Multiple Award Schedule

Authorized Federal Supply Schedule Price List

Federal Supply Group: Professional Services

Contractor:
True North Market Insights, LLC
1310 Wagon Wheel
Lawrence, KS 66048

Contract Number: 47QRAA22D0043
Contract Period: January 3, 2022 – January 3, 2027

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov. On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage!™ is GSAAdvantage.gov.

Price list current as of Modification #PA003 effective January 3, 2022. *This is the most recently awarded Contractor Initiated Modification and does NOT include any Mass Modifications.
Customer Information

a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
</tbody>
</table>

1b. Lowest priced service: Graphic Design, $73.55 an hour
1c. Labor Categories and Hourly rates: See pages 4-5 for labor categories and hourly rates.
2. Maximum Order: $1,000,000
3. Minimum Order: $100
4. Geographic Coverage: Worldwide
5. Point(s) of production: 1310 Wagon wheel rd, Lawrence, KS 66048
6. Discount from list prices or statement of net price: Government Net Prices (discounts already deducted)
7. Quantity discounts: Discounts are already taken into account in the price list
8. Prompt payment terms: Net 30 days or other negotiated payment term
9. Foreign items: None
10a. Time of Delivery: As specified within task orders and as mutually agreed upon
10b. Expedited Delivery: Expedited delivery is possible and would need to be specified in the task as well as mutually agreed upon timing
10c. Overnight and 2-day delivery: As specified within task orders and as mutually agreed upon
10d. Urgent Requirements: Should expedited delivery be requested, customers are encouraged to contact True North and determine feasibility and mutually agree upon terms
11. F.O.B Points(s): Destination
12a. Ordering Address(es): Same as the company address
12b. Ordering procedures: For services, the ordering procedures are found in Federal Acquisition Regulation (FAR) 8.405-3 in Customer Information item 12b per I-FSS-600
13. Payment address(es): Same as the company address
14. Warranty provision: Standard service warranty
15. Export Packing Charges: Not applicable
16. Terms and conditions of rental, maintenance, and repair: Not applicable
17. Terms and conditions of installation: 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): None
22b. If applicable, indicate that Section 508 compliance: Not applicable
23. Unique Entity Identifier: 036893078
24. Notification regarding registration in the System for Award Management (SAM) database: Contractor registered and active in SAM
COMPANY OVERVIEW

True North is an innovative insights firm, applying the latest methods and approaches to the government sector. We are a small business GSA contract holder.

Our team has efficiently executed local, national, and even global corporate and government studies. We deliver insights, clarity, and a path forward, not just a big PowerPoint deck. We strive to work with our clients to solve problems not just deliver a report.

DUNS: 036893078
CAGE: 8m9P0
NAICS: 541910
MAS Contract # 47QRAA22D0043

CORE COMPETENCIES

- **Satisfaction and user experience studies** – Measure how well a service or program is delivering
- **Communications evaluations** – Identify the strongest messages and communications materials before a large investment, including rapid message testing
- **Public opinion surveys**: Understand the opinion of your constituents
- **Organizational studies**: Identify organizational satisfaction and engagement
- **Needs assessments**: Better understand community, service, or program-specific needs
- **Qualitative and Quantitative data collection**: Survey development and administration, focus group moderating, one on one interviews

Key Differentiators

- Innovative methods that are more predictive
- Identifying unstated reasons for satisfaction or preference
- Only experienced team members on any project
- Bringing the latest tools from corporate America to your project

“I cannot imagine a better partner to work with.”

**Christy Neibaum**
Senior Brand Strategist

“The most accomplished researcher I have dealt with over the span of my career.”

**Cathy Collins**, CMO

“The best I’ve ever seen. The absolute best.”

**Lou Carbone**, Founder & CEO
Experience Engineering, Author of “Clued In.”

David Santee, Executive Director
David.santee@TrueNMI.com | (785) 218 – 7832 | www.truenmi.com
GSA Approved Labor Rates for SIN 541910

<table>
<thead>
<tr>
<th>Awarded Labor Category</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive</td>
<td>$196.47</td>
<td>$200.80</td>
<td>$205.21</td>
<td>$209.73</td>
<td>$214.34</td>
</tr>
<tr>
<td>Project Manager</td>
<td>$98.24</td>
<td>$100.40</td>
<td>$102.61</td>
<td>$104.86</td>
<td>$107.17</td>
</tr>
<tr>
<td>Moderator</td>
<td>$85.64</td>
<td>$87.53</td>
<td>$89.45</td>
<td>$91.42</td>
<td>$93.43</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>$73.55</td>
<td>$75.17</td>
<td>$76.82</td>
<td>$78.51</td>
<td>$80.24</td>
</tr>
<tr>
<td>Analyst</td>
<td>$151.13</td>
<td>$154.45</td>
<td>$157.85</td>
<td>$161.33</td>
<td>$164.87</td>
</tr>
<tr>
<td>Programmer</td>
<td>$188.92</td>
<td>$193.08</td>
<td>$197.32</td>
<td>$201.67</td>
<td>$206.10</td>
</tr>
</tbody>
</table>

GSA Approved Labor Categories

**Account Executive**

*Minimum Experience:* Bachelors with at least 8 years  
*Responsibilities:* This position will work directly with the client to understand the objectives, design the study, create the proposal. It will also work as the team lead with the Project Manager, Analyst, Programmer, and Moderator, bringing in the right people for the assignment. It will oversee and approve the analysis plan. It will also work with the Analyst to write the report and present it at the conclusion of the study.

**Project Manager**

*Minimum Experience:* Bachelors with at least 5 years of experience  
*Responsibilities:* This position will take on the core functions of a project and work under the direction of the client lead. This position will be involved in all aspects from the proposal, project management, analysis, and reporting. We believe this approach leads to a better, more well-rounded researcher as well as provides those involved in a project a much deeper understanding of the project. The ability to work with data is an essential element of this position. This may include tabs, SPSS, or other data-oriented work. Key tasks include fielding studies, working with vendors, managing quotas, cleaning data utilizing SPSS Analytical software.

**Analyst**

*Minimum Experience:* Bachelors with at least 5 years of experience  
*Responsibilities:* Design the study - By taking part in client meetings, this position will be involved in deciding how best to address the client’s issues. The study design is typically a result of a team discussion whereby different alternatives will be discussed and a course decided upon. Questionnaire Design and Development – This position will create the questionnaire (assuming the solution is a survey). As with the design, the team will add input to enhance the document. Analysis Plan – this position will decide how best to analyze the data. As with other stages, this analysis plan will be discussed and agreed upon by the project lead. Once it’s decided upon, this position will develop a plan for organizing the data (i.e., tabs) and how the data will be presented. Reporting – Once the data is available and based on the research plan, the analyst will begin building the research report. We believe the analysis is more than simply putting data into a PowerPoint deck; therefore, this position will also try to understand what the results are saying and try to communicate these results in writing within the TNMI format.
**Programmer**

**Minimum Experience:** Bachelors with at least 8 years of experience  
**Responsibilities:** This position is responsible for programming and launching surveys, designing, programming and maintaining company online dashboards.

**Moderator**

**Minimum Experience:** Bachelors with at least 8 years of experience  
**Responsibilities:** This position is responsible for executing qualitative research (i.e., focus groups, in-depth interviews, discussion boards). This includes developing a moderator's guide, interviewing, and moderating, analyzing, writing a report, and presenting findings to the client.

**Graphic Design**

**Minimum Experience:** Associates with at least 2 years of experience  
**Responsibilities:** This position is responsible for understanding data, the points we are trying to make with the data, and graphic design concepts. This person will be an internal resource to help the team build documents that better communicate our findings.