



C3PI is building the readiness infrastructure layer every small to medium size business must pass through to win enterprise and government contracts.

850+ Biz Trained
\$3.5B+ Contracts
4,000+ Waitlist

THE GAP C3PI CLOSES

The Problem: Enterprise and government buyers focus on evaluating infrastructure rather than individual talent. They assess aspects such as governance, AI readiness, cybersecurity posture, financial maturity, and compliance certifications. Over 34 million small businesses lack this necessary infrastructure, not due to an inability to develop it, but because they have not been shown what to build, in what order, or provided with efficient tools for the process. With \$773 billion in annual federal spending, many qualified businesses never get a chance to compete.

MARKET OPPORTUNITY

\$773B+ TAM Federal + Corporate	~\$3.4B SAM 1.2M Biz x \$2,800 ARPU	~\$7M SOM ~1,900 Subs Yr 3	674K+ SAM.gov Active Registrations
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IT STARTS WITH 18 QUESTIONS

Free · 7 Minutes · No Credit Card · No Sales Call · Report Is Yours to Keep

Executive Leadership	Governance & Risk	Digital Systems	AI Readiness	Market Positioning
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FOUR PERSONAS · FOUR PATHS

Enterprise Supplier CorpCon 12-Wk Cohort: Fortune 500 supplier qualification readiness	Government Contractor GovCon 12-Wk Cohort: SAM.gov registration through proposal submission
Dual-Track Builder Sequenced roadmap across both corporate and government markets	The Builder SaaS platform tier matched to goals — right tools to run the business

INSIDE THE ECOSYSTEM — 5 REVENUE STREAMS

S A A S KickStarter \$97/mo	S A A S GrowthEngine \$199/mo	S A A S ScaleCommand \$399/mo
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- ▶ CorpCon & GovCon 12-week training cohorts (institutional sponsored deployments)
- ▶ T.T.I.P. Talent Marketplace: vetted consultants & fractional leaders (5% transaction fee)
- ▶ LeadFlow AI-sourced lead generation + 8 Power Add-Ons (funnels, websites, AI agents, reputation mgmt)
- ▶ ProposalForge + White-label platform licensing for institutions (SBA, Dept. of Commerce agencies)
- ▶ Live C3PI Summit: NBL Annual Conference anchor · August 2026 · Atlanta

COMPETITIVE POSITION

No platform occupies the intersection of readiness assessment, development, and marketplace. SBA.gov provides guidance but no scoring. Accelerators train but don't connect buyers. Procurement portals connect but don't prepare. C3PI owns this category: 850+ trained businesses, 4,000+ on the waitlist, and network effects already compounding. No incumbent. No close competitor. The category is ours to define.

SCALABILITY PATHWAY

Yr 1	~250 paying subscribers via Free Assessment funnel + NBL Conference launch (Aug 2026, Atlanta)
Yr 2	~900 subs · Institutional white-label deals with SBA & Dept. of Commerce + T.T.I.P. marketplace growth
Yr 3	~1,900 subs · \$7M revenue · C3PI becomes the standard readiness layer for enterprise & gov procurement

TEAM CREDIBILITY

CW **Cazzie Williams**
Co-Founder & Partner
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Global sourcing and procurement executive with 25+ years of experience across various sectors. I have led teams at Kearney and other firms, driving efficiencies for Fortune 500 clients and reengineering organizational processes. Additionally, I designed the CorpCon curriculum for Fortune 500 supplier qualification.

OF **Oscar Frazier**
Co-Founder & Partner
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International strategist and technology executive with 20+ years of experience in federal and corporate sectors. Secured over \$1.8 billion in government contracts and trained 600+ businesses. Featured in major media outlets and currently pursuing a DBA in entrepreneurship. Creator of the GovCon curriculum.

THE ASK

\$3.5M

SEED ROUND

Yr 1: ~\$900K rev · 250 new customers
Yr 3: ~\$7M rev · 1,900 active subs
LTV:CAC ~20x · Gross Margin ~76%

WHY NOW

- ▶ \$183B awarded to small businesses FY2024: record 28.8% of total federal spend
- ▶ 85% of Fortune 500 have formal small business procurement programs
- ▶ 43+ corporations spend \$1B+ annually with small & underserved suppliers
- ▶ AI reshaping how businesses prove readiness: first-mover window is open
- ▶ Federal goal: 23% of contracts to small biz; 5% to disadvantaged
- ▶ No platform owns the readiness infrastructure position: **Category is ours to define**

3-YR FINANCIAL SNAPSHOT

	2026	2027	2028
Revenue	~\$900K	~\$2.8M	~\$7M
Gross Margin	73%	79%	82%
Net Profit	\$1.9M	\$4.7M	\$9.3M
Net Margin	41%	53%	60%
Active Subs	~250	~900	~1,900

UNIT ECONOMICS (YR 3)

\$2,800 Blended ARPU/yr	\$350 CAC Fully Loaded
\$7,000 LTV (2.5yr)	~20x LTV:CAC Ratio

USE OF FUNDS

Platform Development	35%
Marketing	20%
Working Capital	20%
Staffing	10%
Infrastructure	10%
Legal & Compliance	5%