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**About isiFederal, LLC**

Established in 2009, isiFederal’s mission is to provide professional representation and federal sales support to small and medium businesses looking to grow their federal business. Strategically located within the DC/MD/VA corridor, isiFederal’s exceptional team of federal sales experts along with its building block approach provides companies with the knowledgeable resources they need to understand and effectively grow federal business.



**People Buy From  
People They Like**  
**Our Job:**  
**Find Them  
Get Them to Like You**

**Core Competencies**

- Federal Market Intelligence
- DC Representation
- Inside/Outside Sale Support
- Marketing Strategy Development
- Bid Tracking & Proposal Management
- Meeting Scheduling and Follow-up

**Other Services**

- Contract Vehicle Development (IDIQ, BPA, GWAC)
- Federal Capabilities Statement Development
- Federal Marketing Materials Development
- Presentation Development
- Strategic Partnership Research and Advice
- Federal Sales Team Training and Development
- Solicited/Unsolicited Proposal Development
- White Paper Development and Marketing

**Proprietary Tools and Processes**

- GovBrief – Briefing Hosting
- GovContacts Market Research Engine
- QuikFuse™ – GSA eBuy Monitoring
- GSA.bid – Bid Pricing and Submission Service
- Spec Breaker™ - Equivalent Product Engine
- LIMRIC™ - Relationship Development Process
- GSAdirect - GSAadvantage Marketing



**Success Story**

In late 2015 innowake™, a provider of mainframe refactoring technology, had no federal business, no contacts and no relevant federal past performance. Utilizing proprietary Market Essentials research, isiFederal developed a top down strategy, gained access to the US CIO, leveraged a “draft” whitepaper approach, gained exposure to a major prime and drew six CIO Council members and a staff to an onsite demonstration at the company’s HQ in Austin. Result: roll out of several pilot programs with \$100M+ in long term commitments and acquisition by Deloitte™.

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