



Services to Help You Win

Effective Competitive Analysis & Price To Win Support



5520 Bootjack Drive • Frederick, MD 21702

301.845.7300

RichterAndCompany.com

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Our Mission

Richter & Company helps our clients **win more business** by providing effective and useful business intelligence built on accurate data and sound analysis.



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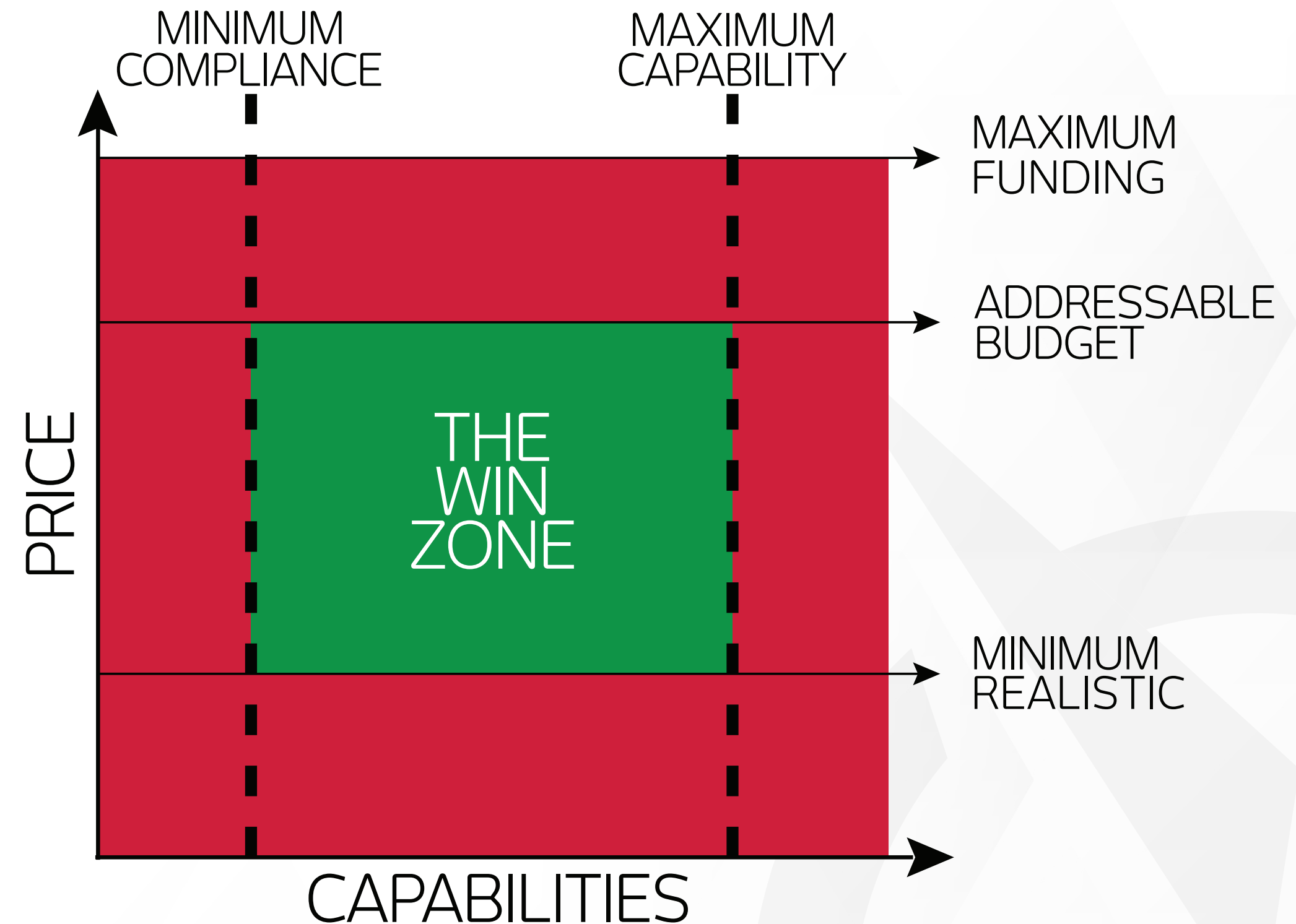
Our Value Proposition

We collect data ethically; we do not misrepresent our services or capabilities

We turn raw data into intelligence —
news you can use – not fluff filling a report

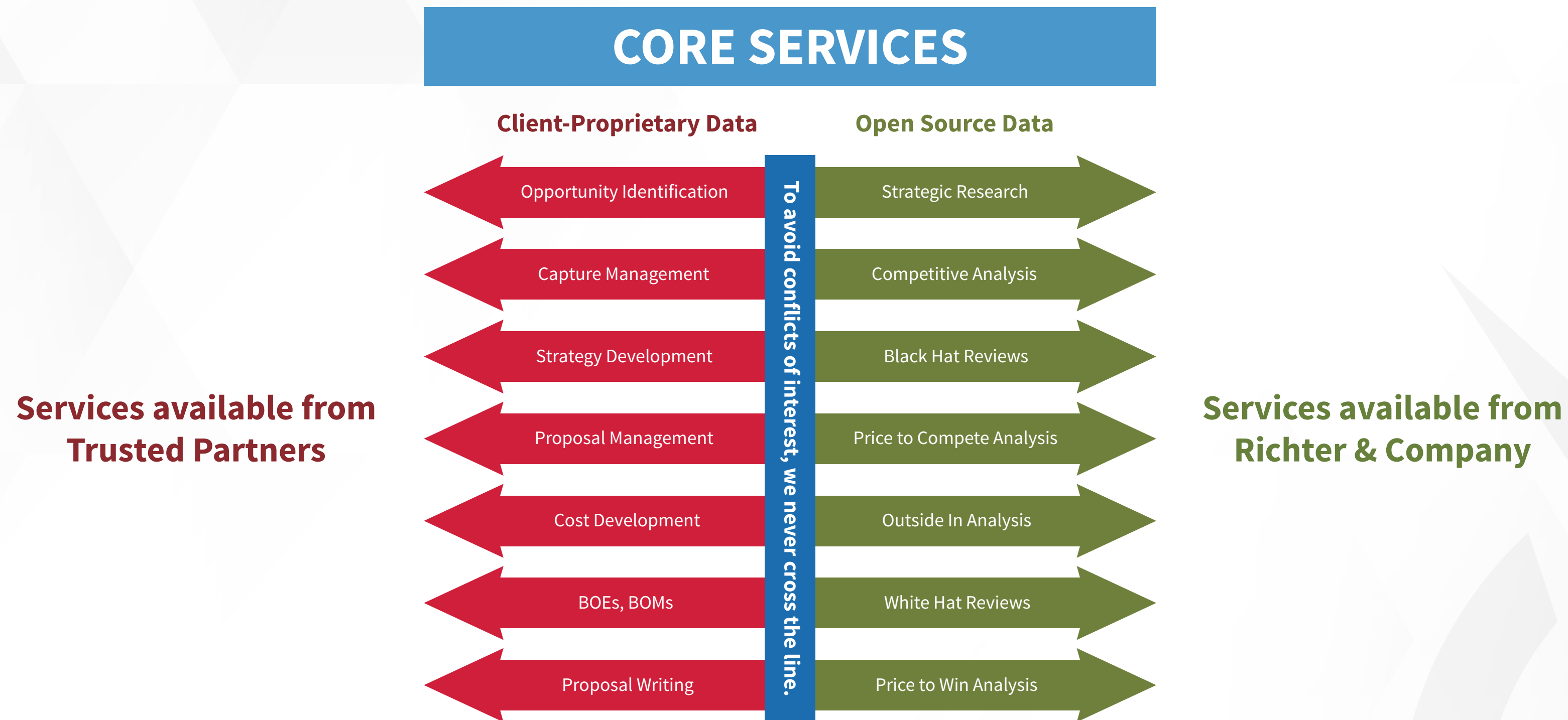
We challenge your assumptions by presenting an unbiased view of each opportunity, free from external and internal influence

We identify innovative ways to expand the “Win Zone”, moving the competition away from price alone



We help you win!

Our Value Proposition



We work with open-source data — not the client's

We refer client-facing work to partners whose results and ethics we trust

We support one client exclusively on any program

The result: **you get the help you need, without conflicts of interest**

Services Across the BD Life Cycle

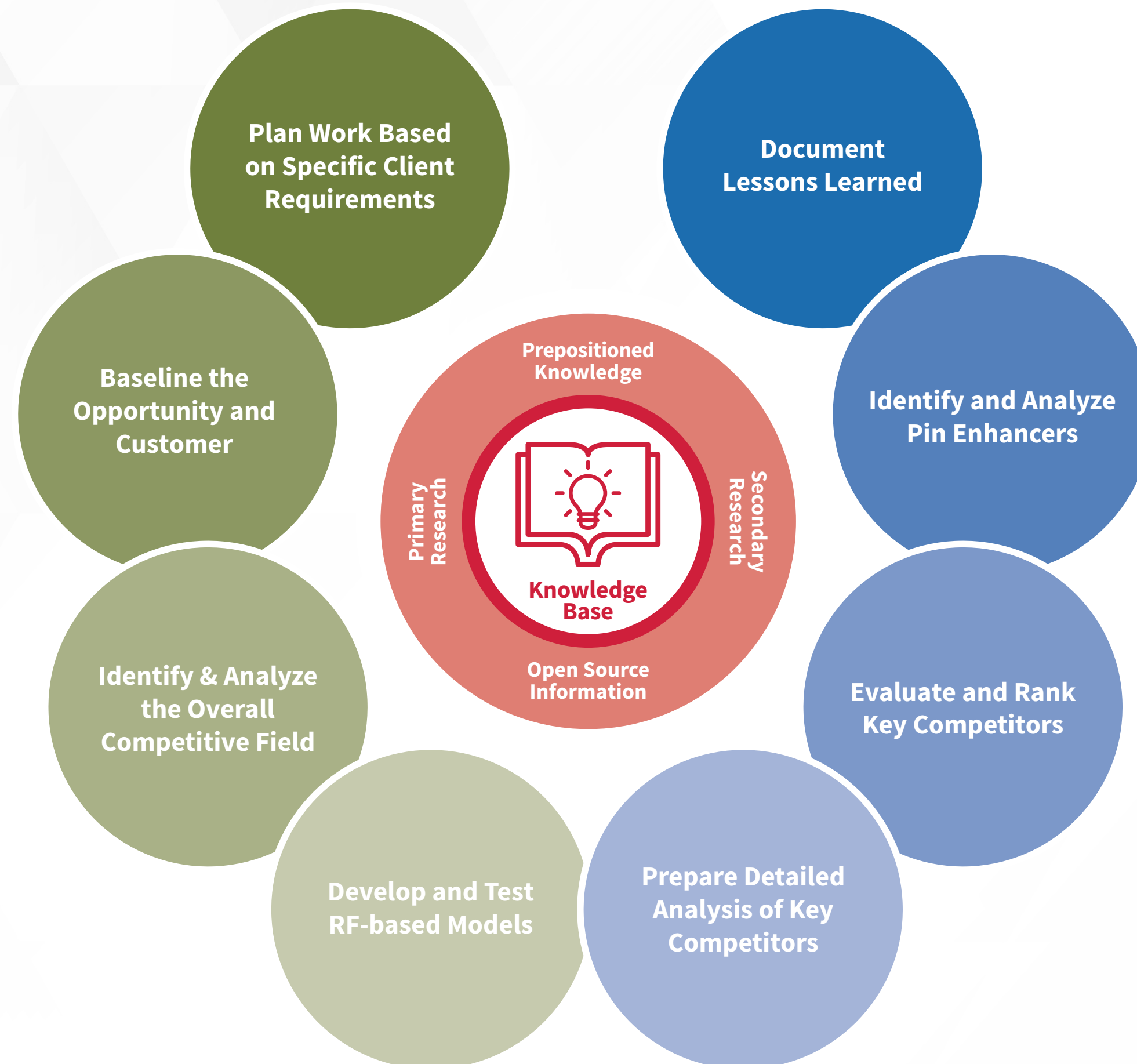


Services are offered on an exclusive basis,
quoted per job as firm fixed price or T&M.

Our Goal is to **Help you win!**



Consistent Process, Clear Results



Independent research building on prepositioned knowledge provides fast, accurate, and defensible results

Standard Services

CA services

As a competitive intelligence company, we offer news you can use to craft a compelling — and profitable — solution that beats the competition.

Competitive Analysis

Black Hat Reviews

Bid / No Bid

OutsideIn Analysis

Funding Analysis

PTW services

We show you the **Win Zone** — the gap between customer needs and funding and competitor solutions and pricing.

Price To Win Analysis

**Price To Compete
Analysis**

Labor Rate Analysis

PTWtools

laborRATER

competiRATER

wrapRATER

All offerings provide actionable intelligence

News you can use to increase both win probability and profitability

Strategic Analyses

Our effective market research helps you safely navigate the troubled waters of today's hyper-competitive marketplace. **We help you position to win!**

Effective market research is a strategic process that ensures that your company's goals and business development efforts align. Richter & Company focuses on the key trends and drivers that show where the marketplace is heading. This enables you to position your products and services with your prospective customers, and influence the eventual RFP in your favor. Our effective market research provides several key benefits:

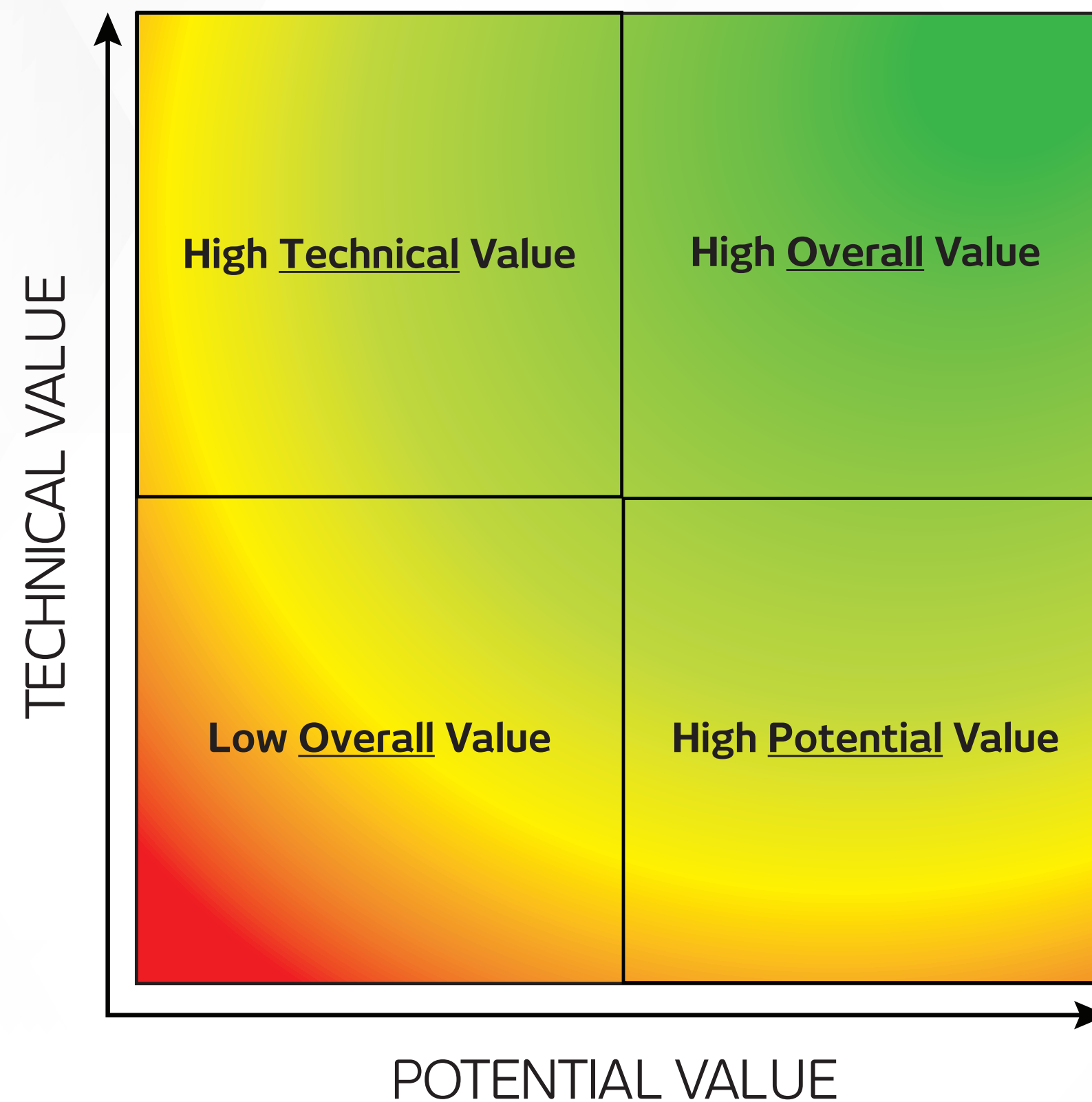
We help you identify new markets.

We reduce both your risk and the cost of doing business.

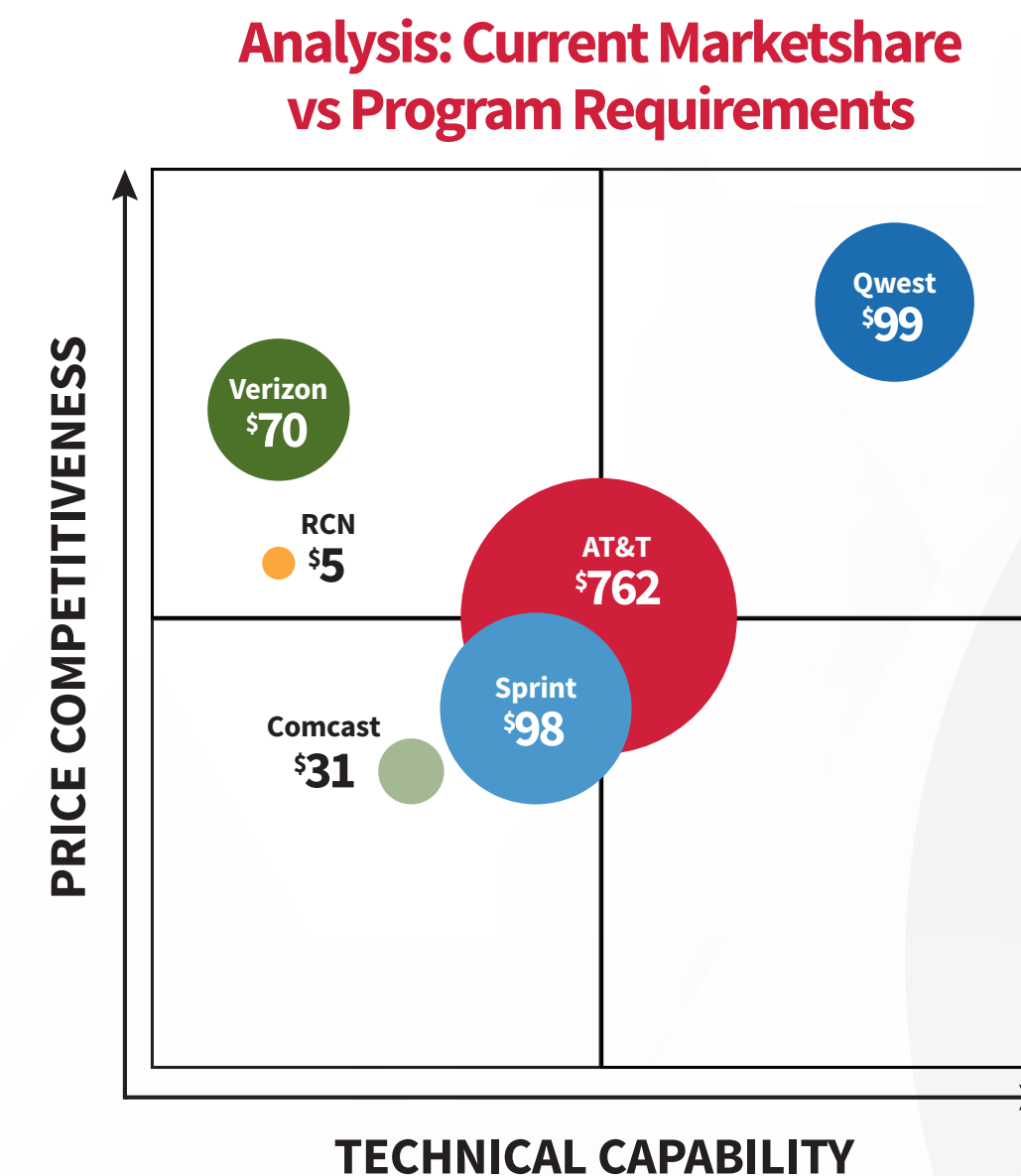
We provide you the means to benchmark performance.

Results help you develop a plan to win and perform in a market.

Our Innovative Tools Turn Raw Data into Actionable Information



The basic Value Square™ is adaptable to your needs, providing at-a-glance information to help you make informed decisions.



Consistent Models + Current Data = Accurate Analyses

Blended Wrap Rate Model		Blended Rates		Prime		Large Teammate		Small Teammate	
		Contractor (Plant) Site	Government Site	Contractor (Plant) Site	Government Site	Contractor (Plant) Site	Government Site	Contractor (Plant) Site	Government Site
Theoretical Evaluation Results									
Composite wrap rate without fee		1.68		1.78		1.70		1.52	
Composite hourly price without fee		\$53.50							
Wrap Rate Parameters									
Fringe									
TOTAL Fringe		37.30%	37.93%	39.35%	39.35%	35.31%	34.81%	37.24%	37.24%
Overhead									
TOTAL Overhead		22.07%	12.05%	25.11%	17.11%	24.88%	14.58%	16.22%	3.72%
G&A									
TOTAL G&A		8.71%	8.52%	9.35%	9.35%	10.13%	10.13%	6.65%	6.65%
Wrap Rate (without Fee)		1.82	1.68	1.91	1.78	1.86	1.70	1.70	1.52
Hourly Rate		\$58.09	\$53.50						
Work Hours									
Paid Productive Work Hours per Year		1,883		1,888		1,920		1,840	
Uncompensated Overtime Hours per Year		0		0		0		0	
Total Work Hours with Uncompensated Overtime		1,883		1,888		1,920		1,840	
Estimated number of Indirect FTEs		3		5		2		1	
Other Labor-related Parameters									
Holidays (days)		10.0		10		10		10	
Sick Leave (days)		1.5		3		0		0	
Personal/Vacation (days)		13.5		10		10		20	
Other Paid Time Off (days)		0.5		1		0		0	
Annual Labor Rate Escalation		2.8%		2.8%		2.8%		2.8%	
Shift Differential (Evening)		10.0%		10.0%		10.0%		10.0%	
Shift Differential (Night)		15.0%		15.0%		15.0%		15.0%	
Weekend Differential		10.0%		10.0%		10.0%		10.0%	
Holiday Differential		15.0%		15.0%		15.0%		15.0%	
Average annual salary (before burden)		\$60,000							
Total staffing targets		100.0		0	50	0	15	0	35
Overall Staffing		0	100	0.0	50.0	0.0	15.0	0.0	35.0
Overall Workshare %				50.0%		15.0%		35.0%	
----- 50.0%									
Roles				Prime		Small sub		Small sub	
				Program Management		Major roles		Major roles	
				Major roles					

Standard processes and models populated with well-researched and timely data provide **repeatable, accurate & defensible results**

Training Services

- Seminars provide relevant information focused on winning business in today's hyper-competitive marketplace
- All classes offered virtually
- All courses may be taught as a private seminar at your facility, tailored to your specific opportunities and markets
- Current courses:
 - Investigative Techniques for Competitive Analysis
 - Gathering and Analyzing Competitive Intelligence
 - Developing the Funding-based Price To Compete
 - Developing the Opportunity-based Price To Win
 - Developing Defensible Bases of Estimate
 - Performing Effective Black Hat Reviews
 - Winning Pricing Strategies in Today's Lowest-Price World
- Courses in development:
 - Building Work Breakdown Structures to Manage Costs
 - CI/PTW Bootcamp

Superior Service = Successful Clients

SAIC

**NORTHROP
GRUMMAN**

BOEING

Raytheon

GENERAL DYNAMICS

leidos

H **Huntington
Ingalls
Industries**

Peraton

L3HARRIS™
FAST. FORWARD.

accenture

CACI
EVER VIGILANT

snc **SIERRA
NEVADA
CORPORATION**

KBR

Deloitte.

BAE SYSTEMS

AT&T

PAE

maximus

ManTech

PARSONS®

Torch
TECHNOLOGIES

Guidehouse

**AEROJET
ROCKETDYNE**

VECTRUS
TRUE TO YOUR MISSION

CUBIC™
Transportation Systems

BATTELLE

CHEROKEE NATION™
Businesses

LMI

ARA

SOS
INTERNATIONAL

Spanning the Federal Market

GOVERNMENT AGENCIES



REPRESENTATIVE PROGRAMS

LOGCAP V (ARMY)
HSFTIC (NASA)
LCAAP (ARMY)
MFEW (ARMY)
IAC MAC (DOD)
A/B MAC (HHS)
FIRSTNET (COMMERCE)

HMESC (DOE)
ADAPTS (DHS)
ENVG-B (ARMY)
MPF (ARMY)
AN-BLQ-10 (NAVY)
NCBC (HHS)

NGEN-R SMIT (NAVY)
GSE&SC (DOS)
AFCAP IV (USAF)
HPIB (USCG)
SENSE (NASA)
PEO (CMS)
FFG (X) DDC (NAVY)

Executive Leadership

Chris Richter

President

Professional Experience:

- Chief Operating Officer, Richter & Company
- – VP Operations, Richter & Company
- – Executive Consultant, Richter & Company
- – Sales Manager, NFR Security
- – Operations Manager, Folger, Nolan and Douglas
- – Inside Sales, Unishpere Networks

Education:

- B.S., University of Mary Washington

Experienced leadership focused on helping our clients win!

We Team With the Best to Help You Win!



We partner with industry leaders to add value across the business development lifecycle — *without risk of conflicts of interest.*

Why Richter & Company?

We provide professional analyses and outstanding service at an affordable price.

We provide business intelligence that is effective and useful.

The bottom line: **We help you win!**

For more information...



Reach out to our team!

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