

Growing Your Defense Business with a Proven Capture Partner



Driving Your Success in the Competitive Defense Landscape

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Your Roadmap to Winning More Defense Business

- **Who We Are and What Drives Us**
Our foundation and mission in the defense sector
- **Our Expertise in Action**
Core capabilities that drive mission success
- **Flexible Partnerships That Work for You**
Engagement models tailored to your specific needs
- **Connecting with Our Leadership**
Meet the strategic mind behind WINMARK
- **Our Proven Path to Your Success**
The methodology that delivers results



Your Dedicated Partner in the Defense Sector



Strategically Positioned

Registered in the state of Michigan since 2019.

Sales Office

Client-focused office in Sterling Heights, Michigan, deeply embedded in the defense community.



Our Mission

Committed to improving clients' win rates through expert, tailored business development strategies for the defense industry.



Core Capabilities Driving Your Mission Success

01

Market Research & Segmentation

Conducts detailed market research and segmentation analysis to identify key opportunities and target segments for client growth.

02

Customer Engagement

Facilitates ongoing customer engagement to build relationships, gather insights, and strengthen client positioning in the defense market.

03

Opportunity Assessment

Evaluates potential business opportunities to prioritize and focus efforts on the most promising contracts and projects.

04

Capture Management & Planning

Develops and manages capture plans to strategically position clients for winning contracts through disciplined pursuit processes.

05

Proposal Planning & Development

Leads proposal planning, development, and review to ensure high-quality, compliant submissions that align with client strengths.

06

Proposal Reviews & Submission

Conducts thorough proposal reviews and manages timely submission processes to maximize competitive advantage.

Technology Focus Areas



Power and Mobility Systems

Design and development of advanced powertrain architectures and mobility systems to enhance operational efficiency and tactical performance.



Survivability and Lethality

Technologies focused on improving system survivability and lethality to maximize mission success and force protection.



Electrification and Energy Storage

Innovative solutions in electrification technologies and energy storage systems that improve sustainability and extend mission endurance.



Physics-Based Modeling and Simulation

Integrated physics-based modeling and advanced simulation techniques to accurately predict system performance, optimize design, and validate capabilities under realistic conditions.



Robotics, Autonomy and AI

Cutting-edge robotics and autonomous systems combined with artificial intelligence to enhance situational awareness and support effective decision-making.





Flexible Engagement Models



Project-Based Contract

Achieve specific goals with well-defined scope, timelines, and measurable outcomes.



Straight Billable Time

Services billed by the hour, offering transparency and flexibility.



Monthly Fee

Secure ongoing strategic support with predictable budgeting and continuous engagement.



Hybrid: Fee + Commission

Align incentives for success with a model that rewards performance with business won.



Meet Your Strategic Lead: Mark Pickett



With over 30 years of deep professional experience, Mark Pickett, President of WINMARK, is your dedicated leadership contact. He personally ensures your business development and client engagement needs are met with strategic insight and a relentless focus on results.

Mark's leadership is the driving force behind WINMARK's collaborative, results-oriented approach. He's committed to helping clients like you achieve ambitious growth objectives in the defense industry through expert guidance and unwavering support.

Connect with Mark directly to discuss your strategic goals:

mark@winmark-solutions.com

231-313-4310



Our Proven 3-Step Approach



Collaborative Discovery

Deeply Understanding Your Goals. We partner closely to define your unique growth objectives and critical business development needs.



Alignment on Capabilities

Leveraging Your Core Strengths: We assess and align your strengths with targeted opportunities.



Pipeline Development

Building a Robust Win Strategy: We leverage best practices to build a qualified opportunity pipeline to maximize your win rates.



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Your WINMARK Advantage: The Keys to Our Shared Success



Transparency

Open communication and clear reporting to ensure you are always informed, confident, and in control.



Proven Processes

Maximize win rates with established, repeatable methodologies consistently delivering significant results.



Industry Knowledge

Leverage deep understanding of the defense industry and market dynamics to tailor strategies that align with your goals.



Dedicated Mentorship

Build your team's capabilities and empower them with professional guidance, best practices and business development skills.



Shipley Trained Expertise

Benefit from disciplined business develop execution, capture management, and proposal development.



Experience and Trust

Build success with a team you can trust.

Your Success is Our Mission: Let's Achieve It Together

- **Understand Your Challenges.** Focus on your unique defense sector needs.
- **Develop Customer Strategies.** Comprehensive research and expert capture management.
- **Deliver Measurable Results.** Improved win rates and sustainable growth.

We are ready to be your trusted partner in navigating government contracting complexities and delivering impactful outcomes aligned with your strategic objectives in defense.

Ready to Elevate Your Defense Wins? Contact Mark Pickett Today:

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