

# Ceres Environmental, Inc.

## “Best-in-Class” Proposal Development Project

Request for Proposal  
Date XXXX, 2008



PETERS WRITING SERVICES

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# Confidentiality and Point of Contact

## Confidentiality Statement

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The information contained in this document is meant for use only by the intended recipient. Acceptance or use of any of the information contained in the attached document indicates agreement to not disclose or otherwise make available to any person not employed by the intended recipient or to any other entity any of the information contained herein. Such information is for the sole purpose of evaluating the Ceres Environmental, Inc. "Best-in-class" proposal development project response and shall be disclosed only to those individuals employed by the intended recipient having a definite need to know.

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## Point of Contact

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The following Peters Writing Services, Inc. point of contact is authorized to respond to any correspondence from Ceres Environmental, Inc.

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# About the Company

## Why Choose Peters Writing Services

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- We maintain a 97% customer satisfaction rate throughout our 8 years in business.
- Selected “Small Business of the Year” by the Kansas Small Business Administration.
- You will work with a highly experienced proposal writer with a Fortune 500 background.
- Ceres Environmental, Inc. will own all of the intellectual property we create, which can be recycled for future proposals.
- We will complete your project on time and within budget.

## Small Business of the Year

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In 2005, Peters Writing Services was selected by the Small Business Development Center (SBDC) as the **Kansas Existing Small Business of the Year for Johnson County Region**, from a pool of hundreds of qualified businesses in the area. Our track record in customer care, writing excellence, and steady growth make us proud to be called one of the best-performing businesses chosen that year.

## The Government Proposal Writing Specialists

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Peters Writing Services specializes in writing government proposals and technical documentation used in proposals. We have extensive experience in analysis, strategy, and writing. Recent winning government and public sector proposals include:

| Entity                                    | Project Title   | Contract Amount  |
|---|---|--|
| US Department of Agriculture              | Long Term Storage and Logistics   | \$42,000,000   |
| US Army                                   | FIRST Program Facility Maintenance: Right to Bid on Individual Tasks Orders | \$1,000,000,000 (total value for all individual task orders) |
| US Army                                   | Base Facility Maintenance   | \$2,300,000  |
| Kansas Department of Commerce             | Biotechnology Simulation Software   | \$175,000  |
| New York State Office of General Services | Information Technology General Services Schedule                            | Open   |

## More About Us

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Peters Writing Services, Inc. was founded in 2001 and has seen steady year over year growth, including annual revenues ranging between \$120,000 to \$220,000 the past three years. Our typical client load at any one time includes 8-10 simultaneous projects with total dollar values of \$500 - \$30,000. Our goal is to service as many clients as possible, while keeping our project load small enough to provide the personal attention we have become known for.

Our current staff is made up of 7 full and part time employees with various proposal, marketing, curriculum, and graphic skill sets. All employees have a minimum of 5 years or expertise in their specific skill set, most having over 10 years experience. We currently have two designated project managers to service larger initiatives.

## Client References

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We pride ourselves on being a referral-based business. The clients below have agreed to field reference calls and share their working experiences with prospective clients.

**Client:** Accent Controls, Inc.  
**Location:** Parkville, MO  
**Service:** Developed winning proposal for US Department of Defense FIRST Program  
**Contact:** Jerry Janiak – Project Manager  
816-483-6330  
jjaniak@accentcontrols.com

**Client:** I Support Learning, Inc.  
**Location:** Olathe, KS  
**Service:** Developed winning proposal for Kansas Department of Commerce  
**Contact:** Travis Coffey – Vice President  
877-828-1216  
tcoffey@isupportlearning.com

**Client:** Cooper & Associates  
**Location:** Blue Springs, MO  
**Service:** Developed software service provider RFP  
**Contact:** Martin Cooper  
816-804-7534  
martin\_cooper@swbell.net

# Proposal Writing Experience

## Our Philosophy

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We specialize in writing “recyclable” proposals for our clients. Developing proposals and proposal inserts that can be reused for future efforts reduces costs and time required to develop future responses. We have analyzed and created RFPs and proposal responses for private industry, grants, and government contracts.

The Peters Writing Services process includes two phases:

- Phase I is a detailed analysis phase, where we outline the proposal response, key content messages, and major deliverables required to be successful.
- Phase II is the writing of the proposal and developing any required graphic content.

Our proposal experience ranges from 10-page small business proposals, to 700-page US government contract responses with a potential contract budget value of \$1 billion. Whether your needs are large or small, we are confident using our proposal services will improve your ability to win new contracts.

## Clients Love Our Detailed Proposals

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Past projects have included:

- **Accent Controls.** Parkville, Missouri. Wrote winning proposal for \$1 billion budget defense contract pre-approval. Designed and created US Department of Defense FIRST program proposal response for qualification as a prime sub contractor. The proposal included narrative, process flows, Visio diagrams and project plans required per the RFP.
- **Paris Bros.** Kansas City, Missouri. Wrote 700+ pages of food management procedures, curriculum, and government proposals to win \$23 million deal from USDA. Designed step-by-step QC and safety procedures for cold storage food warehouse, focusing on logistics and inventory management of temperature-sensitive foods.
- **Quality Maintenance.** Albuquerque, New Mexico. Analyzed and wrote 250-page proposal for small 8a facilities maintenance company, bidding on \$5 million maintenance for FBI training facility in Atlanta, Georgia. Contracting officer reported it was the best-written proposal they received, out of 12.
- **KCG, Inc.** Lenexa, Kansas. Developed 4 RFP's for projects totaling \$2.5 Million for software development, curriculum, and marketing. The RFP included performing a technical analysis of the software requirements and future business case for software sales.
- **Sprint.** Kansas City, Missouri. Created, updated, and maintained over 300 independent customer service procedures for phone support of VOIP customers. Managed master database of documents for version control. Designed procedure-based curriculum for MicroStrategy Advanced.
- **EDS.** Plano, Texas. Created over 100 new procedures for a variety of clients in the logistics and scheduling department for computer and network hardware and software, including step-by-step processes, Visio flow charts, and project management tools.

## Client Testimonials

“We hired Peters Writing Services to create a highly complex RFP proposal for us. Their level of service and integrity was exceptional. We used it to find a great vendor, and five out of the six vendors bidding on our project said it was the best, most detailed proposal they had ever seen.”

—**Martin Cooper**, Vice President of Pinnacle Technical Development, *KCG, Inc.*

“We were very, very pleased by the high quality of Peters Writing’s work on our government proposal. They were very professional, and did a great job working for us. We enjoyed working with them.”

—**Mary Janiak**, President, *Accent Controls, Inc.*

“You have been one of my all-time favorite vendors to work with—*ever*—because of your high level of professionalism and your customer focus. To me, many people can provide these types of services, but you do it in a level that far exceeds the competition.”

—**Angela Covey**, Managing Partner, *CVA Inc.*

“As always Peters Writing Services came through with a bang. Your staff continues to exceed my clients’ expectations, and I am grateful for that. You added what I thought we needed for the project planning portion of the proposal. I look forward to working with you more in the future as projects come up.”

—**Monty Rutherford**, Colorado Association of Manufacturing and Technology (CAMT)

“Peters Writing Services understands my focus, and turns it into written word for me. Their help was invaluable.”

—**Julia Shaw**, President, *Primo Professionals*

## Proposed Team Members

### Ryan Humrichouse – Project Manager and Senior Proposal Writer

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Ryan Humrichouse is a senior proposal writer, process analyst and project manager with 10+ years' experience in designing business processes, RFP and proposal response development and documenting customer system needs. His ability to analyze process workflow, while still speaking in easy-to-understand common language, makes him popular with clients.

Mr. Humrichouse has extensive expertise in documenting workflows, software system requirements, and project management. He has worked in several industries, including government services, telecommunications, financial markets, software development, and IT outsourcing.

His clients include a variety of Fortune 500 companies, such as Sprint, EDS, and IBM, as well as several smaller businesses. His degree in Business and Entrepreneurship from the University of Illinois gives him the flexibility to work with businesses of all sizes.

### Lisa Weeks – Senior Proposal Analyst and Technical Writer

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Lisa Weeks is a technical writer and proposal developer with 18 years' experience in a variety of industries. Working with government, manufacturing, and retail clients, she translates technical material for non-technical personnel, communicating clear and consistent specifications.

Ms. Weeks creates technical documentation for a wide variety of clients, including EDS, Sprint, Sabre, American Airlines, Paris Bros., Inc., and R. R. Donnelley & Sons. As a Project Manager at Communicolor and R.R. Donnelley & Sons, she created and delivered training focusing on quality improvement processes, safety and customer service. Her experience in a variety of industries allows her to design custom Quality Improvement and Safety manuals for small businesses.

Ms. Weeks also is a highly experienced government proposal analyst and writer. She has assisted clients in creating proposals for the US Department of Defense, US Army, US Navy and the US Army Corp of Engineers. Clients appreciate her ability to design and develop strategically thought out proposals. Combine this with her focused approach in managing short deadlines makes her a client favorite.

# Project Approach

Based on our initial review of the **Letter to Potential Vendors dated 1/17/08** and **Responses to Questions dated 1/21/08**, we propose the following project approach:

## Goals

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- Develop a proposal that is superior to competitor proposals
- Update and edit current proposal narrative to ensure prose reads easily and effectively while communicating Ceres Environmental as an industry leading with a superior service offering
- Update and create graphics inserts to ensure a visually exceptional proposal
- Develop all proposal artifacts so that individual sections, narratives and graphics can be easily reused and assembled to create customized proposals

## Deliverables

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1. Create a new “best-in-class” proposal between 200 – 400 pages in length, including all forms and attachments
2. Edit all proposal narrative
3. Update or create all required proposal graphics and insert them into the proposal
4. Deliver proposal file in MS Word and any graphic files in original program files for later reuse by Ceres Environmental, Inc.

## Timelines

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Expected timelines will be:

1. **Draft Proposal** – February 22, 2008
2. **Final Proposal and Other Files** – March 14, 2008

## Our Services

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- Develop a project plan
- Review past proposals and graphic elements for critical content
- Develop an updated proposal outline
- Interview SME's for additional content and strategic messages
- Create a new proposal response document in MS Word
- Edit current proposal narrative and create new narrative as required
- Edit or create new graphic and visual elements

## Assumptions

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- Client will provide past proposals, competitor samples, and examples of required graphic files
- Total proposal pages = 300 (average of 200-400 range), with 90% narrative and 10% graphic content
- Peters Writing Services will need access to client staff for analysis, messaging strategy, content interviews, and draft reviews
- Client will provide a customer side project manager

# Pricing and Agreements

## Estimated Pricing

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This estimate is based on the assumptions that the proposal and all attachments will be 300 pages in length with a 90/10 composition ratio of narrative versus graphic content. Final project pricing will require review of actual proposal materials to be updated by Peters Writing Services, a final agreement on estimated proposal page length within +/-10%, and final determination of total estimated pages designated as narrative or graphic.

Our initial estimate for this effort, including outlined assumptions, is **\$XXXXXX**. We will require an initial payment of 50% to initiate work.

## Travel

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It is highly recommended with a project of this scope be started with a 1 or 2 day face to face kickoff session with our two proposal writers during the first week of February. This is to ensure the project starts quickly by building key relationships and developing strong project momentum to meet the required delivery dates. Estimated travel expenses would likely be \$750 - \$1000 and would be paid by the client.

## Agreements

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Peters Writing Services, Inc. requires a signed working agreement and an initial prepayment of 50% to execute work on the project. Working agreement will be provided by Peters Writing Services, and can be modified by the client as needed.

## Intellectual Property Rights

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Ceres Environmental, Inc. owns all the intellectual property rights to all materials created by Peters Writing Services. Ceres Environmental, Inc. can recycle any of the content, templates, project plans, and key messaging for future proposals.

## Billing

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Additional billing terms will be solidified within the formal agreement.