

## AWARENESS VIDEO

**Video Length:** 1 minute and 31 Seconds

**Video Type:** Awareness Video

**Video Purpose:** To educate Government and Large Business partners of the value of qualified small businesses to augment innovation and affordability within their programs by leveraging SBIRs, RIFs, ATI's and OTAs.

**Video Goal:** To leverage these tools as a way for CFI to building and/or strengthen customer relationships with DoD program stakeholders.

**Target Audience:** DoD Program Managers

**Video Key Takeaways:**

- Acquisition Reform is around the corner. Efficiencies in time and cost are driving reforms? Advanced, modernized weapon systems are a required result.
- By partnering with a non-traditional defense contractor (NDC) like CohesionForce, winning weapon system prototype solicitations is one step closer.
- Look for a non government contractor that has a passion for innovation and owner experience working closely with DoD stakeholders and engineers.

**Call to Action:** *WE SUPPORT OUR DoD CUSTOMERS  
AND PRIME PARTNERS  
Innovation...when it matters.  
Come... Meet our Team of Innovators.*

Line One

Line Two

Line Three

**Voice Characteristics:** Male - informative and business

**PowToon Characters:** The Office

Scene	Time	Visual	Audio	Sound effect
<p style="text-align: center; color: red;">The overall tone of this video should be informative and business like Background music will be light and rhythmic</p>				
1	0:00	THAAD Missile Launch with CFI Logo fading in on top.		Missile Sound
	0:00	Fade to solid screen with fade in of MDA & other 4 service's Logos. (One the word "Developing" slide logo to top left and shrink size) pull down quote from Secretary of Defense James Mattis, January 19, 2018 National Defense Strategy, "The Department of Defense... [is] emerging from a period of strategic atrophy, aware that our competitive military advantage has been eroding." Summary of 2018 National Defense Strategy	For the D-O-D and large prime contractors, developing new, modernized weapon systems is a constant challenge.	
2	0:06	Quote is pulled down off screen while the background changes to show sun rising from the right and setting to the left. A rocket is pushed into the center of the screen on the word "Weapons". On capabilities the rock moves upward and off screen.	Every day, they develop (slight pause) test (slight pause) and field complex systems that support the defense capabilities of U -S Joint Forces.	At sentence use rocket launch sound in conjunction

3	0:12	Swipe clean previous screen. Slide in 1 business characters from the left.
4	0:14	(Pull down from top to the right of the characters) "The 2018 portfolio consists of 82 programs that will cost \$1.69 trillion to acquire. This portfolio has four fewer programs than last year's portfolio, but will require more money than any portfolio from the prior six years." GAO Report, Weapon System Annual Assessment, May 2019
5	0:25	
6	0:31	Pull down, off screen previous quote and pull down from the top a scale two boxes - one marked "Increase Program Investment" and one marked "Program Curtailment". Pop in balloon comment from character "HMMM...Should I choose this one or that one?"
7	0:38	(Fade in a background of soft image of middle east US troops) Pull down off page last boxes and pop remove captions and pull down from the top of the page - <b><u>Decreased Weapons Systems Modernization Due To: (bullets of) Rapid Technological Change, Adversarial Operating Domains, and Armed Conflict's Impact on</u></b>
9	0:47	Fade out last text and pop in a <b>large question mark within and comment balloon.</b>
9	0:50	Pop out question mark. Pop in <b>"I wonder?"</b>
10	0:56	Fade out comment balloon. Drop down from the top (to the right of the characters - Front-end Research and Development tools: (then bullet the following) Small Business Innovation Research Program (SBIR), Rapid Innovation Fund (RIF), Broad Agency Announcement (BAA), and Other Transaction Authority (OTA).
11	1:07	Have character nod up and down ( or something similar). On the word "like" Slide CFI logo over bulleted text as it fades out.

This is particularly true for Program Managers.

But they have a big problem. Due to the longest armed conflict in our nation's history (**slight pause**) and congressional pressure to control costs (**slight pause**) the D-O-D has focused new capability investment on existing programs.

As a result, P-M's are managing a portfolio that is smaller, older, expensive and far from modernized.

Today, their best option is a process of near-term costs, schedules, and performance. But this can lead to choosing between program investment or program curtailment. (1 second pause)

With rapid technology advancement and the impact of past conflicts on current readiness, the delay of weapon system modernization will continue.

If only there was a better way to get advanced capabilities (**slight pause**) on time (**slight pause**) and on budget.

But how do you balance the discipline required to advance major systems (**slight pause**) with the agility to respond more quickly to change?

**(Stated like a question)** The answer? (**slight pause**) research, development and prototype programs like...Small Business Innovative Research, the Rapid Innovation Fund, Broad Agency Announcements, and Other Transaction Authorities.

With these tools, P-M's can work directly with innovative, non-traditional defense contractors... like CohesionForce.

12	1:13	On the word "one" slide in from the right a 2nd character (place below the CFI logo. Below new character place text: <b>Exceptional MDA Weapon System Experience.</b>	But not all defense contractors are equal. The right choice will have practical insight into emerging commercial technology and discriminating experience with weapon system development and modernization.
13	1:23	(one the word together) Slide characters together and Slide in MDA logo from the left.	With that type of partner, P-M's can develop innovative, modernized solutions that sharpen the competitive edge of U-S Joint Forces.
14	1:31	Fade out all but CFI Logo (Enlarge Logo and position to work with the words: WE SUPPORT OUR DoD CUSTOMERS AND PRIME PARTNERS (line 1), People. Process. Innovation...when it matters (Line 2), Come... Meet our Team of Innovators. (line 3)	(music only that fades away)

## CONSIDERATION VIDEO

**Video Length:** 43 Seconds

**Video Type:** Consideration Video

their DoD customers.

**Video Goal:** To leverage CFI's engineers and program management leadership as key participant for customer capability development.

**Target Audience:** Prime Contractor Capture Management Team and DoD stakeholders

**Video Key Takeaways:**

- CFI has Deep domain knowledge and software development and engineering on DoD weapons programs.
- There is value having CFI's owner strategize on the technical development of any new or expanding weapon system.
- CFI delivers mission critical solutions for our partners and joint customers.

**Call to Action:**

*WE SUPPORT OUR PRIME PARTNERS*

Line One

AND DoD Customers

With great problem solving...when it matters.

Line Two

*Come.... Meet Our Problem Solvers.*

Line Three

**Voice Characteristics:** Male - informative but upbeat business

**Powtoon Characters:** The Office

Scene	Time	Visual	Audio
<b>The overall tone of this video is upbeat and informative</b> <b>Background music will be light and rythmical</b>			
0		White Screen - CohesionForce logo twirls in and centers on screen	
1	0:00	Logo swipes out the left and "proud" Character slides in from the right and stops on left side of screen.	Congratulations! Your capture management team has done a great job.

2	0:04	On "DoD" fade in on the left - Futuristic Warfighter/soldier image (to be created -- see Army future weapon system for ideas)	Your DoD customer has identified a needed capability and they understand the importance of key features that your team can provide.
3	0:12	Swipe out left side of screen and push up from the bottom in image of D-O-D- Building Image w/ Document sliding out of bottom (create - Pentagon Icon with RFP sliding out from the bottom).	All you must do now is wait for the solicitation to be released.
4	0:16	Swipe out left side of screen. On "And", show party atmosphere	<b>(Say like you are just remembering something important)</b> Ohhh <b>(Slight Pause)</b> And give yourselves a well deserved reward.
5	0:19	Swipe out left side of screen. On "Pulling" pull CFI logo down from the top. Slide in from the left and center above logo, "Technology Development Strategy Gurus".	Pulling CohesionForce into your management and technology strategy <b>(1 second Pause)</b> brilliant.
6	0:24	Fade behind CFI logo back ground image of CFI Contracted Technology (NEED TO CREATE FADE IN IMAGE)	Their experience on integrating technology into existing weapon systems <b>(1 second Pause)</b> invaluable.
7	0:31	Pop around Logo - mission critical problem statements "Hypersonic Defense", "Boost Phase Defense", "Space control", Directed Energy Defense"	Their understanding of your customer's mission critical problems <b>(1 second Pause)</b> indispensable.
8	0:37	Fade out problems and drape Logo with banner that reads "Unprecedented, Advanced Weapon Systems"	Now, your solution satisfy's more than the customer's requirements. It's advanced and unprecedented.
9	0:41		But it's not over yet... What's needed next is a winning proposal team.

11	0:43	Fade in CFI Logo and the words: WE SUPPORT OUR PRIME PARTNERS AND DOD CUSTOMERS (line 1), With great problem solving...when it matters. (Line 2), Come... Meet our Problem Solvers. (line 3)	(music only that fades away)
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## SELECTION VIDEO

**Video Length:** 26 Seconds

**Video Type:** Decision Video

**Video Purpose:** The Prime Capture Management Team has now decided on their strategy for a DoD weapon system proposal and is down selecting their subcontractors.

**Video Goal:** That CFI is the best choice for subcontractor on a weapon system proposal.

**Target Audience:** Prime Program Managers and DoD Program Managers

**Video Key Takeaways:**

- We **deliver mission critical solutions** for our partners, and **augment their teams with highly qualified engineers** working under their direction.
- We **reduce risk** by providing excellent past performance and a well-established financial structure.
- Our owners **drive the timely develop of weapon systems** by working closely with government engineers to perform ideation and a clear path forward.
- We **understand the federal acquisition process** and the importance of analyzing an RFP to provide **well-developed responses** that contribute to the **win strategy** of a team.

**Call to Action:**

*WE SUPPORT WARFIGHTER EFFORTS*

Line One

*Recruitment. Retention. Readiness...When it Matters.*

Line Two

*Come... Meet Our Leadership.*

Line Three

**Voice Characteristics:** Male business informative but upbeat

**Powtoon Characters:** The Office

Scene	Time	Visual	Audio
The overall tone of this video is upbeat and informative Background music will be light and motivational			

1	0:00	In the middle of the screen, the image of a female business person is hand rendered and the name Olivia is centered and written below her .	Meet Olivia ( Pause 1 Seconds). She's a Program Manager for a large prime contractor.
2	0:02	On the word "This", 3 business people slide in from the left and stop just short of Olivia. On "Missile" a Missile Defense Icon slides in from right to left and stops just right of Olivia.	This is her team ( <b>1 second pause</b> ). They're working on a proposal for a new D-O-D weapon system.
3	0:05	Missile Defense Icon exits to the right. Olivia and team move to the center of the page.	They're confident that their win strategy is on target with D-O-D objectives ( <b>slight pause</b> ) but their success hinges on partnering with a reputable, small business that adds value to their proposal.
4	0:15	Olivia's team exits left and Olivia slides to the left of the screen. On the word "Cohesionforce" the Cohesionforce Logo drops down from the top.	That's where CohesionForce comes in.
5	0:16	Olivia fades away, and CFI's logo remains in place with key words (fading in and out around the logo) (in different colors and sizes - same font): RFP Analysis, Well-Developed Responses, Increased Team Agility.	We understand the federal acquisition process and our team can analyze an R-F-P and provide well-developed responses that reduce cost, decrease risk, and increase team agility.
6	0:26	Logo slides upward and the phrase "DoD Past Performance" fades in under the logo keyed on the word "our" followed by the fading in of the phrase "Satisfies Solicitation Requirements".	With over 20 years of D-O-D weapon system, past performance, CohesionForce will help Olivia's team meet the solicitation's performance criteria.



7	0:28	Fade out previous screen and fade in a background image of DoD warfighters.	Now, Olivia has a strong small business partner that will augment her program with highly qualified engineers working under her direction. Together, they will create a winning proposal for their customer.
8	0:29	Fade in the words (Line One All Caps) We Support Warfighter Efforts, (Line Two Sentence Case) Recruitment. Retention. Readiness...when it matters. (Line Three Sentence Case) Come... Meet our Leadership. and CFI Logo	<i>(Music continues and fads out)</i>