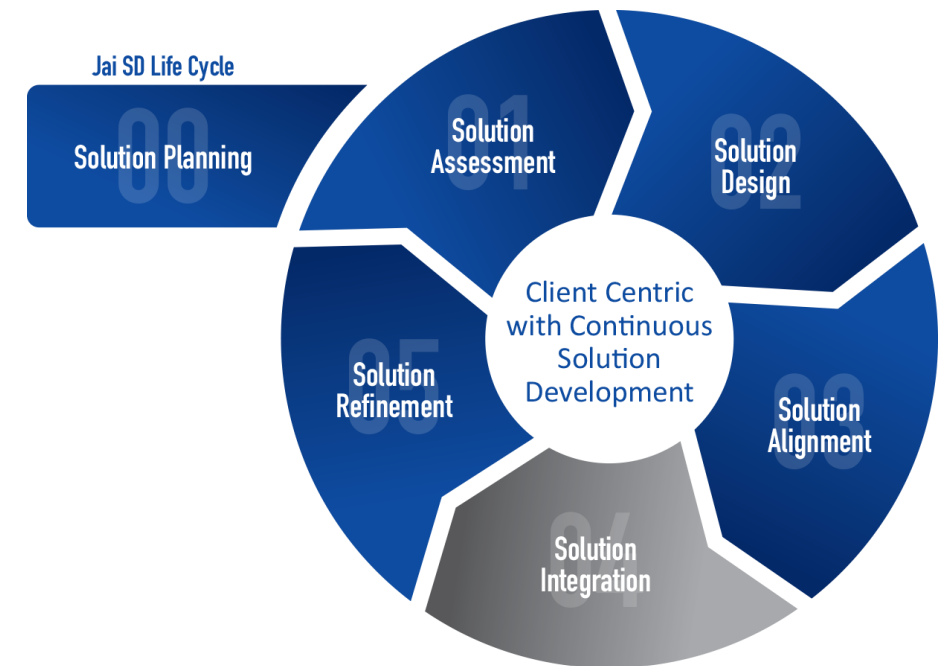




Jai Solutions Development Life Cycle[®]

Training Overview: The Jai Model
Framework for Winning Government
Contracts

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The Challenge

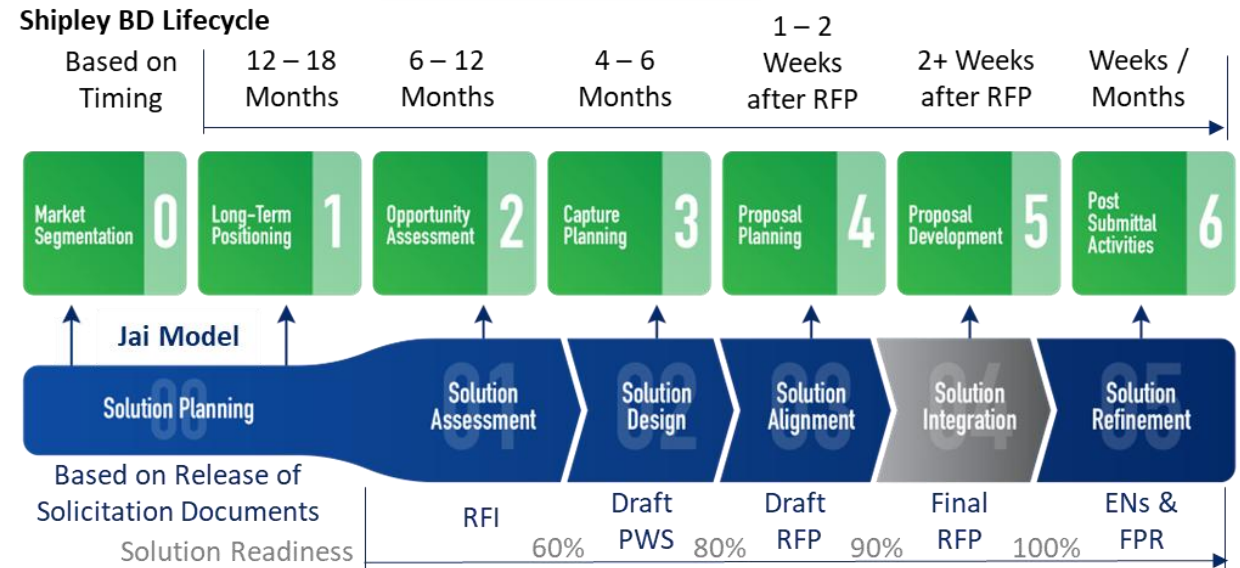
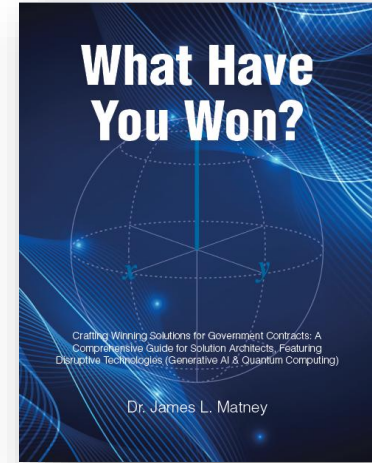
The Evolving Landscape of Government Contracting

- Increased competition and the pressure to reduce costs demand greater efficiency
- Complex client needs require innovative, differentiated solutions
- Generative AI is transforming how we develop solutions
- Strong client relationships and collaboration remain essential for success



Introducing the Jai Solution Development Life Cycle®

- The Jai Model is a proven framework from "What Have You Won?"
- **Shipley-aligned:** Fits any BD Lifecycle variation to ensure compliance and consistency
- **Process rigor:** Adds structure and discipline across all phases
- **AI-enabled workbooks:** Automate artifact creation and traceability
- **Milestone-driven:** Syncs artifacts to phases and release of draft and final solicitation documents



The Phases of the Jai Model

Phase	Key Activities	Key Deliverables
Phase 0: Solution Planning	Define market segments, service offerings, and strategic capabilities	Strategic Plan, Market Segments, Service Offerings, Strategic Capabilities, Opportunity Pipeline
Phase 1: Solution Assessment	Assess opportunities, gather client feedback, and analyze competition	Call Plan, Client Objectives, Client Challenges, Solution Elements, Value Proposition, Win Themes, Competitive Team, POC List, Risk Register, Solution Strategy Poster, Jai SRA Rubric
Phase 2: Solution Design	Develop detailed solution designs based on draft PWS	All Phase 1 artifacts, Anchor Graphic, Gap Analysis, Competitive Assessment, Solution Blueprints, LoE, BoM, Organizational Chart, Jai SRA Rubric
Phase 3: Solution Alignment	Align solution artifacts with draft solicitation instructions and evaluation criteria	All Phase 1 & 2 artifacts, Annotated Mockups (AMUs), Solution Introduction, Jai SRA Rubric
Phase 4: Solution Integration	Integrate AMUs into the final proposal volume	All Phase 1-3 artifacts, Proposal Volumes, Jai SRA Rubric
Phase 5: Solution Refinement	Refine the proposal based on government feedback (ENs)	Evaluation Notices (ENs), Final Proposal Revision (FPR), Jai SRA Rubric



Key Principles of the Jai Model

Client-Centricity at the Core

- Deep client understanding and collaborative engagement
- Focus on client objectives and challenges to deliver tailored solutions

Centralized Artifact Management

- All BD, Capture, and Solution artifacts are captured and shared using Jai Workbooks
- Ensures all development actions directly support a final, winning proposal

Accelerated Development with JaiAI

- Creates efficiencies by using JaiAI capabilities built into the workbooks
- Automatically generates GenAI queries to rapidly create and refine artifacts

Strategic Alignment & "Shifting Left"

- Aligns artifact development to draft and final solicitation documents
- Enables shifting left of BD, Capture, and Solution development activities for earlier readiness



The Scenario: Quantum Computing

Exploring the Quantum Computing Threat to Cybersecurity

- A real-world example to illustrate key concepts
- Addresses the challenges of post-quantum cryptography
- Explores developing secure solutions for government agencies



Generative AI (GenAI)

- Using GenAI to improve efficiency and creativity across all phases of the Jai Model

Security and Ethics

- Ensuring data security and ethical considerations

Leveraging JaiAI

- Automating artifact creation and enhancing refinement with JaiAI capabilities embedded in the Jai BD-Capture and Solution Development workbooks
- JaiAI automatically generates GenAI queries based on the structured concepts within the Jai Model to ensure accurate artifact creation and refinement



Who Should Attend?

- Solution Architects
- Business Developers
- Capture Managers
- Program Managers
- Proposal Managers



What You Will Learn

- Understand the Jai Model and its key principles
- Develop client-centric solutions that address complex needs
- Effectively collaborate with BD, Capture, Solution, and Proposal teams
- Leverage GenAI responsibly in the solution development process
- Use of the Jai workbooks with JaiAI
- Increase understanding of quantum computing



Elevate Your Career Today

- **Invest in your growth:** Advance your BD, Capture, or Solution Architect career with professional development
- **Flexible training:** Choose from on-site or remote options
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