

# Building Better Business Ecosystems



## Bid Targeting System (BTS) supports growing jobs through partnership and collaboration.

The Bid Targeting System (BTS) knows where businesses will succeed. Let BTS help you connect your companies to the right partnerships and steer your businesses where they want it to go.



Make more informed business decisions



Save time and money in pursuit of federal bids



Leverage business intelligence to prioritize opportunities



Uncover strategies to win more contracts

## BID TARGETING SYSTEM (BTS)

BTS is an economic gardening tool designed for Michigan businesses to promote job retention and growth by helping Economic Developers make the right business connections and assist companies in their pursuit of government contracts with federal agencies like the Department of Defense (DoD), Department of Homeland Security (DHS), and many more.



This is what organizations are saying about BTS:

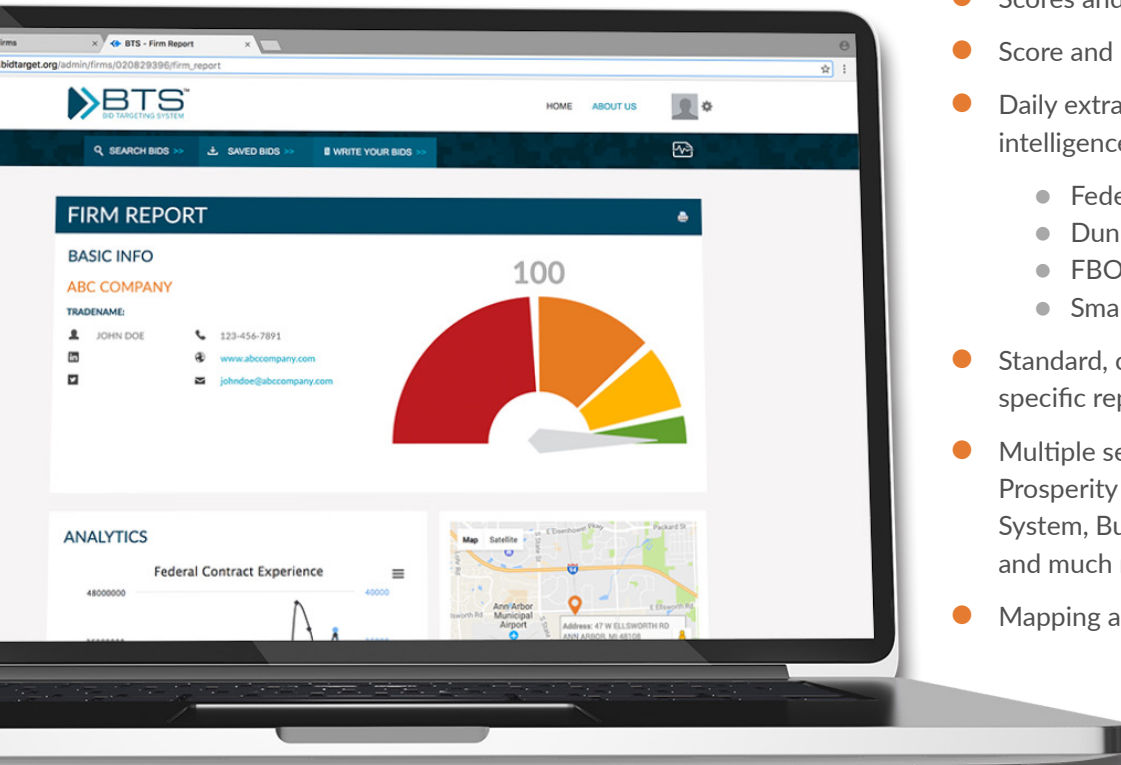
*BTS is a game changer for small companies. A powerful online tool that racks and stacks the best opportunities for your company.*

*BTS is a predicative analytics tools that can help companies save time, save money and grow their company by prioritizing and pursuing the right partnerships.*



## FEATURES

- Scores and ranks prospective business clients
- Score and rank top bid opportunities
- Daily extraction & integration of business intelligence from:
  - Federal Payment Data System
  - Dun & Bradstreet
  - FBO Federal Business Opportunities
  - Small Business Administration
- Standard, custom, and company specific reports
- Multiple search features: NAICS, Firm Name, Prosperity Region, SBA Program, Quality System, Business Size, Number of Employees, and much more
- Mapping and visualization of economic assets



## BENEFITS

- Save time & money for companies seeking to diversify and win federal contracts
- Prioritize and target top prospective firms to grow client base
- Firm reports provide a support tool for client counseling sessions
- Leverage competitive intelligence collectively gathered for all firms
- Ability to customize strategies to improve Firm Score and grow business
- More informed business decision-making on pursuing federal opportunities
- Understand financial ecosystem from state, region, local level
- Understand power of new potential relationships

