

## About Us

Praxxs LLC, formerly Limerick Consulting Group LLC, combines practical experience with proven industry-based techniques to offer superior consulting services for small, medium and large businesses who want to win new revenue. Our primary focus is on winning new business with federal and foreign government agencies that matters most to our clients.

## What We Do

Praxxs LLC offers full-service business strategy, pipeline optimization, capture management, proposal development, and business development consulting services for small, medium and large businesses seeking to acquire new revenue. Our primary focus is on winning new business with federal and foreign government agencies. Our services include:

- BD Strategy
- Pipeline Optimization
- Capture Management
- Proposal Management
- Consulting

The Praxxs team features senior, seasoned professionals with Fortune 100 business development, operations and program management credentials. Our team members have grown annual business revenues from hundreds of thousands of dollars to hundreds of millions, as well as from billions of dollars to tens of billions.

## BD Strategy

We develop a wide variety of business development strategies, including:

- Organizational restructuring and operational delivery model alternatives to increase ability to adapt to changing market conditions
- Harmonizing industry best practices with corporate legacy business development and capture capabilities
- Mentoring and training business development and capture professionals
- Developing market penetrations strategies for both domestic and foreign markets
- Penetrating market “white space” via holistic campaigns that include strategic alliances, acquisitions, key hires, organic development, R&D, and product investment
- Optimizing business development pipelines by road mapping opportunities to Government initiatives; enhancing key market positioning; and productizing investments in emerging technologies as a means of achieving and exceeding corporate growth targets and market penetration.



## **Pipeline Optimization**

Praxxs works closely with our clients' leadership teams to develop a customized and optimized growth strategy through pipeline optimization. The strategy includes a well-defined pipeline of targeted opportunities, a harmonized set of business development processes and tempo, and a suite of growth initiatives to accelerate our clients' ability to win new business.



We perform pipeline optimization by road mapping opportunities to agency initiatives; enhancing key market positioning; and productizing investments in emerging technologies as a means of achieving and exceeding corporate growth targets and market penetration. The purpose of pipeline optimization is to provide a targeted pipeline of opportunities by aligning our identified strategic and tactical opportunities with our client's business objectives, their capabilities, and their resources. The ultimate objective is to increase our clients' growth rates and revenues.

## **Capture and Proposal Management**

The Praxxs team has competently led capture and proposal efforts to win contracts with nearly all federal executive branch and agency customers; has experience with numerous large federal acquisition vehicles; has managed foreign military sales and direct commercial sales both domestically and internationally. We have experience with small contracts and task orders with a few million dollars' value to government wide acquisition contracts worth tens of billions.



Our business unit customers' business development, capture, and proposal teams expect us to assert the leadership and provide the essential business development expertise, at times with little or no runway. We have successfully managed large, complex cross-functional international capture and proposal teams in multi-disciplinary efforts under scenarios where more than 20 subcontractors have participated in the bid team.

## ***Federal Agencies***

- Department of Agriculture, Forest Service, APHIS, FSA
- Department of Commerce, USPTO, NOAA, NWS
- Department of Defense, Army, Air Force, Navy, Marines, Coast Guard, DIA, NGA, NSA
- Department of Energy, NRC, FERC
- Department of Health and Human Services, CDC, FDA, NIH
- Department of Homeland Security, CBP, FEMA, HQ, ICE, TSA, USCIS
- Department of Interior, NPS
- Department of Justice, FBI, USMS
- Department of State
- Department of Transportation, FAA, FMCSA
- Department of Treasury, IRS
- Department of Veterans Affairs
- Central Intelligence Agency
- Federal Deposit Insurance Corporation
- General Services Administration
- National Aeronautics and Space Administration
- Securities and Exchange Commission
- United States Postal Service

We have also led capture and proposal efforts to win foreign government contracts, both foreign military sales and direct commercial sales, to governments and agencies including:

## ***Federal Acquisition Vehicles***

- ADNET PLUS
- Alliant
- BETSS-C
- CIO-SP3
- DISA-ONE
- Eagle
- FirstSource
- INTEL-FS
- NETWORKX
- OASIS
- OPETS
- PASS
- R2-3G
- RAMP
- RESULTS
- ROSS
- Seaport-E
- SEWP
- SITE
- TIPSS
- Vanguard

Our team has extensive experience with many federal acquisition vehicles, including GWACs, IDIQs, and small business set aside contracts ranging from firm fixed price (FFP), cost plus fixed free (CPFF), best value (BV), and least price technically acceptable (LPTA). Each type requires slightly different win strategies and proposal techniques. Praxxs brings this experience to help you win.

## ***International***

- Iraq
- North Atlantic Treaty Organization
- Oman
- Poland
- Saudi Arabia
- United Kingdom

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## **Consulting**

Our experienced senior consultants are former executives who understand the federal marketplace, customer needs, and how to differentiate a product in an increasing competitive marketplace. In addition to helping clients to develop a plan, we help them execute it. Our domestic and international business development market area experience includes:



- Information technology (IT) including cybersecurity
- Telecommunications
- Intelligence community
- Financial services
- Training and mentoring
- Program management
- Chemical, biological, radiological, nuclear, and explosives
- Aviation including manned and unmanned
- Border security
- Geospatial
- Law enforcement
- Weapons systems and command, control, communications, computers, intelligence, surveillance, and reconnaissance (C4ISR)

Please contact us to better understand how we can assist you with your important business development needs.

[www.praxxs.com](http://www.praxxs.com)

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