EXECUTIVE CAPABILITY STATEMENT

The SP Group LLC

Defense funding and PPBE strategy for defense and federal contractors

BUSINESS STATUS
Certified Women-Owned Small Business (WOSB)

LOCATION
Southern Pines, North Carolina

PRINCIPAL
Heather Brown, Founder and Principal Advisor

CONTACT
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Who We Are

The SP Group closes two gaps for defense contractors. The first is the gap between what the warfighter needs and what a company's product delivers: we map the capability to the requirement, the program line, and the fiscal year that funds it. The second is the knowledge gap on PPBE and the POM: we teach leadership and BD teams how the resource cycle works, so they know where the money is, when it moves, and what to do before the budget is final. Every engagement is principal-led, fixed in scope, and built from public budget documents and the unclassified materials a client provides.

Core Capabilities

- **Funding-line mapping.** Trace a product or contract to the program element, budget account, and fiscal year that fund it.
- **Program and budget review simulation.** Stress-test one contract against the questions program and budget reviewers ask each fall.
- **Federal entry roadmaps.** 90-day traction plans that pair opportunity mapping, positioning, and a 24-month pursuit roadmap.
- **Ongoing funding-signal advisory.** Monthly reads on budget releases, markups, unfunded priorities, and POM signals.
- **PPBE education for BD teams.** Briefings, recurring series, and immersive workshops timed to the budget calendar.
- **Positioning artifacts.** White papers, information papers, opportunity maps, and capability statement reviews.

What Sets Us Apart

- **Principal-led.** One dedicated advisor with federal program and budget experience. No handoffs.
- **Fixed fee, fixed scope.** Defined packages and deliverables. You know the cost and outcome up front.
- **Non-representational.** Strategic advisory only. Not lobbying and not representation.
- **Public sources, unclassified.** Work is drawn from public documents and client-provided materials.

Who We Serve

CLIENT	TYPICAL NEED	WHERE WE START
Defense technology firms	Moving from prototype or pilot funding into a program line	90-Day Federal Traction Engagement
Established GovCon contractors	Protecting a current contract through the budget review cycle	Program and Budget Review Simulation
BD and capture teams	Building PPBE fluency so pipeline timing matches funding reality	Training and Education
Leadership teams and boards	A steady, principal-level read on funding signals	Executive or Enterprise Retainer

Principal

Heather Brown, Founder and Principal Advisor. Program and Budget Analyst, U.S. Special Operations Command, 2020 to 2023. Department of the Army civilian, 2023 to present. Founder of The SP Group LLC, a certified Women-Owned Small Business focused on PPBE education and defense market strategy.

Heather works with The SP Group in her personal capacity. The views and work of The SP Group are her own and do not represent the U.S. Army or the Department of Defense.

Contracting. Engagements can be contracted directly or through a prime or consulting partner. The SP Group's WOSB certification supports set-aside and supplier-diversity goals where they apply. To scope an engagement, contact heatherbrown@thespgroupllc.com.

SERVICE SCOPE DEFINITIONS

What Each Package Covers

Included work, boundaries, and standard terms

PACKAGE	INCLUDED	NOT INCLUDED
Executive Advisory Retainer	Weekly sessions, monitoring of one program's funding lines, monthly status and analysis, one pursuit deliverable per month, quarterly roadmap update.	Additional programs, unscheduled workshops, and hours beyond about 10 per month.
Enterprise Advisory Retainer	Up to three programs or product lines, monthly team education session, two pursuit deliverables per month, quarterly leadership briefing, two-business-day response.	Onsite travel, a full Two-Day Workshop, and hours beyond about 30 per month.
90-Day Federal Traction Engagement	Reconnaissance (Days 1 to 30), Engagement (Days 31 to 60), and Execution (Days 61 to 90), with PPBE lessons paired to each milestone.	Writing or submitting the client's proposal. The client owns all submissions; we map opportunities, provide solicitation and contact details, and write white and information papers.
Program and Budget Review Simulation	One contract reviewed through a program review lens and a budget review lens, two mock decision documents, an evidence pack, and a 90-day action plan.	Additional contracts, financial or contract audits, and any review requiring non-public information.
Targeted Document Review	One artifact, one focused read, a prioritized action list, and a 30-minute debrief.	Full rewrites and review of more than one document.
Training and Education	Instruction from public documents for the stated seat count (up to 20 seats per class), licensed decks for internal company use, and application to a live pursuit.	Seats beyond the stated count, resale or external redistribution of course materials, and travel, which is billed at cost against a pre-approved budget.

Standard Terms

- **Billing.** Retainers are billed monthly in advance. Fixed-scope work is billed as stated in each quote, with 90-Day milestone fees invoiced as each milestone is delivered.
- **Quotes.** Each engagement is confirmed by a numbered quote, valid for 30 days from issue.
- **Ownership.** Clients own the work product delivered under an engagement. Training decks are licensed for internal use.
- **Travel.** Billed at cost against a budget the client approves in advance.
- **Client commitments.** Responses within 48 hours of email receipt and a named point of contact for reviews.
- **Information.** All work is unclassified, built from public budget documents and client-provided materials.
- **Advisory only.** The SP Group does not lobby or represent clients before the federal government.
- **Outcomes.** Milestones are tied to deliverables. Award decisions rest with the government and are not guaranteed.

Reference: Terms and Acronyms

BD	Business development
GovCon	Government contracting
POM	Program Objective Memorandum, a service's five-year funding plan
PPBE	Planning, Programming, Budgeting, and Execution, the Defense resource process
WOSB	Women-Owned Small Business

Ready to scope an engagement? Contact Heather Brown at heatherbrown@thespgroupllc.com. Pricing is provided by quote for each engagement.