



# Empowering Equity

**Breaking down barriers  
across the federal  
contracting ecosystem.**

How to empower equity through  
edification, access, and impact.



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# Using BD 360° to Empower Equity

**BD 360°** is more than a methodology – it's a mindset. It's the awareness that federal government procurement has numerous elements at work.

The Pulse™ approaches the federal ecosystem by linking these components from Policy, Market Research, and Capture through Federal Proposals.

This unique approach allows The Pulse™ to work with federal contractors and public servants by breaking down barriers in communication and encouraging actionable discourse.

We use BD 360° to provide perspective on the interrelated nature of the federal ecosystem and execute our services through a rhetorical lens to assist customers in interpreting their audience, message, and exigencies.

By working alongside The Pulse™, clients can better analyze and refine their engagement through a more well-rounded framework. With BD 360°, you see all sides.

## How we deliver BD 360°

- **Kick-Off and Work Plan Development:** The Pulse™ and the client meet for a kick-off meeting as a formal start to the engagement. Before the meeting, The Pulse develops a plan to facilitate all deliverables, including an agenda, opportunity objectives, concerns, potential limitations, tasks, responsibilities/assignments, schedules, and expectations.
- **Conduct Research:** The Pulse™ takes a research-based approach to each client deliverable. The accuracy of the data is crucial. All sources are cited and contextualized by our team of experts.
- **Review of Draft Deliverable:** The Pulse™ provides ample time for the client to review the draft deliverable thoroughly. Once feedback is received, The Pulse™ digests and analyzes all comments and follows up as necessary to ensure proper recovery of the deliverable.
- **Finalize Primary Deliverable:** The Pulse™ presents the deliverable on time and within budget.

### Solutions to Empower



Provide consistent and complete information presented in an accessible way

Deliver more impactful onboarding and training for federal employees

Consolidate critical sources into one holistic understanding

Optimize procurement forecast and other industry engagements

# Solutions to Empower Federal Vendor Equity



## Present consistent and complete information in an accessible way.



Your organization's website is one of the most essential tools for meeting the needs of your citizens, vendors, and colleagues.

For a federal vendor, an informative website can mean more digestible data to support a business decision, innovative idea, or collaborative partnership.

Collectively, throughout a lifetime of interacting with different federal websites, these moments are powerful opportunities to show any stakeholder how their government works and supports businesses.

**How can we help?** Every month The Pulse™ produces a comprehensive federal agency profile. To date, we have produced 16 agency profiles that span an agency's mission, history, organization to acquisition, procurement structure, and trends to future priorities and budget information.

Our team regularly identifies inconsistent and incomplete information, broken or outdated links, missing guidance, and other critical errors on official agency websites during this process. As part of our profiles, we identify, correct, and address those errors to ensure the industry is well-informed with the information they need to compete.

Our **third-party assessment of public material and federally furnished information systems** provides invaluable insights for federal government agencies into what information, data, and metrics all vendors rely on most heavily so that they can support a balanced and competitive ecosystem that is responsive to their current mission, initiative, and stakeholders.

We are experienced in supporting these reviews through the lens of recent and relevant Executive Orders (EOs) and memos, including but not limited to the following:

- Executive Order on Ensuring Responsible Development of Digital Assets
- Executive Order on Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government
- Executive Order on Modernizing Regulatory Review

# Solutions to Empower Federal Vendor Equity



## Deliver more impactful on-boarding and training for federal employees.



In the 90s, there was an underinvestment in maintaining the acquisition workforce, weakening the capability to manage an increasingly complex acquisition system. Since then, policymakers have been interested in improving how the government procures goods and services.

To improve acquisition outcomes in the future, more-effective acquisition workforce planning must be supported by a better understanding of how workforce training affects said outcomes.

**How can we help?** The founders of The Pulse™ have worked in and around U.S. federal procurement for over a decade. Starting from the ground level of federal contracting organizations, our team has served as stewards of this industry from the proposal war room to testifying in Congressional hearings.

The Pulse™ has conducted **extensive training** on the *who, what, where, when, and how* an agency procures goods and services. Our facilitators are well-equipped to perform supplemental and tailored onboarding and continuous education for federal personnel that works in parallel with industry. We approach our training services from two perspectives – **Foundational and Custom**.

Since our inception, The Pulse™ has advised over 80 organizations, including Fortune 100 companies, in their federal bid and growth strategy. Collectively our team has supported the following:

- Supported 200+ federal proposal efforts in response to defense and civilian agencies
- Participated in 50+ speaking engagements across federal and industry trade organizations
- Delivered 20+ tailored research projects relevant to U.S. federal procurement
- Facilitated 25+ pieces of training focused on understanding the federal contracting industry

We are experienced in supporting these types of training through the lens of recent and relevant Executive Orders (EOs) and memos, including but not limited to the following: Office of Federal Procurement Policy - Policy Letter No. 05-01: Developing and Managing the Acquisition Workforce; Office of Management and Budget Circular A-11- Federal Training Procurement Policy; FY 2024 Acquisition Workforce Training Fund Legislative Proposal; and GSA GS-1102 Modernization Project for Contracting Professionals.

# Solutions to Empower Federal Vendor Equity



## Consolidate critical sources into one holistic understanding.



To be successful and profitable, federal contractors must be aware of acquisition-related content that applies to them and understand how any potential changes may impact the methods they use to conduct business with the government.

Properly tracking all relevant intelligence is complicated as this information comes in numerous and varied forms:

- Congressional legislation,
- Federal Acquisition Regulation (FAR)
- Departments' supplemental FARs
- Compliance and cybersecurity requirements
- Temporary acquisition rules
- Past, current, and upcoming acquisition opportunities
- Budget and obligation spending data, and beyond

Failing to keep up with this information can result in a vendor being deemed non-compliant in a federal proposal, missing out on an opportunity altogether, violating a law, putting sensitive information at risk, or even losing one's standing as a federal contractor.

**How can we help?** The Pulse™ engages with 90+ official government websites weekly to provide comprehensive advisement, backed by data, to our clients, the federal government, and the American public. These components are utilized in several ways company-wide.

Federally agnostic, our **Weekly Digest** covers hundreds of federal procurement actions, industry events, relevant headlines, and legislative updates directly impacting the bottom line. This works alongside our unique **GovCon Opportunity Stream**, a real-time feed of federal government opportunities, events, and policy announcements. The Pulse™ collects, consolidates, cleans, standardizes, and organizes these data sources for tracking and reporting purposes.

In addition, we maintain one of the most extensive knowledge repositories of pertinent information across defense and civilian historical, current, and future programs of record and requirements in our **FedGov Library**. This includes a database of acquisition-related events held by the federal government and industry.

Our aggregate of the federal acquisition space arms stakeholders with a complete view of the GovCon environment.

# BD 360° Solution to Empower Equity



## Optimize procurement forecasts and other industry engagements.



In keeping with the commitment to enhance the acquisition experience for all stakeholders, federal professionals must envision how to enhance and optimize the procurement forecasting process and industry engagement.

As a benchmark, industry performs comprehensive, deep research into the markets and suppliers it buys from and uses this data throughout its procurement processes rather than chiefly during the pre-solicitation phase, as do most federal agencies. A critical resource for this research is the agency's published procurement forecast.

Forecasting opportunities 12 months or more in advance allows those in the industry to develop the necessary capabilities and effectively position themselves to meet the government's needs.

A well-developed procurement forecast provides greater access to cost-effective and innovative solutions to meet mission needs. Investing in the forecasting process is a value add for both government and industry - generating better outcomes for all.

**How can we help?** Our Director of Research and Analysis, Mrs. Amanda Swanson Goff, is one of the original developers of the Professional Services Council (PSC) Procurement Forecast Scorecard. While working on the project, she evaluated procurement forecasts from more than 60 federal entities. She assessed forecasts for both accessibility and quality of information, focusing on the most valuable components of the industry.

The Scorecard drove engagement with the Office of Federal Procurement Policy and several other federal entities interested in better understanding their score, what the industry is looking for in a forecast, and how they might improve their offering. In just one year, several agencies made readily observable changes to their procurement forecasts that substantially improved usability for the industry.

The Pulse™ is uniquely qualified to review your procurement forecast documents and provide feedback that meaningfully improves your engagement with the industry.



# About Us



The Pulse™ is a technological research and advisory firm that empowers federal contractors through our BD 360° Solution. Our corporate vision is to break down barriers across the federal government and contracting ecosystem and empower equity through edification, access, and impact.

Founded in 2017, The Pulse™ is a small, self-funded, women-owned business (WOSB) specializing in federal data storytelling. At The Pulse™, we put the human element back into government contracting so that any organization can grow with intent in the federal space.

Today our team of experts repairs these fundamental gaps surrounding federal procurement through our accessible publications, tailored training, customized consulting, and practical membership platform. Our experience spans from U.S. government contractors to international governments, trade organizations, and academia.

The Pulse™ lives and breathes U.S. federal procurement data and the idiosyncratic elements that make the federal market unique. We are studied in translating complex federal procurement information and data to foster real talk and develop actionable solutions. Let us assist you in the art of turning data into actions.

## Company Information



The Pulse of GovCon, LLC

**NAICS:** 541611, 541613,  
541618, 541910

**Size:** Small Business

**Socio-Economic:** WOSB, SDB

**UEID:** QFVENKW1UDM9

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# Our Philosophy



The Pulse™ aims to bring the “human element” back into federal government contracting and educates the industry on actual federal procurement spending, trends, tendencies, and the history of each federal procurement opportunity, contract, agency, or initiative.

**To understand our philosophy, one must understand what the human element means.**

Putting the human element back into federal procurement data requires a gentle reminder that, at the end of the day - a person is soliciting and selecting a vendor to provide the required service or product. The representative inputs the resulting award information into the federal procurement data system. Therefore, the current data structure provided by federal procurement systems needs to be revised to understand the complexities of a federal procurement opportunity or contract. Because, frankly, to err is human.

There is a ubiquitous pain across the entire federal procurement system. Making sense of what is going on with a federal contract, opportunity, agency, or new initiative is painstaking, difficult, and an error-prone manual effort.

Beyond keeping track and making sense of select opportunities and contracts, the ability to detect emergent trends and important competitive levers is almost nonexistent. Because of this, The Pulse™ serves a multi-sided marketplace, building an ad-hoc resource that advocates for equity in federal contracting through edification, access, and impact.



# Past Performance



## Open Contracting Partnership Research Grant

In 2021, The Pulse™ worked with the Open Contracting Partnership (OCP) to develop an internal report on Open Contracting in U.S. Federal Procurement. The report culminated in the Biden-Harris Administration Emerging Priorities, U.S. Federal Contracting system initiatives OCP could support, and specific advocacy asks to drive initiatives and push priorities. The report was the culmination of our findings through 15 subject matter expert interviews, desk research, and the exercise in mapping Open Contracting Data Standard (OCDS) to SAM.gov and USASpending.gov.

## U.S. Canadian Embassy

In 2022, The Embassy of Canada in Washington, DC, required someone to develop a guide and deliver a supporting webinar on “Federal Procurement 101: The Basics for Canadian Companies Looking to Sell to the U.S. Federal Government.” The Pulse™ was awarded this work as a sole-source contract. This project aimed to enable Canadian companies to: 1. Learn the basics of U.S. federal procurement; 2. Understand best business practices for selling to the U.S. federal civilian procurement market; and 3. Use this knowledge to start selling and to increase their sales to the U.S. federal civilian procurement market. The deliverables included a 40+ page resource guide and a one-hour training for 200+ attendees.

## Michigan Defense Resiliency Program at the Economic Growth Institute at the University of Michigan

In 2023 The Pulse™ worked with the University of Michigan to assist long-time client, Aldevra by providing a focused pipeline of opportunities for up to 10 years (Federal, 8a/SDVOSB, construction/renovation, \$250k-\$5m, including IDIQs/MATOCs any state, place of performance for others in L.A. preferred or TX, AR, MS, AL, FL, OK, AZ). The pipeline was developed in Excel, and the final presentation was hosted via web conference to discuss each opportunity in detail and provide suggestions on strategically pursuing it. The Pulse™ put together a proposal including milestones, time, and cost and completed the project within the allocated period of performance on time and within budget.