

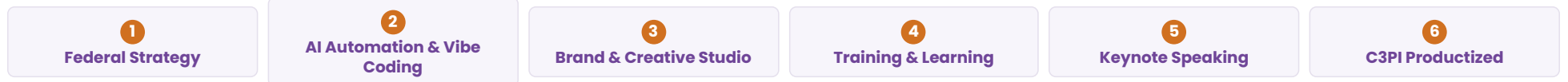
Putting the Human Back into a Dehumanized World™

SERVICE ARCHITECTURE

Six Pillars. One Engine.

nDemand delivers across the full federal go-to-market lifecycle through six integrated practice areas. Use this guide to identify which pillar fits your moment, then engage where the leverage is highest. Most clients start in one pillar and expand into adjacent capabilities as they scale.

THE SIX PILLARS AT A GLANCE



HOW TO CHOOSE

Start where the pressure is. If you're **chasing a contract**, begin with Pillar 1. If you're **modernizing operations**, start with Pillar 2. If your **brand isn't matching your ambition**, Pillar 3. If you're **training a workforce**, Pillar 4. If you're **elevating an executive**, Pillar 5. If you're **scaling self-service**, Pillar 6.

1 Federal Strategy & Government Contracting

Win, deliver, and grow in the federal market.

WHAT YOU GET

- Capture management, proposal writing, and pricing strategy
- Federal and SLED market entry and pipeline development
- Contract vehicle navigation: GSA, OTAs, consortium pathways
- Plays-based go-to-market aligned to government priorities
- HIT-certified service delivery and program management

BEST FIT IF YOU ARE...

Entering the federal market or expanding an existing pipeline. Chasing a specific opportunity and needing capture support. Navigating multiple contract vehicles or pursuing an OTA / consortium pathway.

2 AI Automation & Vibe Coding

Build AI-enabled tools that ship in weeks, not quarters.

WHAT YOU GET

- AI-enabled application builds and intelligent agent design
- Natural Language Processing for federal data systems
- Vibe-coding rapid prototypes and custom internal tools
- Workflow automation and process modernization
- API integrations, ITSM enhancements, and accessibility-by-design

BEST FIT IF YOU ARE...

Replacing manual processes with intelligent automation. Modernizing legacy systems or stitching disconnected platforms. Standing up a custom AI-powered tool fast without a full enterprise build.

3 Branding, Marketing & Creative Studio

Federal-ready brand systems that win on first impression.

WHAT YOU GET

- Brand narrative, voice, and positioning architecture
- Pitch decks, capability statements, and proposal assets
- Government-ready website and content development
- Reputation Accelerator and Social Content Accelerator
- Executive bios and proposal-ready resume libraries

BEST FIT IF YOU ARE...

Frustrated that your brand is not matching your federal ambitions. Needing polished capability assets ahead of a pursuit. Building a content engine that runs without your daily input.

4 Training & Learning Ecosystems

Enterprise LMS and global training programs that move the needle.

WHAT YOU GET

- Custom curriculum for civil service and federal systems
- Enterprise-grade LMS design and deployment
- AI-driven learner analytics, credentialing, and reporting
- Hybrid, on-demand, and cohort-based delivery models
- Global in-person training delivery across 24+ countries

BEST FIT IF YOU ARE...

Training a workforce at scale and need real measurement. Launching a federal training program with compliance and analytics. Replacing a one-off course with a sustainable learning system.

5 Keynote Speaking & Thought Leadership

Putting the human back into government and global impact.

WHAT YOU GET

- Keynote presentations on humanizing tech, leadership, and strategy
- Executive positioning and personal brand architecture
- Forbes Business Council content and op-ed development
- Summit, bootcamp, and convening facilitation
- Cohort and program delivery for federal audiences

BEST FIT IF YOU ARE...

Hosting a federal summit or convening that needs a substantive headliner. Elevating an executive's national visibility with content infrastructure. Building thought leadership that opens doors at the agency level.

6 C3PI Productized Solutions

Self-service tools that scale federal readiness.

WHAT YOU GET

- AI-Guided Supplier Readiness Assessment
- ProposalForge: federal proposal drafting engine
- T.T.I.P. Marketplace: Talent, Technology, Training pathways
- GovBiz Intelligence: federal market signals and pipeline data
- Subscription and cohort access without retainer commitment

BEST FIT IF YOU ARE...

Scaling federal readiness without a consultant on retainer. Needing self-service proposal tools and supplier diagnostics. Operating a federal program at scale with many participants.

Ready to engage?

Most engagements begin with a 30-minute discovery call to identify the right pillar and confirm fit. We then move into a readiness diagnostic, a 90-day plan, and a launch with cadence and success measures.

Two decades · 24+ countries · \$1.8B+ awarded contracts · 600+ businesses trained