Federal Supply Service

**Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address GSA Advantage!® is: GSAAAdvantage.gov.

**Multiple Award Schedule**

FSC Group: Professional Services

Contract Number: 47QRAA19D009X

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract Period: July 3, 2019 – July 2, 2024

Simply Strategy, LLC
2315 Locust St Ste 11
Saint Louis, MO 63103
941-320-3182
www.simplystrategy.net

Contract Administration Source:
Dorothy Carlin
dcarlin@simplystrategy.com

Business Size: Small
Woman Owned Small Business

Price list current as of Modification #PA-0002 effective 02/18/2020

Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order-Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

<table>
<thead>
<tr>
<th>SINs</th>
<th>Labor Category</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Staff Support</td>
<td>$75.00</td>
</tr>
</tbody>
</table>

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. Please refer to Simply Strategy’s attached labor category descriptions.

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage (delivery area). Domestic

5. Point(s) of production (city, county, and State or foreign country):

   Simply Strategy, LLC
   2315 Locust St Ste 11
   Saint Louis, MO 63103

6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted.)

7. Quantity discounts. None

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. 0.05% < 10 days

9. Foreign items (list items by country of origin). Not Applicable
10a. Time of delivery. (Contractor insert number of days.) 30 DARO

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor

10c. Overnight and 2-day delivery. Contact Contractor

10d. Urgent Requirements. Contact Contractor

11. F.O.B. point(s). Destination
12a. Ordering address(es):

Simply Strategy, LLC
2315 Locust St Ste 11
Saint Louis, MO 63103

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es):

Simply Strategy, LLC
2315 Locust St Ste 11
Saint Louis, MO 63103

14. Warranty provision. Standard Commercial Warranty Terms & Conditions

15. Export packing charges, if applicable. Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable

17. Terms and conditions of installation (if applicable). Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

18b. Terms and conditions for any other services (if applicable). Not Applicable

19. List of service and distribution points (if applicable). Not Applicable

20. List of participating dealers (if applicable). Not Applicable

21. Preventive maintenance (if applicable). Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable
22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov.

Not Applicable

23. Data Universal Number System (DUNS) number. **022561132**

24. Notification regarding registration in System for Award Management (SAM) database. **Simply Strategy, LLC is registered and active in SAM.**
**ESCALATION CHART**

The rates listed below contain a 2% escalation per year including IFF.

<table>
<thead>
<tr>
<th>SIN</th>
<th>GSA Awarded Labor Category</th>
<th>Base Year 1 7/3/2019 to 7/2/2020</th>
<th>Base Year 2 7/3/2020 to 7/2/2021</th>
<th>Base Year 3 7/3/2021 to 7/2/2022</th>
<th>Base Year 4 7/3/2022 to 7/2/2023</th>
<th>Base Year 5 7/3/2023 to 7/2/2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Principal Consultant</td>
<td>$246.85</td>
<td>$251.79</td>
<td>$256.82</td>
<td>$261.96</td>
<td>$267.20</td>
</tr>
<tr>
<td>541910</td>
<td>Senior Consultant</td>
<td>$172.80</td>
<td>$176.26</td>
<td>$179.78</td>
<td>$183.38</td>
<td>$187.04</td>
</tr>
<tr>
<td>541910</td>
<td>Consultant</td>
<td>$157.98</td>
<td>$161.14</td>
<td>$164.36</td>
<td>$167.65</td>
<td>$171.00</td>
</tr>
<tr>
<td>541910</td>
<td>Program Manager</td>
<td>$148.11</td>
<td>$151.07</td>
<td>$154.09</td>
<td>$157.18</td>
<td>$160.32</td>
</tr>
<tr>
<td>541910</td>
<td>Project Manager</td>
<td>$145.00</td>
<td>$147.90</td>
<td>$150.86</td>
<td>$153.88</td>
<td>$156.95</td>
</tr>
<tr>
<td>541910</td>
<td>Research Analyst</td>
<td>$111.00</td>
<td>$113.22</td>
<td>$115.48</td>
<td>$117.79</td>
<td>$120.15</td>
</tr>
<tr>
<td>541910</td>
<td>Staff Support**</td>
<td>$75.00</td>
<td>$76.50</td>
<td>$78.03</td>
<td>$79.59</td>
<td>$81.18</td>
</tr>
</tbody>
</table>

**Service Contract Labor Standards Matrix:**

<table>
<thead>
<tr>
<th>SCLS Eligible Contract Labor Category/Fixed Price Service</th>
<th>SCLS Equivalent Code Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff Support</td>
<td>01020 – Administrative Assistant</td>
<td>2015-4881</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).
LABOR CATEGORY DESCRIPTIONS

Principal Consultant:
Functional Responsibilities: This position is responsible for planning and delivering the relevant set of services. In this role, this person understands the customer requirements, translates those requirements into plans for performing services, supervises the performance of services, performs services, provides advice and counsel, and provides quality control and oversight. For client facing work, this includes meeting with clients, building customized scopes and budgets for projects, and supervising the team throughout project execution. For internal support, this means oversight of accounting resources to manage financials, and toplevel personnel oversight for team optimization. Under circumstances in which the project allows (such as the services being relatively straightforward), this position may delegate a portion of this role to the Senior Consultant, while retaining overall responsibility for the services being provided.
Minimum Education: Master’s Degree in business administration, public policy, economics, political science, communications, planning, statistics, technology and policy, or related discipline.
Minimum Experience: 10 years of relevant work experience in one or more of the following service areas: business administration, public policy, economics, political science, communications, planning, statistics, technology and policy.

Senior Consultant:
Functional Responsibilities: For large and complex requirements, this position assists the Principal Consultant. For smaller and/or straightforward requirements, this position may have lead responsibility for planning and delivering the relevant set of services, with review by the Principal Consultant. In this role, this person understands the customer requirements, translates those requirements into plans for performing services, supervises the performance of services, performs services, and provides quality control and oversight. This may include meeting with clients, building customized scopes and budgets for projects, designing quantitative and qualitative primary research methodologies, conducting high-level data analysis, engaging and liaising with any external support teams, and leading a team of internal researchers, consultants, analysts, and/or project managers throughout implementation of a given scope.
Minimum Education: Master’s Degree in business administration, public policy, economics, political science, communications, planning, statistics, technology and policy, or related discipline.
Minimum Experience: Six years of relevant work experience in business administration, public policy, economics, political science, communications, planning, statistics, technology and policy, or related discipline.

Consultant:
Functional Responsibilities: With direction from project leaders, perform variety of tasks, including collection of quantitative and qualitative data from public sources, experts, and other sources; analysis and assessment of qualitative and quantitative data; writing of methods, approaches, summaries, evaluations and results; conduct secondary research on relevant topics to support the services being provided; and build presentations for the relevant set of services. May assist in organizing sub-task approaches and schedules with direction from, and under the supervision of, project leaders. Reports to the Principal or Senior Consultant.
Minimum Education: Bachelor’s degree in business, public policy, economics, political science, communications, planning, technology and policy, math, statistics, engineering, physical science, or related discipline.
Minimum Experience- Four years of relevant work experience in business, public policy, economics, political science, social science, communications, planning, technology and policy, math, statistics, engineering, physical science, or related discipline.

Program Manager:
Functional Responsibilities- Serves as the project director, charged with the responsibility for development, management, operation, cost, scheduling, and technical performance of the task order activities. The individual shall have had experience as a project or program manager in a professional services capacity. This person shall have an understanding of, and experience in, total quality management principles and practices including, but not limited to, a demonstrated ability to provide guidance, direction and supervision in all required areas.
Minimum Education- Bachelor’s Degree (Master’s Degree preferable) in business administration, public policy, economics, political science, social science, communications, planning, statistics, technology and policy, or related discipline.
Minimum Experience- 3 years of program management. Demonstrated ability to perform all functions of Senior Analyst/Project Manager

Project Manager:
Functional Responsibilities- Oversees all Research Analyst responsibilities on an individual project basis, and reports to either Program Manager or Senior Consultant. Responsible for timely adherence to project milestones, and coordinating inputs necessary to project completion, including primary and secondary research, client feedback, and any report/deliverable components. The individual shall have had experience as a project or program manager in a professional services capacity. This person shall have an understanding of, and experience in, total quality management principles and practices including, but not limited to, a demonstrated ability to provide guidance, direction and supervision in all required areas.
Minimum Education- Bachelor’s Degree in business administration, public policy, economics, political science, social science, communications, planning, statistics, technology and policy, or related discipline.
Minimum Experience- 3 years of relevant work experience in one or more of the following service areas: business administration, public policy, economics, political science, social science, communications, planning, statistics, technology and policy.

Research Analyst:
Functional Responsibilities- Position requires a solid background in technical area of expertise and/or quantitative skills, effective task participation and good writing and communication skills. Incumbents in this position begin working under close supervision and, over time, function with greater independence. Conducts data analysis under supervision of Senior Analyst, and prepares draft sections of deliverables and proposals. Coordinates progress with other work team members. Performs data collection (survey work, library research, computer research).
Minimum Education- Bachelor’s Degree in business administration, public policy, economics, political science, social science, communications, planning, statistics, technology and policy, or related discipline.
Minimum Experience- 2 years of relevant work experience in one or more of the following service areas: business administration, public policy, economics, political science, communications, planning, statistics, technology and policy.
**Staff Support:**

**Functional Responsibilities:** This is an entry-level position acting in support of all staff. In addition to ordering/inventorying supplies, maintain client files this role is also involved with the preparation of billings, bookkeeping and overall administrative support.

**Minimum Education:** Bachelor’s Degree in business administration, public policy, economics, political science, communications, planning, statistics, technology and policy, or related discipline.

**Minimum Experience:** One year of relevant work experience supporting business, public policy, economics, political science, communications, planning, technology and policy, math, statistics, engineering, physical science, or related discipline.