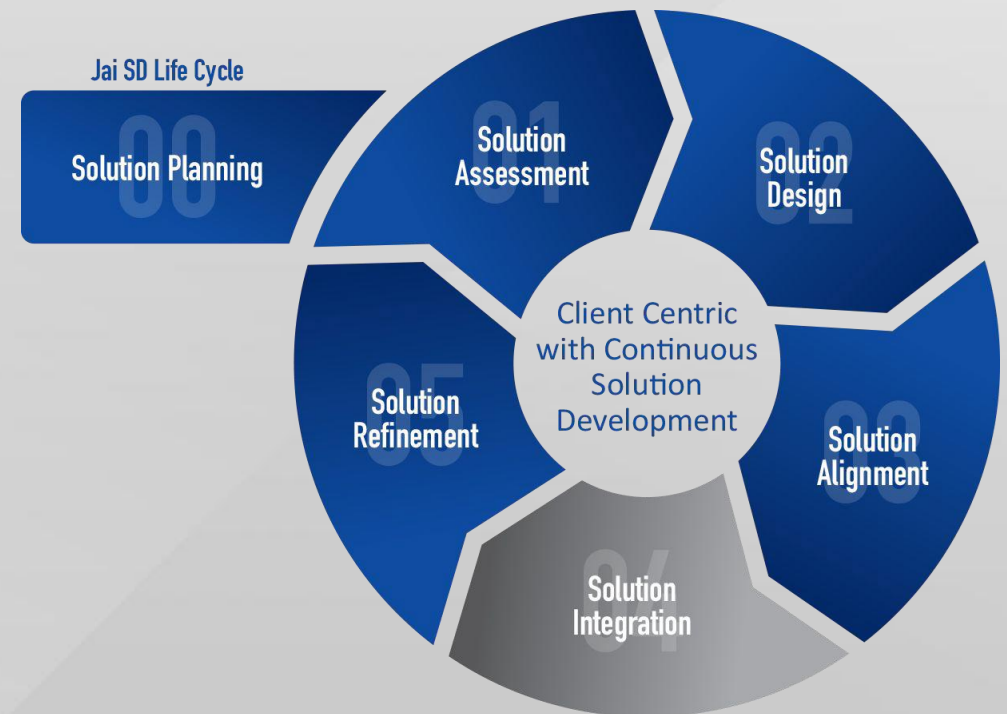




THE JAI MODEL: A DISCIPLINED, AI-ENABLED PATH TO WINNING

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Jai Solutions, LLC





THE CHALLENGE FACING BD, CAPTURE, SOLUTIONING, AND PROPOSALS

FEDERAL ACQUISITION STRATEGIES ARE EVOLVING

Changes to the FAR and acquisition policy are driving faster timelines, modular releases, and earlier industry engagement—requiring rapid, informed, and disciplined responses

POLICY AND BUDGET SHIFTS ARE INCREASING COMPETITION

Recent changes (e.g., DOGE-driven efficiency mandates) are reshaping acquisition strategies and increasing competition

INCONSISTENT EXECUTION UNDERMINES WINS

BD, capture, solution, and proposal teams often rely on individual experience, resulting in uneven quality and rework

EFFICIENCY IS NOW A REQUIREMENT

Your competitors are using GenAI to accelerate analysis, content development, and solution refinement—raising the bar for speed and quality

RIGOR THAT ENHANCES WHAT ALREADY WORKS

The need is not to replace the BD lifecycle, but to strengthen it with repeatable discipline, rapid adaptability, and responsible AI integration



The Jai Model provides a disciplined, AI-enabled framework that delivers consistent, agile, and competitive execution across the entire BD lifecycle.



INTRODUCING THE JAI MODEL

SHIPLEY-ALIGNED AND LIFECYCLE FLEXIBLE

Aligns to any variation of the Shipley BD lifecycle, adapting seamlessly to opportunity size, complexity, and customer approach

SOLICITATION-DRIVEN EXECUTION

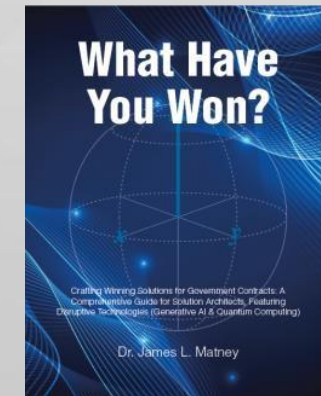
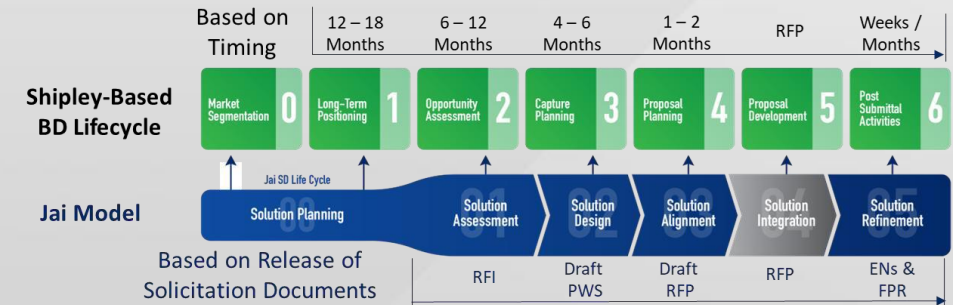
Orchestrated around the release of solicitation documents—rather than a fixed RFP date—to ensure timely, informed execution

ARTIFACT-CENTERED RIGOR

Adds discipline by clearly defining who produces what artifacts, when they are created, and how they are used throughout the lifecycle

PROVEN, WIN-FOCUSED FRAMEWORK

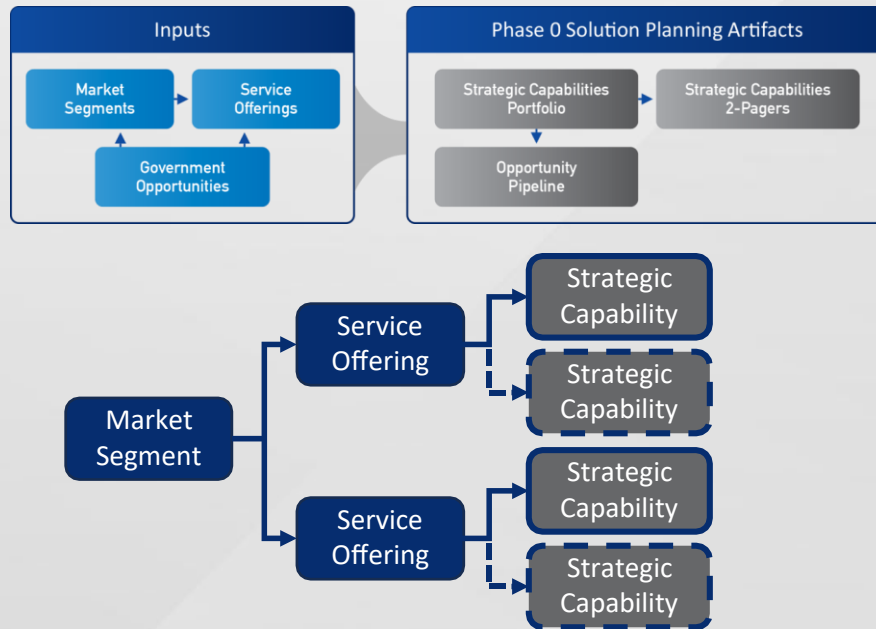
Built on the proven methodology from What Have You Won?, translating capture strategy and solution development into repeatable execution



An integrated BD and Jai Solution Development Life Cycle® that drives consistent, client-centric solutions, guided by BD, Capture and Solution Architect (SA) leadership for efficiency, adaptability, and increased wins!



PHASE 0: SOLUTION PLANNING



2-Pagers transform complex capabilities into clear, proposal-ready artifacts that accelerate solutioning and strengthen competitiveness.

WHO

CTO, BDs, and Solution Architects (SAs)

WHAT

- CTO: Identify Market Segments and Service Offerings
- BD: Build a Pipeline that aligns capabilities to Opportunities
- CTO/SAs: Design Strategic Capabilities that differentiate the company from the competition
- CTO/SAs: Develop 2-Pagers for each Strategic Capability to support Solution Development

WHEN

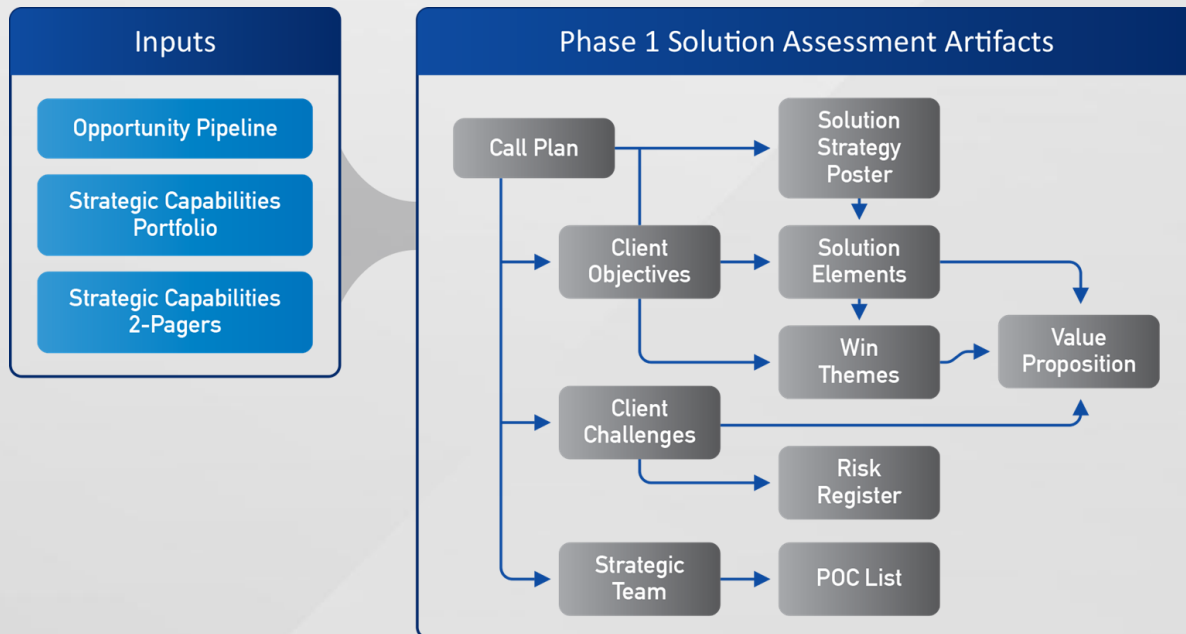
On-going with annual reviews

HOW

Jai 2-Pager Template (Introduction, Graphic, Description of Key Phases | Steps | Components; Features and Benefits, Proof Points, and Risks and Mitigations)



PHASE 1: SOLUTION ASSESSMENT



Deeply understand the client's opportunity and align it with your organization's strengths.

WHO

BD with SA Support

WHAT

- BD: Build Call Plan, shape opportunity, and engage Client for Objectives and Challenges
- SA: Identify applicable Strategic Capabilities and develop Strategy Poster; engage client and integrate feedback to develop Solution Elements
- BD: Build a Win Strategy (Win Themes, Risks, Value Proposition, and Competitive Team) and get opportunity qualified for pursuit

WHEN

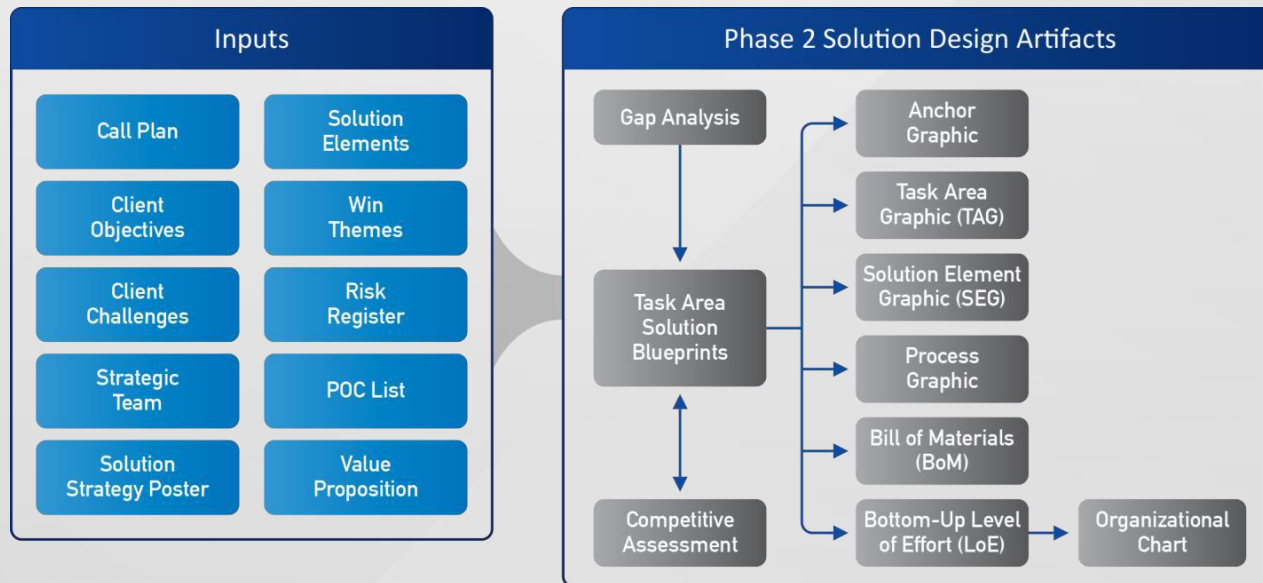
Prior to the release of draft solicitation documents

HOW

- BD Sprints
- Jai BD-Capture Workbook
- Solution Strategy Poster



PHASE 2: SOLUTION DESIGN



Capture Manager and Lead SA work together to develop a differentiating and innovative solution that effectively addresses the client's objectives and challenges.

WHO

Capture Manager, Lead Solution Architect (Lead SA)

WHAT

- CM: Refine Win Strategy and BD-Capture artifacts
- CM/Lead SA: Engage Client, conduct a Gap Analysis, and Competitive Assessment
- Lead SA: Design the solution based on Client feedback across all Task Areas, build graphics; build LoE-BoE-BoM

WHEN

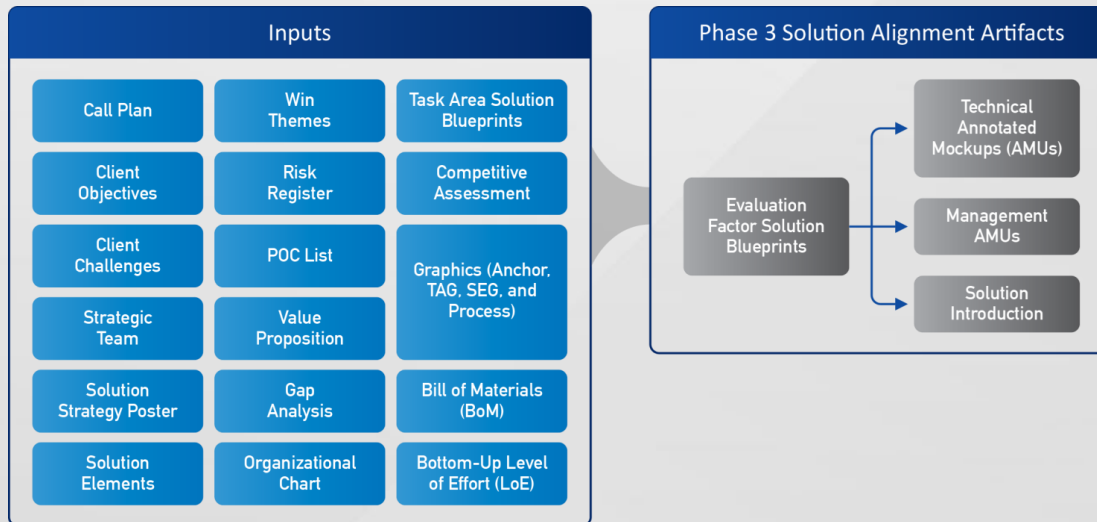
Once qualified and after the release of the draft solicitation documents (e.g., Draft PWS/SOW)

HOW

- Capture Sprints, Solution Sprints
- Jai Workbooks (BD-Capture, Solution Blueprint, Gap Analysis, LoE-BoE-BoM, Competitive Assessment)



PHASE 3: SOLUTION ALIGNMENT



WHO

Capture Manager, Lead SA, Proposal Manager

WHAT

- CM/Lead SA: Refine Capture and Solution Artifacts
- Proposal Manager: Create Proposal Template based on Instructions and Eval Criteria
- Lead SA: Create Annotated Mockups (AMUs) for all Task Areas;
- CM/Lead SA: Create Solution Introduction / Executive Summary

WHEN

Release of the draft RFP (e.g., Instructions and Eval Criteria)

HOW

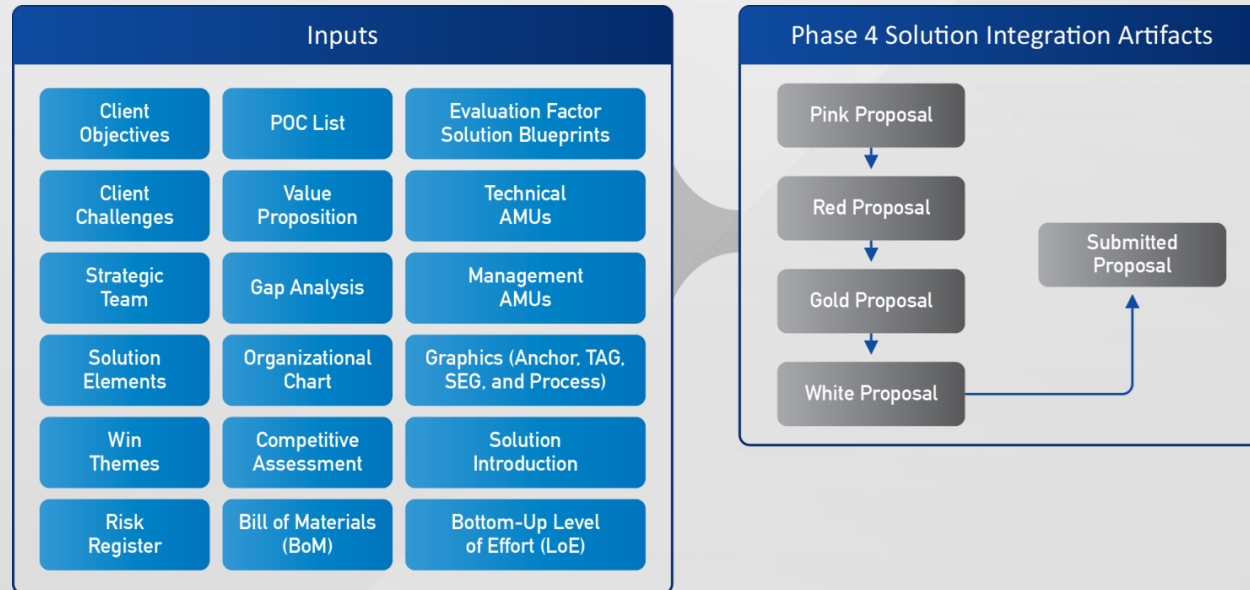
- Capture Sprints, Solution Sprints
- Jai Workbooks (BD-Capture, Solution Blueprint)

Annotated Mockups (AMUs): 5 Core Elements

- Introduction
- Approach (with graphics)
- Strengths (Features, Benefits, Proof Points)
- Risks & Mitigations
- Win Themes



PHASE 4: SOLUTION INTEGRATION



Culmination of BD, Capture, and Solution sprints, unifying artifacts, pricing, and narrative culminates into a compliant, differentiated proposal.

WHO

CM, Lead SA, Proposal Manager

WHAT

- CM/Lead SA: Refine Capture and Solution Artifacts
- Lead SA: Create draft color versions of the proposal using the requirements-based AMUs; recover each based on feedback
- Lead SA: Update LoE-BoE-BoM to meet target Price to Win (pWin)
- Proposal Manager: Lead proposal development from Pink to White to submittal

WHEN

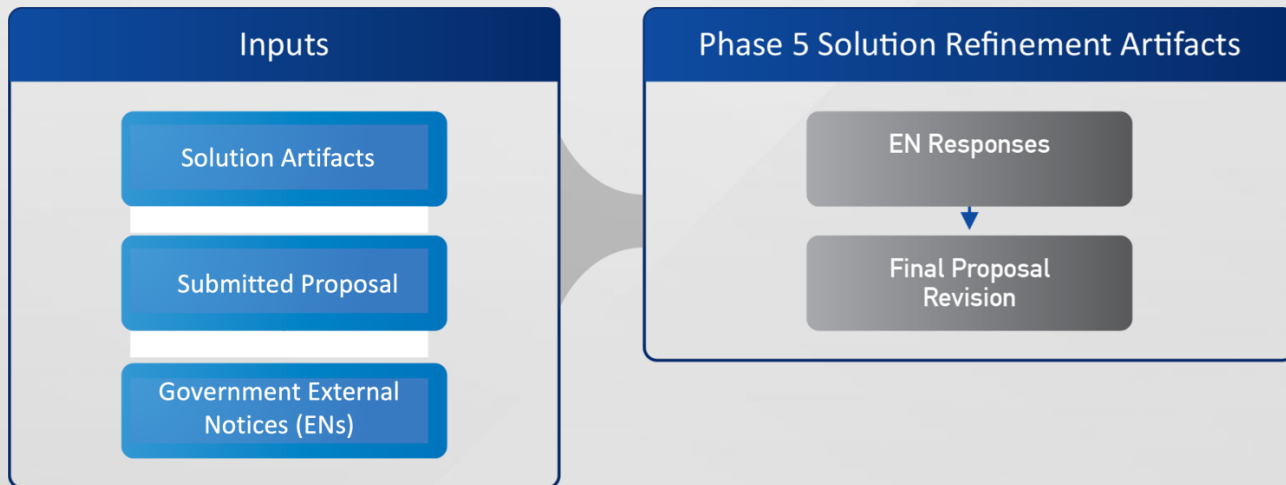
Release of the final RFP

HOW

- Color Team Reviews
- Jai Workbooks (BD-Capture, Solution Blueprint, LoE-BoE-BoM, Written Proposal, Oral Presentation)



PHASE 5: SOLUTION REFINEMENT



Capitalizes on post-submission feedback, refining the solution, strengthening differentiation, and positioning the team for successful written and oral responses.

WHO

CM, Lead SA, Proposal Manager

WHAT

- CM/Lead SA: Refine and update Solution and Proposal
- CM/Lead SA: Review, plan, and create Government Evaluation Notice (EN) Responses
- CM/Lead SA/Proposal Manager: Create Final Proposal Revision (FPR); prepare execution/delivery team
- All: Capture lessons learned

WHEN

- Receipt of Government ENs and questions

HOW

- Submitted Proposal
- Jai Workbooks (Written Proposal, Oral Presentation)

QUESTIONS?



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INNOVATE. DISRUPT. WIN!