

## PROPOSAL STRATEGY DEVELOPMENT

### MARKET ASSESSMENT

The key to winning is knowing your competition. Key rule in competition is never assume. Fact-based decisions are always stronger. That doesn't mean to ignore your gut, but facts are always stronger. Understanding your competition and writing a proposal that will ghost the competition is the first step in winning.

SBIR Topic #:	Topic:
<b>Define the market (i.e., launch vehicles, fuel cells, seekers, etc.) List search terms for Google.</b>	
<b>Who are the major players in the market? Include large companies as well as small ones.</b>	
<b>Who is your direct competition, i.e., who is likely to be competing against you? Search Google, SBIR abstracts, LexisNexis (<a href="http://www.lexisnexis.com/businessresearchtask/">http://www.lexisnexis.com/businessresearchtask/</a>), professional organizations like AIAA or IEEE.</b>	

<b>Competitor:</b>	<b>Address:</b>
<b>Sales: Use Dun &amp; Bradstreet</b> <a href="http://smallbusiness.dnb.com">(<a href="http://smallbusiness.dnb.com">http://smallbusiness.dnb.com</a>)</a>	<b>Number of personnel:</b>
<b>Major Products, Services, etc.:</b>	<b>List recent papers, presentations, contract wins, etc.:</b>
<b>List products, services, etc. most likely to used in this proposal:</b>	
<b>List product, services, etc. features:</b>	
<b>List product, services, etc. benefits:</b>	

Do the same for all other competitors.