



nDemand Consulting
Strategy | Marketing | Execution

SBA SMALL DISADVANTAGED BUSINESS

DBE CERTIFIED

NMSDC MBE CERTIFIED

CAPABILITY STATEMENT

Supplier Readiness & Institutional Programs

Putting the Human Back into a Dehumanized World™

We make suppliers ready to win, and organizations ready to develop them.

UEI LULLC6NSQ841

CAGE 76SE9

NAICS 541611 | 611430 | 611420

PSC R499 | U099 | R408

SAM Registered | P-Cards Accepted

nDemand designs and runs the readiness programs that move businesses from interest to award: **scored assessments, cohort curricula applied to live opportunities, learning platforms and community portals**. We serve supplier development councils, federal procurement centers, chambers, colleges and universities, and corporate supplier programs, and the C3PI productized platform scales the work beyond bespoke consulting. Our firm has contributed to more than \$1.8 billion in federal contract awards within the last three years alone.

\$1.8B+

Federal awards contributed to, last three years alone

600+

Organizations trained

400+

MBDA Federal Procurement Center member firms supported

\$7.9M

Awarded to cohort firms within four months

312

Businesses scored in our readiness research

94%

Live show rate across a 12-week series

CORE COMPETENCIES

01 Readiness Assessment & Scoring

- Scored, multi-dimension readiness assessments for a supplier base or member pool
- Red-flag identification and prioritized fixes before pursuit begins
- Benchmarks that show sponsors where their businesses actually stand

02 Cohort Design & Delivery

- 12-week lifecycles with federal and corporate contracting tracks
- Every session produces an artifact applied to a live opportunity
- Sequenced so structure comes before pipeline activity

03 Learning Platforms & Community Portals

- Self-paced LMS curriculum, competency checks and certificates
- LinkedIn-style community forums, live webinars and on-demand resources
- LMS infrastructure that has supported 400+ participants

04 Capture & Proposal Readiness

- Opportunity qualification, pipeline and relationship mapping
- Compliance matrices, capability statements and pricing models
- AI-assisted tools: Proposal Forge and GovBid Intelligence

05 Institutional & Enterprise Market Entry

- Federal funding readiness for colleges and universities
- OTA consortium positioning and GSA MAS strategy for enterprises
- White papers and executive outreach that open federal doors

06 Convening & Keynotes

- TEDx speaker and author of The Great Divide
- Keynotes, summits and the Humanizing Government Contracting Summit
- Forbes Business Council contributor

Outcomes, not attendance

Programs are measured on awards and artifacts, not seat counts.

Evidence-led

Readiness research on 312 scored businesses informs our curriculum design.

Productized scale

White-label assessments, cohorts and tools through the C3PI platform.

INSTITUTIONAL & ENTERPRISE CLIENTS

NMSDC • MBDA Federal Procurement Center • VentureWell • KDM & Associates • GEP • VentureWell partner colleges and universities

SUPPLIER DEVELOPMENT & FEDERAL PROCUREMENT PROGRAMS

NMSDC CAPITAL READINESS PROGRAM

Government Contracting Track

Led the full federal pursuit lifecycle for member firms. Participants generated \$7.9 million in awarded contracts within the first four months, documented with NMSDC.

NMSDC, 2026

Tangible Thursdays Live Series

Twelve consecutive weeks of build-along sessions across government and corporate tracks: 115 businesses, 251 live seats and a 94% show rate.

U.S. DEPARTMENT OF COMMERCE, MBDA

Federal Procurement Center Tiger Team

Stood up and led a tactical delivery team providing advising, training and implementation support to more than 400 member firms.

KDM & ASSOCIATES

Commerce-Funded GovCon Incubator Cohort

Structured training, certification support and incubator-style mentorship on a learning platform with an interactive community forum.

INSTITUTIONAL & ENTERPRISE PROGRAMS

VENTUREWELL (SUBCONTRACT TO KDM)

Federal Readiness for Colleges & Universities

Four-part webinar series for 50+ participants from institutions nationwide, plus one-on-one consultation on grant applications and strategic plans.

GEP

Federal Market Growth

Registered GEP in 9 OTA consortiums, authored a white paper GEP published for federal decision makers, and built a GSA MAS expansion strategy.

READINESS RESEARCH

The Great Divide

A book built on the scored assessment results of 312 small businesses, translating readiness gaps into program design.

GLOBAL TRAINING PROGRAMS

Mission-Critical Curriculum

Twelve training programs in eight host countries for the U.S. Agency for Global Media, localized in five languages.

HOW OUR PROGRAMS RUN

01

Assess

Score every business across readiness dimensions and surface the red flags first.

02

Build

Fix structure before pipeline: governance, capability assets, compliance and pricing.

03

Pursue

Apply every session to a live opportunity in each firm's own pipeline.

04

Prove

Report awards, artifacts and readiness gains back to the sponsor.

PROGRAM FORMATS

12-week cohorts

Live build-along series

Self-paced LMS tracks

Tiger team advising

White-label institutional programs

Keynotes and workshops

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Explore training and learning ecosystems

ndemandconsulting.com/services/training-lms