

PRODUCTIZED OFFERING

30-Day GovCon Readiness Sprint

Fixed Price

\$4,000

30-day sprint

A focused first step for small businesses preparing to pursue public-sector work.

Purpose Confirm procurement readiness, strengthen buyer-facing positioning, and create a practical foundation for capture and proposal activity.

Sprint management

HRE leads a structured kickoff, creates the sprint workplan, tracks action items, and runs two 30-minute bi-weekly touchpoints plus a final readiness briefing.

Readiness & certifications

Review SAM.gov, NAICS codes, registrations, public-facing positioning, WOSB, and relevant state/local certification pathways.

Positioning & pipeline

Clarify priority services, target buyers, and differentiators. Create a pipeline tracker with deadlines, buyer details, fit notes, and recommended next actions.

Core deliverables

Readiness assessment, certification roadmap, capability statement framework, past performance structure, and targeted pipeline tracker.

Client inputs needed

SAM/SBA access or exports, capability materials, contract examples, service-line details, target geographies, and timely feedback.

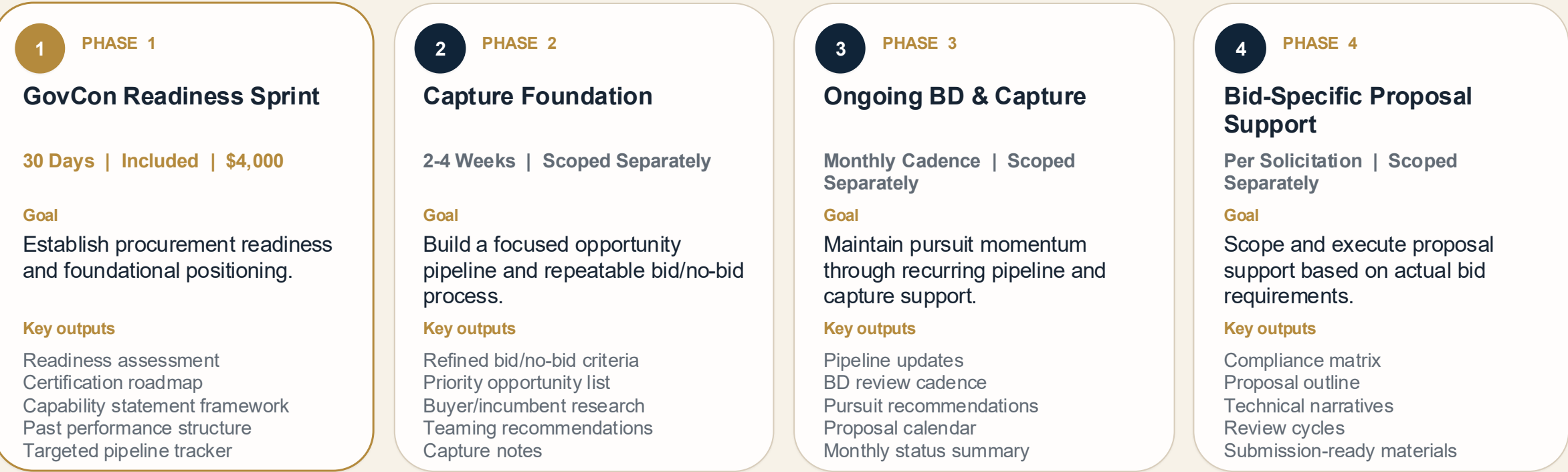
Not included in the sprint

Full proposal writing, submission management, pricing/cost volumes, website development, GSA Schedule work, grants, or ongoing BD support. These can be scoped separately.

Certification note: HRE may assist with certification preparation or submission when appropriate; government review timelines vary and may extend beyond the 30-day sprint.

GovCon Growth Roadmap

The 30-Day GovCon Readiness Sprint is the starting package at \$4,000. Follow-on phases are scoped separately based on goals, volume, urgency, and opportunity complexity.



Recommended path: complete readiness first, then decide whether the next best investment is capture foundation, ongoing BD support, or a bid-specific proposal package.