



FLAGSHIP DELIVERABLE PREVIEW

See the pursuit before you fund the proposal.

A visual demonstration of the leadership decisions, intelligence, Excel command center, evidence system, and capture campaign delivered in a Pursuit Terrain Flagship engagement.

WHAT THIS SAMPLE PROVES

Not another opportunity summary. A decision system leadership can operate.

Fictional composite opportunity | Representative client experience | Public-source and authorized inputs only

WHAT YOU GET

Four deliverables. One operating system.

See exactly what is delivered, how each component is used, and how the package turns intelligence into action.

01 Pursuit Leadership Brief

EXECUTIVE RECOMMENDATION

A fast, defensible GO / NO-GO / CONDITIONAL GO decision with investment conditions and release gates.

CLIENT DELIVERABLE

02 Capture Intelligence Report

OPPORTUNITY-SPECIFIC ANALYSIS

Customer, acquisition, incumbent, personnel, competitor, teaming, staffing, transition, and economic terrain.

CLIENT DELIVERABLE

03 Capture Command Center

LIVING EXCEL OPERATING SYSTEM

Actions, owners, dates, proof, dependencies, gaps, readiness, staffing, price, and prediction controls.

CLIENT DELIVERABLE

04 Evidence & Intelligence Register

TRACEABLE SOURCE SYSTEM

Every material assertion tied to evidence status, confidence, caveats, implications, and a collection path.

CLIENT DELIVERABLE

Delivered as one connected decision and capture system - not four disconnected files.

DELIVERABLE 1 - PURSUIT LEADERSHIP BRIEF

Leadership gets the answer first.

A short executive brief separates pursuit attractiveness from capture readiness and makes investment conditions explicit.

EXECUTIVE RECOMMENDATION

CONDITIONAL GO

Authorize a bounded 60-day capture sprint. Do not authorize full proposal spend until customer access, incumbent role coverage, staffing readiness, and normalized economics meet the release gates below.

PURSUIT ATTRACTIVENESS

74 / 100

CAPTURE READINESS

58 / 100

NEXT DECISION

DAY 60

Release condition	Current	Required proof	Owner	Due
Customer access	AT RISK	Two validated mission-owner conversations and one acquisition-channel check	Capture	Day 30
Incumbent terrain	DEVELOPING	Workstream map, role coverage, transition dependencies, and backups	Staffing	Day 45
Staffing readiness	DEVELOPING	80% critical-role coverage and consent-based engagement for priority leads	Recruiting	Day 60
Economics	UNKNOWN	Comparable 42/45/48-FTE model with normalized assumptions	Pricing	Day 60

LEADERSHIP OUTCOME Fund the next proof step - not the entire proposal machine - until the capture case earns the investment.

LEADERSHIP BRIEF - DECISION SUPPORT

What can defeat us - and what leadership must authorize

The brief surfaces the few issues that can change the decision, assigns executive action, and establishes stop conditions.

Threat	Why it can defeat the pursuit	Required counterproof	Decision trigger
Embedded knowledge	Incumbent roles carry technical memory, customer interfaces, and transition leverage.	Named transition nucleus, knowledge-transfer controls, and backup coverage.	Critical roles unfilled
Wrong customer thesis	The team may optimize for internal assumptions instead of the customer decision.	Validated outcomes, influence map, and a record of how conversations changed the solution.	Outcome priorities shift
Unproven staffing	Resumes and recruiting lists do not prove availability, fit, clearance, location, or consent.	Role-level readiness binder with primary, backup, compensation, and transition evidence.	Coverage below 70%
Premature pricing	An unmatched model can create a false price advantage and the wrong investment signal.	Normalized scope, period, hours, labor mix, nonlabor, burdens, and escalation.	Acquisition model changes
EXECUTIVE AUTHORIZATIONS			

- 1 Approve the 60-day proof sprint and its stop conditions.
- 2 Authorize customer and incumbent-role validation within approved boundaries.
- 3 Fund critical-role recruiting and backup coverage before proposal release.
- 4 Require staffing and price scenarios to be re-run when assumptions change.

WHAT LEADERSHIP GETS

Leadership receives a decision - not a research dump.

The brief tells the executive what to fund, what to stop, what must be proven, and when the decision should be revisited.

DELIVERABLE 3 - CAPTURE COMMAND CENTER

One screen shows whether the pursuit is ready.

Leadership decision, readiness, economic range, proof gates, and the next 30 days - in a living Excel workbook.

EXCEL VIEW 1

	A	B	C	D	E	F
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE					
2	FEDERAL MISSION SYSTEMS SUPPORT					
3	Leadership view: decision, readiness, campaign priorities, and economic range					
4						
5						
6	LEADERSHIP DECISION	CONDITIONAL GO		PURSUIT ATTRACTIVENESS	74 / 100	
7						
8	Decision gate	Current status	Why it matters	Required proof	Owner	Due
9	Customer access	AT RISK	Mission outcomes remain partly assumed	Two validated mission-owner conversations	Capture Lead	Day 30
10	Incumbent terrain	DEVELOPING	Knowledge-bearing roles drive transition risk	Workstream and personnel map with backups	Staffing Lead	Day 45
11	Staffing readiness	DEVELOPING	Critical roles are not yet two-deep	80% role coverage; critical leads consent-engaged	Recruiting Lead	Day 60
12	Economics	UNKNOWN	Comparable cost basis is incomplete	Normalized 42/45/48-FTE scenarios	Pricing Lead	Day 60
13						

EXCEL VIEW 2

CAPTURE READINESS58 / 100

Due	Dependency	Re-run trigger	Confidence	Evidence
Day 30	Approved access path	Priority changes	Medium	Public + client
Day 45	Role validation	Personnel movement	Medium-high	Public sources
Day 60	Compensation bands	Coverage falls below 70%	Medium	Model + outreach
Day 60	Scope and hours basis	Acquisition model changes	Low-medium	Modeled estimate

NEXT 30 DAYS	OWNER	PROOF	STATUS	TRIGGER
Validate customer outcomes	Capture	Conversation records	IN PROGRESS	Outcome changes
Map incumbent role coverage	Staffing	Role register	IN PROGRESS	Personnel movement
Run transition tabletop	Solution	Gap log	NOT STARTED	Dependency fails
Normalize staffing and price	Pricing	Scenario workbook	IN PROGRESS	Scope changes
Complete competitor Black Hat	Capture	Counterproof matrix	NOT STARTED	New competitor signal

INCLUDED
Decision and readiness

INCLUDED
Proof-based gates

INCLUDED
Economic range

COMMAND CENTER - CAMPAIGN

Analysis becomes accountable action.

The 30/60/90/180/365-day campaign turns findings into work that can be assigned, completed, and reviewed before the RFP.

EXCEL VIEW 1

	A	B	C	D	E	F
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE					
2	30 / 60 / 90 / 180 / 365-DAY CAPTURE CAMPAIGN					
3	Every action has an owner, completion evidence, dependency, and re-run trigger					
4						
5						
6	Horizon	Priority action	Owner	Due	Completion evidence	Dependency
7	30	Validate mission outcomes and decision interfaces	Capture Lead	Day 21	Two conversation records + updated map	Approved access
8	30	Map incumbent workstreams and knowledge-critical roles	Staffing Lead	Day 30	Role register + backup gaps	Public-role validation
9	60	Complete competitor Black Hat and counterproof plan	Capture Director	Day 45	Competitor arguments + proof owners	Competitive evidence
10	60	Normalize staffing, price, and transition overlap	Pricing Lead	Day 60	42/45/48-FTE model + assumptions	Scope hypothesis
11	90	Demonstrate operating model and transition controls	Solution Lead	Day 90	Tabletop record + first-90-day plan	Role coverage
12	180	Refresh customer, incumbent, and competitor signals	Account Lead	Day 180	Versioned intelligence register	Collection cadence
13	365	Score pre-RFP predictions against new evidence	Capture Director	Day 365	Prediction variance report	Solicitation or event

EXCEL VIEW 2

Dependency	Status	Decision affected	Trigger	Next review
Approved access	IN PROGRESS	Continue / redirect	Outcome priority changes	Weekly
Public-role validation	IN PROGRESS	Transition posture	Personnel movement	Weekly
Competitive evidence	NOT STARTED	Win strategy	New bidder signal	Biweekly
Scope hypothesis	IN PROGRESS	Investment gate	Acquisition change	Biweekly
Role coverage	NOT STARTED	Proposal readiness	Critical dependency fails	Monthly
Collection cadence	PLANNED	Position strength	Material signal shift	Monthly
Solicitation or event	PLANNED	Rapid response	Release / major event	At event

INCLUDED

Named ownership

INCLUDED

Completion evidence

INCLUDED

Re-run triggers

COMMAND CENTER - CUSTOMER

The customer map is built around decisions.

Interfaces, likely concerns, access gaps, priority questions, and the lawful actions needed to validate the buying environment.

EXCEL VIEW 1

	A	B	C	D	E	F
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE					
2	CUSTOMER DECISION ENVIRONMENT					
3	Interfaces, likely concerns, access gaps, priority questions, and lawful collection actions					
4						
5						
6	Decision interface	Role in decision	Likely concern	Current access	Evidence status	Priority question
7	Mission owner	Outcome authority	Continuity and measurable mission effect	UNKNOWN	Assessment	Which failure modes matter most during transition?
8	Technical authority	Architecture acceptance	Integration, cyber, test discipline	INDIRECT	Corroborated	Where do integration defects surface today?
9	Product support	Sustainment and fielding	Configuration, logistics, site responsiveness	WEAK	Assessment	Which sites carry the greatest continuity risk?
10	Contracting	Acquisition feasibility	Competition, price realism, compliance	DEVELOPING	Public fact	What contract mechanics are most likely?
11	End-user representatives	Operational acceptance	Usability, tempo, training burden	UNKNOWN	Unknown	What would make a transition unacceptable?

EXCEL VIEW 2

Evidence status	Priority question	Next action	Owner	Confidence
Assessment	Which failure modes matter most during transition?	Secure mission-outcome discovery session	Capture	Medium
Corroborated	Where do integration defects surface today?	Validate through approved technical channels	Solution	Medium-high
Assessment	Which sites carry the greatest continuity risk?	Map site and logistics dependencies	Logistics	Medium
Public fact	What contract mechanics are most likely?	Run acquisition-path validation	Contracts	High
Unknown	What would make a transition unacceptable?	Create lawful user-feedback plan	Capture	Low-medium

INCLUDED

Decision interfaces

INCLUDED

Access gaps

INCLUDED

Conversation purpose

COMMAND CENTER - INCUMBENT

We reconstruct the work behind the incumbent logo.

Each legacy workstream is mapped by provider, function, location, advantage, migration hypothesis, roles, staffing signals, and capture move.

EXCEL VIEW 1

	A	B	C	D	E
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE				
2	INCUMBENT DELIVERY ORGANIZATION				
3	Reconstruct the work by function, location, knowledge, staffing signal, and migration risk				
4					
5					
6	Legacy workstream	Probable provider	Function / output	Location	Incumbent advantage
7	Systems engineering	Northstar Mission Partners	Architecture, interfaces, technical reviews	National Capital Region	Architecture history and trust
8	Test and evaluation	Northstar Mission Partners	Event planning, execution, deficiency closure	Multiple test sites	Event rhythm and defect history
9	Field support	Blue Ridge Technical Services	Site response, troubleshooting, training	Four regional sites	Tacit local knowledge
10	Cybersecurity	Cedar Gate Solutions	Authorization evidence and controls	Customer facilities	Artifact history and inheritance
11	Logistics and training	Blue Ridge Technical Services	Configuration, sparing, curriculum	Regional + central depot	Configuration and user history

EXCEL VIEW 2

Migration hypothesis	Critical roles	Staffing signal	Capture move	Confidence
Migrate by subsystem with joint checkpoints	Lead architect; integration lead	Recurring cleared engineering roles	Validate interface ownership; build backup coverage	Medium-high
Retain event cadence; add common metrics	Test director; data analyst	Travel-heavy test hiring	Build event calendar and continuity plan	Medium
Transition site by site with overlap	Regional leads; senior technicians	Location-specific technician openings	Map shifts, travel, and knowledge dependencies	Medium-high
Preserve evidence chain before process change	ISSO; security engineer	Sustained cyber recruiting	Inventory authorization dependencies	Medium
Sequence after baseline is stable	Logistics lead; trainer	Depot and trainer roles	Tie rollout waves to sparing and training	Medium

INCLUDED

Workstream separation

INCLUDED

Migration hypothesis

INCLUDED

Capture move

COMMAND CENTER - PERSONNEL

Public personnel signals become transition strategy.

The personnel screen links each decision-useful professional role to workstream, evidence, confidence, importance, movement, lawful path, action, and backup.

EXCEL VIEW 1

	A	B	C	D	E	F
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE					
2	INCUMBENT PERSONNEL & TRANSITION DEPENDENCIES					
3	Minimum decision-useful public-role mapping - fictional names and illustrative evidence					
4						
5						
6	Professional	Current company	Linkage	Probable workstream	Function	Evidence
7	A. Morgan	Northstar Mission Partners	Current / corroborated	Program leadership	Program director	Company biography + conference role
8	J. Chen	Northstar Mission Partners	Current / self-reported	Mission operations	Operations lead	Public professional profile
9	R. Patel	Northstar Mission Partners	Historical / corroborated	Data & analytics	Technical lead	Profile + prior presentation
10	S. Brooks	Cedar Gate Solutions	Adjacent	Cybersecurity	Security manager	Company profile + recruiting signal
11	T. Rivera	Blue Ridge Technical Services	Current / unverified task	Logistics	Contracts & partnerships lead	Professional profile + job activity

EXCEL VIEW 2

Evidence	Confidence	Importance	Movement signal	Lawful path	Recommended action	Backup strategy
Company biography + conference role	HIGH	Customer interface	Stable	Relationship validation	Validate role and interface coverage	Develop deputy coverage
Public professional profile	MEDIUM-HIGH	Operational continuity	Stable	Consent-based outreach	Assess transition dependency	Map alternate operations lead
Profile + prior presentation	MEDIUM	Technical memory	Possible movement	Relationship validation	Confirm current role and knowledge area	Build external SME bench
Company profile + recruiting signal	MEDIUM	Authorization continuity	Stable	Teaming diligence	Validate artifact ownership	Identify alternate ISSO
Professional profile + job activity	LOW-MEDIUM	Supplier continuity	New employer signal	Bounded collection task	Validate scope linkage before action	Map supplier and depot roles

INCLUDED

Role, not biography

INCLUDED

Evidence and confidence

INCLUDED

Lawful action

COMMAND CENTER - STAFFING & PRICE

The model shows what must be true economically.

Staffing and price scenarios normalize scope, productive hours, labor mix, role coverage, location, nonlabor, burden, and escalation.

EXCEL VIEW 1

	A	B	C	D	E	F	G
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE						
2	NORMALIZED STAFFING & ECONOMIC SCENARIOS						
3	Comparable scope, period, hours, labor mix, nonlabor treatment, burden, and escalation						
4							
5							
6	Role cluster	Lean FTE	Expected FTE	Resilient FTE	Criticality	Coverage target	Primary location
7	Program leadership and controls	4	4	5	HIGH	Primary + backup named	Customer site
8	Systems and software engineering	14	16	18	HIGH	80% credible; 50% consent-engaged	Hybrid / customer site
9	Test, cyber, and data	9	10	11	HIGH	Critical leads named	Multiple sites
10	Field support and training	10	11	12	HIGH	Site coverage validated	Four regional sites
11	Logistics and business operations	5	4	2	MEDIUM	Bench identified	Central + regional
12							
13							

EXCEL VIEW 2

13					
14	Scenario	FTE	Productive hours	Five-year modeled value	Planning use
15	Lean	42	1760	\$39,800,000	Tests workload compression
16	Expected	45	1760	\$43,600,000	Planning centerline
17	Resilient	48	1760	\$47,900,000	Adds transition overlap and surge

INCLUDED

Comparable units

INCLUDED

Readiness by role

INCLUDED

Scenarios, not certainty

DELIVERABLE 4 - EVIDENCE REGISTER

Every important claim can be traced and challenged.

Sources are not a bibliography. The register records evidence used, status, reliability, implication, caveat, collection path, owner, and trigger.

EXCEL VIEW 1

	A	B	C	D	E	F	G
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE						
2	EVIDENCE & INTELLIGENCE REGISTER						
3	Traceability, status, confidence, implication, contradiction, collection path, and re-run trigger						
4							
5							
6	ID	Source class	Illustrative source	Evidence used	Status	Reliability	Capture implication
7	E-001	Primary government	Program mission and portfolio page	Mission outcomes and organization	CONFIRMED	HIGH	Anchor customer-outcome hypothesis
8	E-002	Award record	Historical task-order data	Scale, period, provider lineage	CORROBORATED	MEDIUM-HIGH	Frames scope migration and economics
9	E-003	Company biography	Incumbent delivery description	Workstream and role indicators	SELF-REPORTED	MEDIUM	Identifies probable delivery organization
10	E-004	Professional profile	Public role history	Probable function and continuity	ASSESSMENT	MEDIUM	Identifies knowledge-critical role
11	E-005	Recruiting activity	Cleared engineering openings	Labor demand and locations	CORROBORATED	MEDIUM	Signals workload and retention pressure
12	E-006	Modeled estimate	42/45/48-FTE scenarios	Staffing and cost sensitivities	MODELED	LOW-MEDIUM	Sets planning range, not bid price

EXCEL VIEW 2

Capture implication	Contradiction / caveat	Collection path	Owner	Re-run trigger
Anchor customer-outcome hypothesis	Public description may lag operations	Validate in approved conversation	Capture	Mission page changes
Frames scope migration and economics	Ceiling is not spend or staffing	Normalize obligations and scope	Analyst	New award action
Identifies probable delivery organization	Marketing claims need corroboration	Cross-check profiles and awards	Analyst	Biography changes
Identifies knowledge-critical role	Task linkage not assumed	Bounded role validation	Staffing	Employment movement
Signals workload and retention pressure	Opening may support adjacent work	Track pattern over time	Recruiting	Posting volume changes
Sets planning range, not bid price	Scope and hours remain unknown	Rebase on new evidence	Pricing	Scope or hours changes

INCLUDED

Transparent status

INCLUDED

Capture implication

INCLUDED

Contradictions matter

COMMAND CENTER - PREDICTION LEDGER

Pre-RFP judgment becomes measurable.

Predictions are frozen with their evidence, confidence, and comparison rule so they can later be scored against the solicitation and award.

EXCEL VIEW 1

	A	B	C	D	E
1	PURSUIT TERRAIN FLAGSHIP COMMAND CENTER PUBLIC SAMPLE				
2	FROZEN PRE-RFP PREDICTION LEDGER				
3	Dated, evidence-based, confidence-rated predictions preserved for later scoring				
4					
5					
6	ID	Prediction	Frozen statement	Confidence	Evidence basis
7	P-01	Scope	Acquisition bundles engineering, test, cyber, field support, and sustainment	MEDIUM	Historical scope + operating dependencies
8	P-02	Staffing	Transition and staffing realism will be evaluated materially	MEDIUM-HIGH	Continuity risk + labor signals
9	P-03	Economics	Pure low price will be vulnerable without workload proof	MEDIUM	Mission criticality + integration burden
10	P-04	Incumbent	Embedded knowledge is the incumbent's strongest discriminator	MEDIUM-HIGH	Workstream continuity + customer-interface logic
11	P-05	Acquisition	A best-value structure will favor operational proof over generic capability	MEDIUM	Comparable buying patterns

EXCEL VIEW 2

Evidence basis	Falsifiable comparison rule	Actual result	Score	Variance note	Freeze date
Historical scope + operating dependencies	Confirmed if four or more workstreams appear		NOT SCORED		09/24/2026
Continuity risk + labor signals	Confirmed if staffing, transition, key personnel, or recruitment proof is scored		NOT SCORED		09/24/2026
Mission criticality + integration burden	Confirmed if realism, understanding, or tradeoff language limits pure low price		NOT SCORED		09/24/2026
Workstream continuity + customer-interface logic	Confirmed if continuity, workforce, past performance, or transition dominates messaging		NOT SCORED		09/24/2026
Comparable buying patterns	Confirmed if non-price factors permit tradeoff		NOT SCORED		09/24/2026

INCLUDED

Falsifiable now

INCLUDED

No hindsight rewrite

INCLUDED

Institutional learning

WHAT YOU GET

Four connected deliverables. One executable campaign.

Each deliverable has a distinct purpose. Together they give leadership the decision, proof, assignments, and operating rhythm needed to act.

01 Pursuit Leadership Brief

Decision, investment conditions, release gates, and stop conditions.

02 Capture Intelligence Report

Customer, incumbent, personnel, competitor, staffing, price, and transition terrain.

03 Capture Command Center

Owners, due dates, completion proof, dependencies, triggers, and 30/60/90/180/365-day actions.

04 Evidence & Intelligence Register

Sources, status, confidence, caveats, implications, collection paths, and re-run triggers.

LEADERSHIP CAN IMMEDIATELY



DECIDE

Pursue, pause, redirect, or stop.



PROVE

See what must be validated before more money is committed.



ASSIGN

Put every material action under an owner and due date.



PROTECT

Address incumbent knowledge and transition dependencies.



ADAPT

Re-run the campaign when facts, scope, or personnel change.

No reconstruction required.

The evidence, analysis, action system, and decision controls arrive connected and ready to operate.



PURSUE WITH PROOF

Know the field before you bid.

Pursuit Terrain builds an opportunity-specific Flagship package for one consequential federal pursuit - early enough for leadership to change the outcome.

START WITH A FIT AND BOUNDARIES REVIEW

One pursuit. Fixed fee. Clear decision. Executable campaign.

We confirm opportunity fit, conflicts, research boundaries, timing, client inputs, and the decision the product must support.

EVALUATE A PURSUIT

pursuitterrain.com
info@pursuitterrain.com