



Federal Opportunity Qualification Playbook

A disciplined bid/no-bid framework for small businesses

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The qualification problem

Opportunity volume is not the same as opportunity quality. A high-quality pipeline starts with mission fit, verified eligibility, capacity and the realistic ability to submit a compliant response.

Seven-gate screening

1. Agency mission fit. 2. Scope and technical capability. 3. NAICS and size-standard applicability. 4. Set-aside eligibility. 5. Place of performance and security requirements. 6. Past performance and teaming coverage. 7. Timeline, cost and expected value.

Scoring model

Use a 0–3 score for each gate: 0=unmet, 1=uncertain, 2=partial, 3=strong. Flag mandatory gates as pass/fail. A high total cannot override a mandatory eligibility failure.

Decision meeting

Assign an opportunity owner, compliance reviewer and pricing lead. Record assumptions, evidence, gaps, due dates and the explicit bid/no-bid decision.

First 30 days

Week 1: verify company profile. Week 2: shortlist agencies and codes. Week 3: score 20 opportunities. Week 4: select a limited number for capture and document reasons for declining others.

Implementation checklist

Assign an accountable owner, validate information against the latest solicitation and official agency sources, record decisions, and review outcomes after each pursuit. Treat AI outputs as research assistance rather than authoritative eligibility or legal advice.

Put the framework into practice

Explore Dakdan.ai at dakdan.ai, start a 30-day trial at dakdan.ai/register, or schedule a consultation at [Dakdan.ai consultation booking](#).

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