

Capture Plan – Template

Template guidance reviewed 9 September 2026. Replace bracketed prompts with verified information. Follow the specific solicitation, amendments and submission instructions; this template does not determine eligibility or compliance.

Opportunity: [title] Target award date: [____] Capture lead: [____]

1. Customer & mission

[Who is the buyer, what mission does this serve, what do they actually need?]

2. Requirement summary

[Scope, key deliverables, period of performance, known constraints]

3. Competitive landscape

[Incumbent, likely competitors, our relative strengths/weaknesses]

4. Win themes

[3–4 themes that map our strengths to the customer's evaluation criteria]

5. Teaming

[Gaps to fill, candidate partners, roles, exclusivity]

6. Price-to-win

[Source-backed internal estimate, publicly available pricing benchmarks, dated assumptions, and target position. Separate facts from estimates; do not seek competitors' nonpublic bid or source-selection information.]

7. Call plan

[Permitted agency contacts and published communication channels; questions; timing; solicitation restrictions; owner. After release, follow the stated question-and-answer process.]

8. Risk register

[Top risks, likelihood, impact, mitigation, owner]

9. Action items

[Action · Owner · Due date]