. The on-call covers most of the district's smaller MEP projects.

OWNER · OFFICE

Bayview County Public Schools

Facilities Planning

HOLDER

Halvorsen Engineering

VALUE

\$1.1M ordered

ENDS

Jun 2027

NEXT MOVE

Capabilities meeting with facilities planning this fall

▼ Capture plan

Bayview County Public Schools On-Call MEP Engineering · updated Oct 14

Bayview County Public Schools runs its smaller MEP projects through a five-year on-call engineering contract. The current holder's term ends in June 2027, and the board's procurement calendar shows the RFQ in early 2027. Ridgeline already does project work for the district, so the goal is to be the obvious choice when the RFQ posts.

Timeline: Current contract awarded July 2022, five years. 12 task orders so far. RFQ expected February 2027 per the board's procurement calendar. Award at the June 2027 board meeting.

▼ 1 Key contacts

NAME	ROLE	ORG	EMAIL / PHONE	SOURCE
Facilities Planning Director	Runs the capital program and scores on-call proposals	Bayview County Public Schools	Not found	District org chart (demo)
Procurement Officer	Manages the RFQ process	Bayview County Public Schools	Not found	Past RFQ notices (demo)
Energy Manager	Sets priorities for HVAC and controls work	Bayview County Public Schools	Not found	Board presentation, Sept 2026 (demo)

Sample contacts. In a real plan, each name comes from a public source and is listed with where it was found.

▼ 2 Incumbents, award dollars and firm profiles

Halvorsen Engineering

Award: Five-year on-call, July 2022 · Ordered/obligated: About \$1.1M across 12 task orders

Regional MEP firm, about 120 people. Strong on large high school projects. Office is 90 minutes from the district.

OTHER VEHICLES

On-call contracts with two neighboring districts

OPENINGS FOR RIDGELINE

Several task orders ran late per board minutes

No local office

Light on controls and building automation work

Key contacts

Who buys and who shapes the work, with where each name came from.

Incumbents

Award dollars, profile and the openings they leave.

Competitors

Who bid last time and how they ranked, when it's public.

Every teaming relationship in one place

Architects, contractors, MBE partners and specialty firms, each with the ask, the record together and the next step with a date.

Who primes what, sorted by priority. Click a partner to log a touch or set the next step. Open opportunities appear on a card when that partner is named on them.

All

High

Diagnose

Medium

Watch

Cold

Add partner

Brightline Builders

High

General contractor · Both, depending on the job

Brings

Record

The ask

Contact

Last touch

Next step

Certified MBE general contractor. Strong on design-build and public work.

New relationship. Met at the spring school facilities conference.

Ridgeline as engineer of record on the library design-build.

Alicia Moreno, VP Preconstruction · owner Priya

Oct 1

Teaming call on the Tri-County library · **by Oct 22**

DEMO-26-0127

DEMO-26-0144

Larkspur Architects

High

Architect · We sub to them (prime)

Brings

Record

The ask

Contact

Last touch

Next step

K-12 architect with 30+ school projects in the region. Picks its MEP engineer before RFPs post.

Two projects together (2023, 2025). One win.

Name Ridgeline as MEP engineer on the Bayview middle school and the Linden modernization.

Jordan Lee, Principal · owner Marcus

Oct 8

Confirm Ridgeline on the Linden Phase 2 pursuit · **by Oct 20**

DEMO-26-0118

Monarch CM Partners

Diagnose

Construction manager · We sub to them (prime)

Brings

Record

The ask

Contact

Last touch

Next step

Program manager for two districts' capital programs.

No work together yet.

Learn how Monarch builds its design teams for CM-at-risk jobs.

Not recorded · owner Deborah

Not recorded

Intro meeting · by Nov 5

Cobalt Commissioning

Medium

MBE partner · They sub to us

Brings

Record

The ask

Contact

Last touch

Next step

Certified MBE commissioning and controls firm. Counts toward MBE goals with real scope.

Teamed on one district HVAC job (2024).

Commit to the 25% MBE share on the Bayview HVAC pursuit.

Sam Patel, Owner · owner Marcus

Oct 10

Get Cobalt's fee and letter of intent · **by Oct 19**

Osprey Environmental

Medium

Specialty firm · They sub to us

Brings

Record

The ask

Contact

Last touch

Next step

Hazardous materials surveys and abatement oversight.

Referral partner. Sent Ridgeline one lead in 2025.

Trade K-12 leads both ways.

Dana Brooks, BD Manager · owner Priya

Sep 18

Pass the Linden hazmat survey lead · **by Oct 16**

DEMO-26-0152

Summit Ridge Civil

Watch

Specialty firm · Both, depending on the job

Brings

Record

The ask

Contact

Last touch

Next step

Small civil engineering firm. Could fill the civil category on on-call pools.

No work together yet.

Discuss teaming on the Harborview on-call pool.

Chris Nolan, President · owner Marcus

Not recorded

Call about the on-call pool · by Oct 27

DEMO-26-0129

How a hub gets started

1. Intake

Target market, geography, services, and target clients ranked as existing or priority.

2. Build and seed

The hub is built around your answers and loaded with live opportunities, recompetes and partners.

3. First sweep

A full search of the market, so you start with a real pipeline.

4. Every week

The sweep runs on its own, the agenda refreshes, and MW works the pipeline with you.

Let's talk about **your** market.

Deborah Boyd, MW Strategy Group

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mwstrategygroup.com

calendly.com/deborah-mwstrategygroup/30min

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