Business Development – Team structure, mission, process
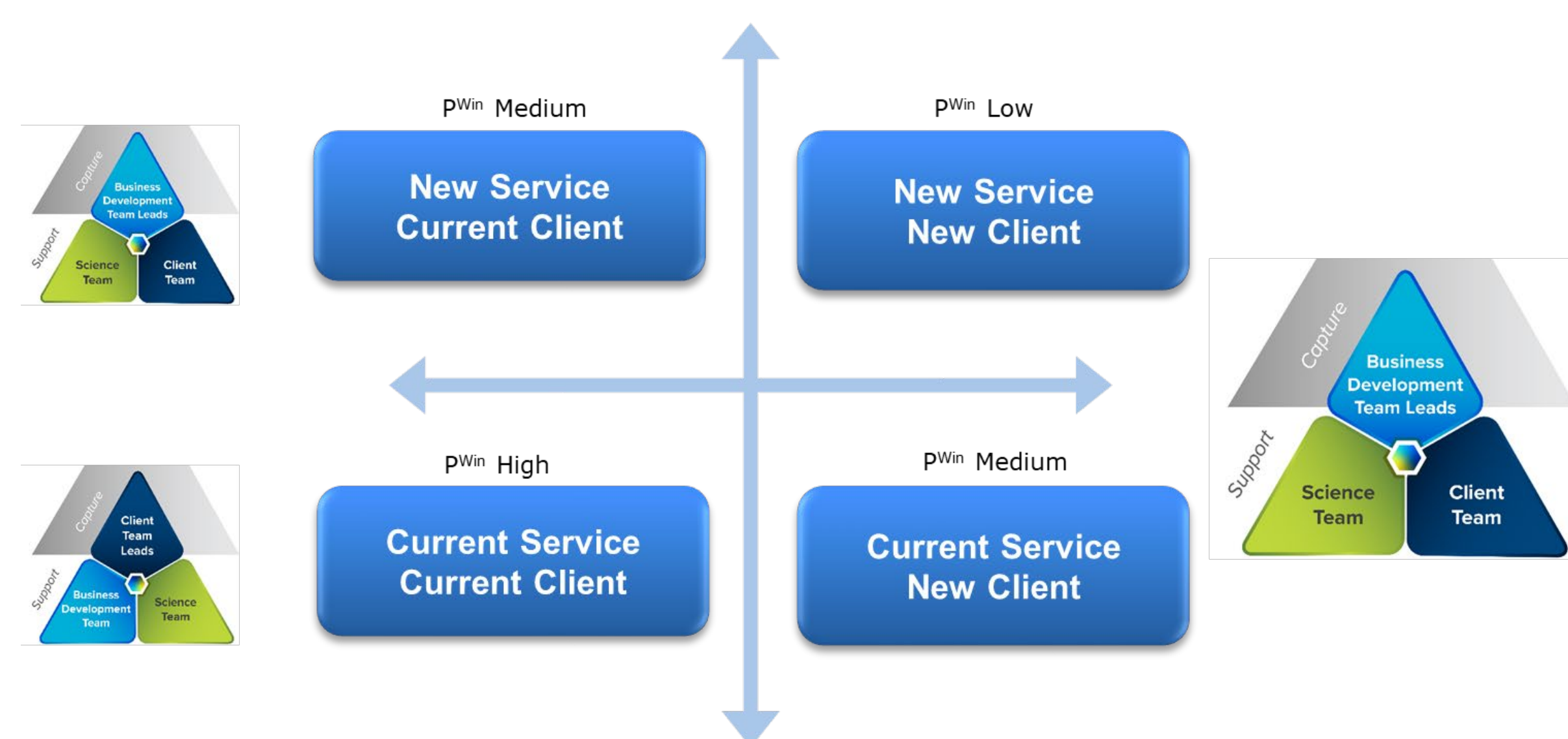
Joe Bogan, Director of Business Development, Defense
Dominie Garcia, Director of Business Development, Health
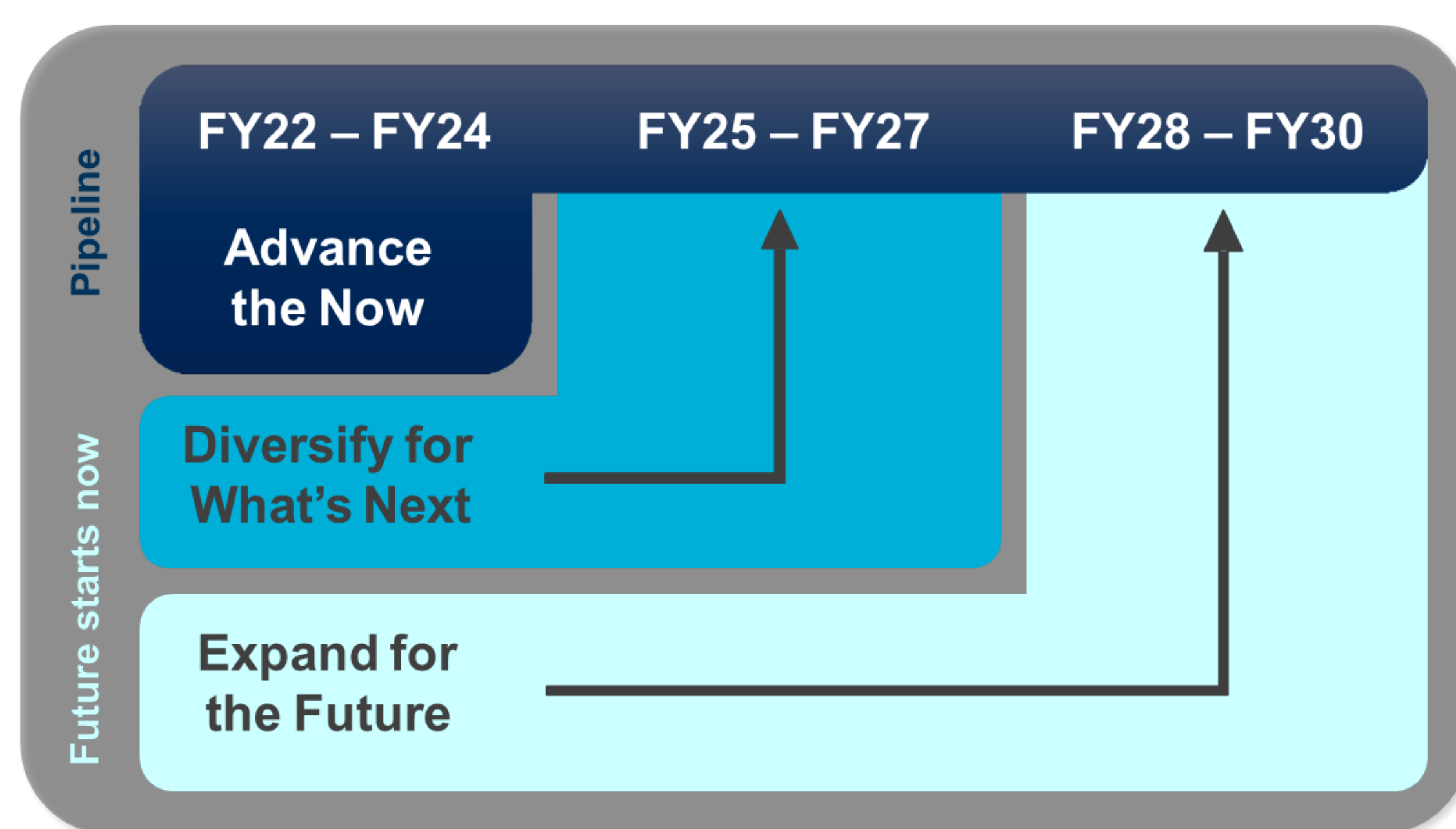
MRIGlobal

Introduction

The MRIGlobal Business Development Group was formed as part of the reorganization in fall 2020. The group is spilt into two portions, Defense and Health, reflecting our two vertical business groups. Joe Bogan leads the Defense BD group and Dominie Garcia leads the Health BD group. Since inception the group has grown and the processes we are using across the Institute have continued to evolve. We have an executive-sponsored corporate initiative in fiscal year 2022 to improve and mature our proposal center processes and resources, and our business intelligence, market assessment programs.

As a general rule, Business Development groups focus on future growth, expanding capabilities, and later stage large opportunities, as reflected in the figure below. Because we are fairly small, nimble and very integrated, our BD group does support organic and on contract growth opportunities here at MRIGlobal, but will continue to spend much of our time on future leaning and new area growth.

P^Win Medium — New Service Current Client
P^Win Low — New Service New Client
P^Win High — Current Service Current Client
P^Win Medium — Current Service New Client

Business Development Supports Strategy

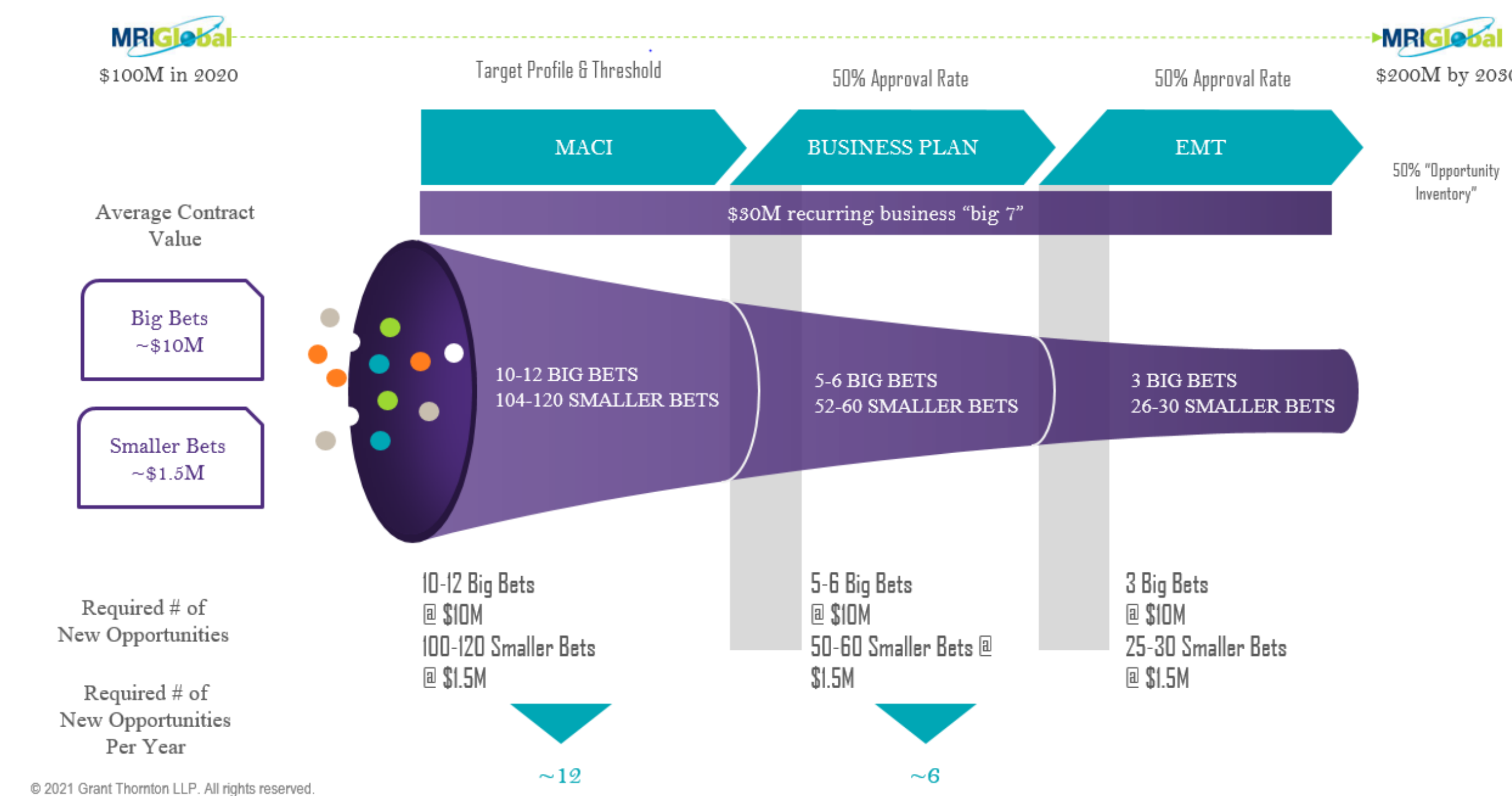| Pipeline	FY22 – FY24	FY25 – FY27	FY28 – FY30
	Advance the Now		
Future starts now	Diversify for What's Next		
	Expand for the Future		

Contact Information

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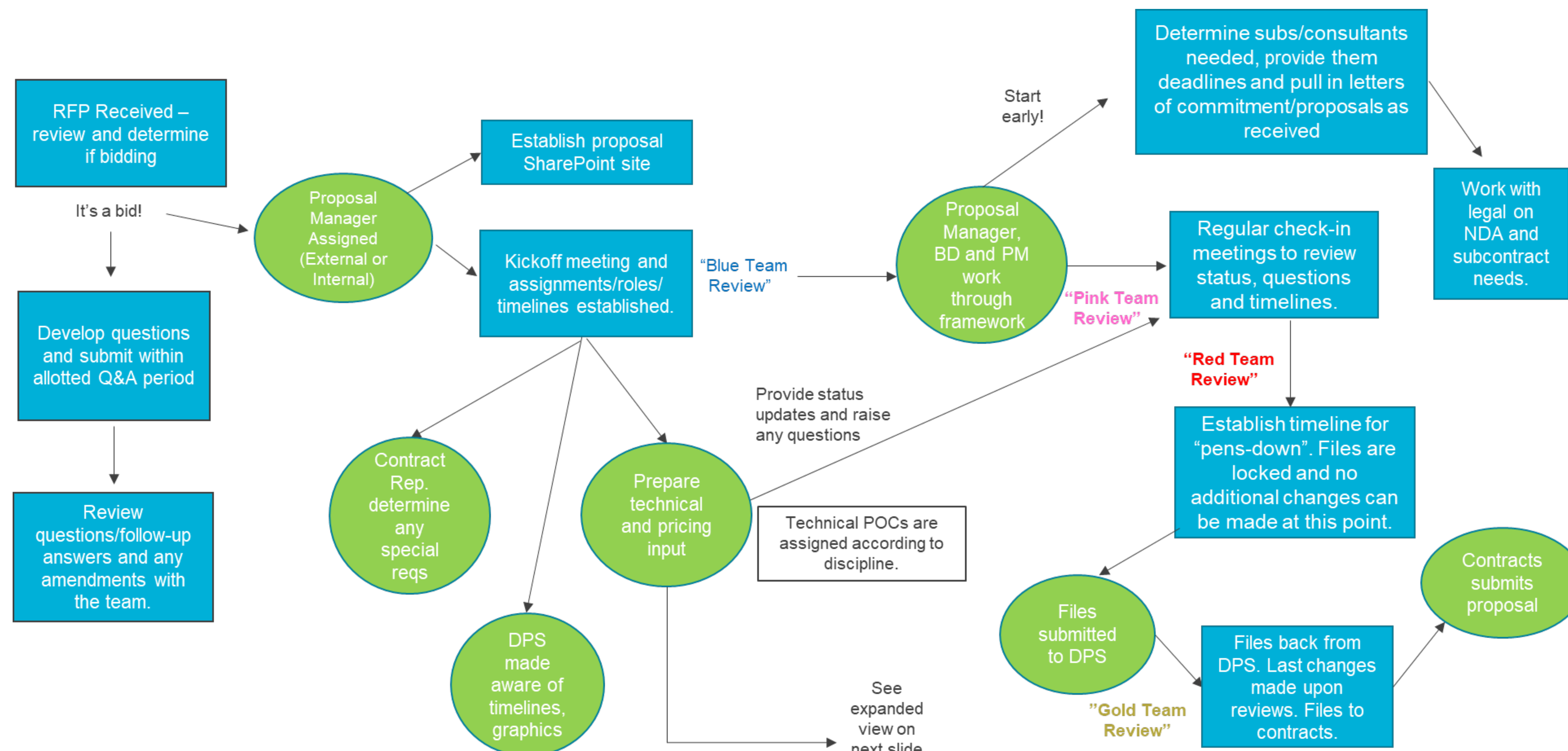Kansas City, Missouri 64110

Market Assessment and Competitive Intelligence (MACI)

MRIGlobal
$100M in 2020

Target Profile & Threshold

MACI — BUSINESS PLAN — EMT

50% Approval Rate — 50% Approval Rate

$200M by 2030
50% "Opportunity Inventory"

$30M recurring business "big 7"

Average Contract Value

Big Bets ~$10M
Smaller Bets ~$1.5M

10-12 BIG BETS
104-120 SMALLER BETS

5-6 BIG BETS
52-60 SMALLER BETS

3 BIG BETS
26-30 SMALLER BETS

Required # of New Opportunities:
- 10-12 Big Bets @ $10M / 100-120 Smaller Bets @ $1.5M
- 5-6 Big Bets @ $10M / 50-60 Smaller Bets @ $1.5M
- 3 Big Bets @ $10M / 25-30 Smaller Bets @ $1.5M

Required # of New Opportunities Per Year: ~12 / ~6

BD Group Significant Accomplishments)

- Implemented new Salesforce stages and processes
- Developed criteria for selection of MACI topics and Business Plan targets
- Established proposal training seminars
- Streamlined proposal and ROM processes
- Developed and rolled out BD RACI in coordination with Resource groups and Portfolios
- Engaging with larger group internally and external proposal managers
- Re-invigorating proposal center frameworks and resources
- Streamlining BD DNA processes and training

Government Proposal Process

- RFP Received – review and determine if bidding
- It's a bid!
- Develop questions and submit within allotted Q&A period
- Review questions/follow-up answers and any amendments with the team.
- Proposal Manager Assigned (External or Internal)
- Establish proposal SharePoint site
- Kickoff meeting and assignments/roles/ timelines established.
- Contract Rep. determine any special reqs
- Prepare technical and pricing input
- Technical POCs are assigned according to discipline.
- DPS made aware of timelines, graphics
- "Blue Team Review"
- Provide status updates and raise any questions
- Proposal Manager, BD and PM work through framework
- "Pink Team Review"
- Start early!
- Determine subs/consultants needed, provide them deadlines and pull in letters of commitment/proposals as received
- Work with legal on NDA and subcontract needs.
- Regular check-in meetings to review status, questions and timelines.
- "Red Team Review"
- Establish timeline for "pens-down". Files are locked and no additional changes can be made at this point.
- See expanded view on next slide
- Files submitted to DPS
- "Gold Team Review"
- Files back from DPS. Last changes made upon reviews. Files to contracts.
- Contracts submits proposal

The science you expect. The people you know.