



AI-POWERED GOVERNMENT CONTRACTING INTELLIGENCE

Build advantage into every pursuit.

Contracting Catalyst Technologies Inc. develops AI-powered SaaS and enterprise software that helps small and mid-sized federal contractor opportunity, understand competition, automate workflows, and build valuable businesses.

01 — PROBLEM

The federal marketplace is information

Contractors often have data everywhere—and strategic answers nowhere.

01

Fragmented intelligence

Opportunities, awards, competitors, agency signals, and financials live across disconnected sources.

02

03

Expensive proposal effort

Bad opportunity selection can consume scarce BD, capture, and proposal capacity.

04

The gap: A decision layer that connects federal market signals to

02 — INSIGHT

GovCon advantage is hidden in the s

The value is not the data alone. The value is connecting the signals early enough

BUDGET

Demand

FORECAST

Intent

VEHICLE

Access

INCUMBENT

Barrier

CONNECT THE SIGNALS

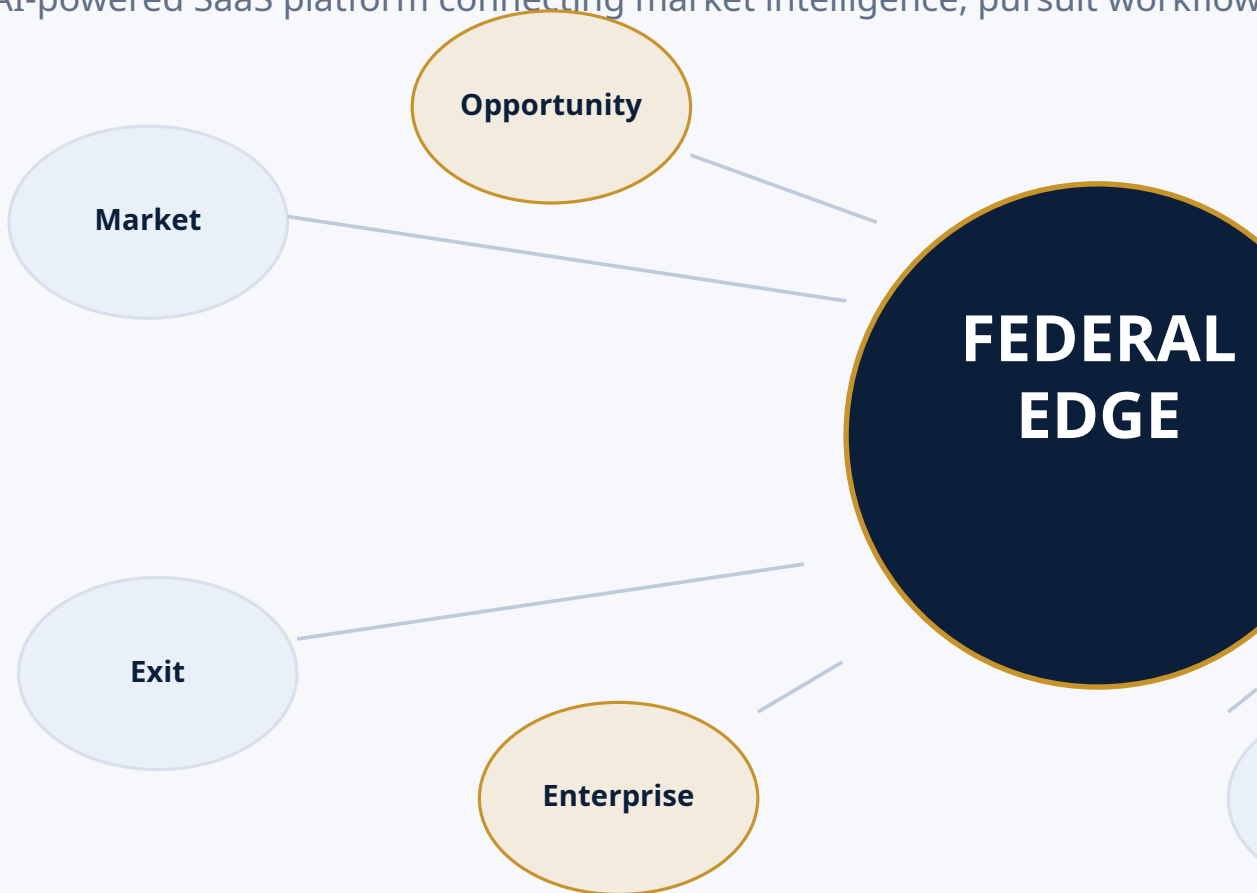
From “What is happening?” to “What should we do?”

Contracting Catalyst turns federal-market complexity into a strategic workflow: i
opportunity, understand competitive position, model the economics, and assess

03 — SOLUTION

A decision layer for the federal market

An AI-powered SaaS platform connecting market intelligence, pursuit workflow



Seven intelligence layers. One strategy

Each layer answers a leadership question and can become a product module.

01	Federal Intelligence	What is happening?
02	Opportunity Intelligence	Where should we compete?
03	Competitive Intelligence	Who are we competing against?
04	Capture Intelligence	How do we position ourselves?
05	Financial Intelligence	Is the opportunity economically viable?
06	Enterprise Intelligence	Does this make the company more competitive?
07	Exit Intelligence	Can the company eventually exit?

Editorial franchise + software module + decision framework

05 — FLAGSHIP WORKFLOW

From market signal to enterprise value

The platform is designed around the contractor’s actual decision lifecycle.



SIGNATURE PRODUCT

Bid/No-Bid AI

A disciplined pursuit score, economics, and strategic value

Built first for emerging and established

A focused customer profile creates a clear product wedge before broader expansion

PRIMARY CUSTOMER

U.S. federal
contractors

Typically \$1M–\$100M annual revenue
5–250+ employees
Active BD / capture / proposal motion

CEO / President

Chief Growth / BD

Capture Manager

Proposal Director

CFO / Finance

8(a)

HUBZone

SDVOB

A modular platform built around high

Start with pursuit intelligence; expand into the operating system for intelligent

PURSUIT

BID / NO-BID AI

Qualify pursuits before proposal spend

DISCOVERY

OPPORTUNITY RADAR

Match market signals to company fit

INTELLIGENCE

COMPETITIVE

Research awards

DELIVERY

COMPLIANCE COPILOT

Turn RFP requirements into an action system

FINANCE

CONTRACT ECONOMICS

Model margin, concentration, and quality

GROWTH

ENTERPRISE

Track value

08 — BUSINESS MODEL

Recurring software revenue, accelerated advisory.

A laddered model lets customers start small, prove value, and expand into deeper advisory.

FREE

Audience + acquisition

\$0

Newsletter, public intelligence, basic scorecard

PRO

Individual operator

\$49/mo

Personalized alerts, scoring, saved opportunities

INTELLIGENCE PRO

Growth team

\$149/mo

Competitive intelligence, deeper analysis, team workflows

Principle: Monetize decision value, not data volume.

09 — GO-TO-MARKET

Content creates authority. Tools create creates recurring revenue.

Contracting Catalyst can compound distribution and product learning through



CONTENT FLYWHEEL

One federal market research cycle can become an article, feature, webinar, and customer conversation.

A diversified path to \$1M in annual

Illustrative target mix—not historical performance or a forecast.

REVENUE STREAM	VOLUME × PRICE
Premium Membership	1,000 × \$299
Intelligence Tools	500 × \$499
Workshops / Cohorts	200 × \$750
Advisory / Consulting	20 × \$10,000
Sponsorships	10 × \$10,000
ILLUSTRATIVE TOTAL	

11 — VISION

Build the intelligence layer for federal contractor growth.

Contracting Catalyst Technologies is designed to become the system that provides intelligence to the decisions that matter most:

COMPETE

Choose where to play

CAPTURE

Position before the bid

PROFIT

Understand the economics

The Federal Edge

Know the market. Choose the opportunity. Understand the competitive economics. Increase enterprise value.

Contracting Catalyst Technologies Inc.

CONTRACTING CATALYST TECHNOLOGIES INC.