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: GSAAdvantage.gov.

Multiple Award Schedule (MAS)

FSC Group: Professional Services
Contract number: 47QRAA22D007W

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

Contract period: April 4, 2022 through April 3, 2027

The Crux Firm, Inc.

1101 Pennsylvania AVE SW STE 300
Washington, DC 20004-2582

202-756-1048 Phone, 202-217-3619 Fax

Contact: Mr. Colin Stark 812-219-6292, colin@thecruxfirm.com
Business Size: Service-Disabled Veteran Owned Small Business Owned

Prices Shown Herein are Net (discount deducted)
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<th>Page</th>
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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>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541611</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</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. See page 5.

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. See page 6.

2. Maximum order: $1,000,000.00

3. Minimum order: $100.00

4. Geographic coverage (delivery area): Domestic, 48 states, DC

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

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

7. Quantity discounts: N/A

8. Prompt payment terms: Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign items (list items by country of origin): None

10a. Time of delivery (Contractor insert number of days): Specified on the Task Order

10b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery: Contact Contractor
10c. Overnight and 2 day delivery. The Contractor will indicate whether overnight and 2 day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2 day delivery: Contact Contractor

10d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

11. F.O.B. point(s): Destination

12a. Ordering address(es): Same as Contractor

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): Same as company address

14. Warranty provision: Contractor’s standard commercial warranty.

15. Export packing charges, if applicable: N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

17. Terms and conditions of installation (if applicable): N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

19. List of service and distribution points (if applicable): N/A

20. List of participating dealers (if applicable): N/A

21. Preventive maintenance (if applicable): N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

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.) N/A

23. SAM UEI: YC33X7BL2AN9

24. Notification regarding registration in System for Award Management (SAM) database: Registered
**Final Pricing:** The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>541611, 541613,</td>
<td>Assistant Project Manager</td>
<td>$77.80</td>
<td>$79.82</td>
<td>$81.90</td>
<td>$84.03</td>
<td>$86.21</td>
</tr>
<tr>
<td>541910</td>
<td>Project Manager SME I</td>
<td>$184.00</td>
<td>$188.78</td>
<td>$193.69</td>
<td>$198.73</td>
<td>$203.90</td>
</tr>
<tr>
<td>541611, 541613,</td>
<td>Research Consultant</td>
<td>$93.76</td>
<td>$96.20</td>
<td>$98.70</td>
<td>$101.27</td>
<td>$103.90</td>
</tr>
<tr>
<td>541910</td>
<td>Research Manager</td>
<td>$122.69</td>
<td>$125.88</td>
<td>$129.15</td>
<td>$132.51</td>
<td>$135.96</td>
</tr>
<tr>
<td>541611, 541613,</td>
<td>Training Assistant</td>
<td>$93.00</td>
<td>$95.42</td>
<td>$97.90</td>
<td>$100.45</td>
<td>$103.06</td>
</tr>
<tr>
<td>541910</td>
<td>Training Lead/Expert</td>
<td>$125.00</td>
<td>$128.25</td>
<td>$131.58</td>
<td>$135.00</td>
<td>$138.51</td>
</tr>
<tr>
<td>541611, 541613,</td>
<td>Communications Specialist</td>
<td>$101.74</td>
<td>$104.39</td>
<td>$107.10</td>
<td>$109.88</td>
<td>$112.74</td>
</tr>
<tr>
<td>541910</td>
<td>Change Management Expert</td>
<td>$141.64</td>
<td>$145.32</td>
<td>$149.10</td>
<td>$152.98</td>
<td>$156.96</td>
</tr>
<tr>
<td>541611, 541613,</td>
<td>Marketing Operations Expert</td>
<td>$150.00</td>
<td>$153.90</td>
<td>$157.90</td>
<td>$162.01</td>
<td>$166.22</td>
</tr>
<tr>
<td>541910</td>
<td>Healthcare Operations SME I</td>
<td>$212.00</td>
<td>$217.51</td>
<td>$223.17</td>
<td>$228.97</td>
<td>$234.92</td>
</tr>
</tbody>
</table>
The Crux Firm, Inc. Labor Category Descriptions

The Crux Firm, Inc. uses the following substitution method:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Experience Equivalence</th>
<th>Other Equivalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associates</td>
<td>2 years</td>
<td>Vocational or technical training in work-related field</td>
</tr>
<tr>
<td>Bachelors</td>
<td>4 years</td>
<td>Professional Certification or License</td>
</tr>
<tr>
<td>Masters</td>
<td>6 years</td>
<td>Professional Certification or License</td>
</tr>
<tr>
<td>Doctorate</td>
<td>8 years</td>
<td>Professional Certification or License</td>
</tr>
</tbody>
</table>

*Successful completion of higher education which has not yet resulted in a degree may be counted as 1 for 1 years of experience for each year of college completed. Further, both parties recognize that, on occasion, there may be a need to waive the requirements in order to use the best individual for the task. Therefore, waivers to the education/experience requirements may be granted by either the task order contracting officer or contracting officer technical representative. If such a waiver is included in our proposal, award of said proposal shall be deemed a grant of the waiver. Each position requires a HS Diploma or GED.*

1. **Job Title: Assistant Project Manager**

*Functional Responsibility:* Assists the Project Manager with day-to-day management of contract support operations, possibly involving multiple tasks and groups of personnel at multiple locations, on a single project. Demonstrates skills in the scope of work encompassed by the task order; provides technical guidance to the project team in performance of the work and reviews the quality of all work products. Organizes, directs, and coordinates the planning and production of all contract support activities. Assists the Project Manager as required in managing contract performance. Depending on the functional specialty, support the program management staff in the preparation of deliverables, internal reports, briefings, and drawings associated with the project being supported.

**Minimum/General Experience:** 1 year of experience.

**Minimum Education:** Bachelor’s degree.

2. **Job Title: Project Manager SME I**

*Functional Responsibility:* Provides senior-level analytical and program support and is focused on providing high performance work. A Project Manager SME I contributes to engagement work plan development and often leads assigned engagement tasks to completion within scope and budget. Serves as a senior-level analytical correspondent within engagement team. Assumes responsibility for contributing to work plan development, reaching engagement milestones, and often leading specific project tasks. Applies business modeling, process modeling, and business design techniques. Conducts analysis of appropriate consulting tools to satisfy program requirements and creates project deliverables. A Project Manager SME I also participates in organizational assessments and leads performance measures and indicators analysis.
Minimum/General Experience: 6 years of experience.
Minimum Education: Bachelor’s degree.

3. Job Title: Research Consultant

Functional Responsibility: Possess demonstrated knowledge, experience, and ability in the development of solutions, recommendations, or outcomes across multiple complex tasks and/or organizations. Evaluates options in the context of research objectives and contributes to the implementation of strategic direction. Supports project research through activities such as conducting interviews, gathering data, and developing recommendations in support of project objectives. Directs the activities of Management Analysts or other staff as necessary.

Minimum/General Experience: 2 years of experience.
Minimum Education: Bachelor’s degree.

4. Job Title: Research Manager

Functional Responsibility: Possess demonstrated knowledge, experience, and ability in the development of solutions, recommendations, or outcomes based on research across multiple complex tasks and/or organizations. Evaluates options in the context of research objectives and contributes to the implementation of strategic direction. Supports project research through activities such as conducting interviews, gathering data, and developing recommendations in support of project objectives. Directs the activities of Management Analysts or other staff as necessary.

Minimum/General Experience: 3 years of experience.
Minimum Education: Bachelor’s degree.

5. Job Title: Training Assistant

Functional Responsibility: Assists the Training Lead with day-to-day management of delivering classroom based or virtual training. Helps to organize, direct, and coordinate the planning and production of all training support activities. Assists the Training Lead as required to manage training. Depending on the functional specialty, support the training staff in the preparation of deliverables, internal reports, briefings, and drawings associated with the project being supported.

Minimum/General Experience: 2 years of experience.
Minimum Education: Bachelor’s degree.

6. Job Title: Training Lead/Expert

Functional Responsibility: Responsible for day-to-day management of delivering classroom based or virtual training. Organizes, directs, and coordinates the planning and production of all training support activities. Depending on the functional specialty, lead the training staff in the preparation of deliverables, internal reports, briefings, and drawings associated with the project being supported.
Minimum/General Experience: 3 years of experience.

Minimum Education: Bachelor’s degree.

7. **Job Title: Communications Specialist**

*Functional Responsibility:* Communications evaluation and strategic advice. Market research. Drafting of communication material; editorial and quality control. Project management, including overall planning, coordination of subcontractors, and regular reporting. Write press releases about a company's issues and events, to put them into the hands of media professionals to broadcast or publish. Organize functions like news conferences, tours, product launch parties and speaking engagements that help gain the public's or special interest group's attention. Create Campaigns; work with business managers and executives to relay information regarding the public perceptions and other research findings.

Minimum/General Experience: 2 years of experience.

Minimum Education: Bachelor's degree.

8. **Job Title: Change Management Expert**

*Functional Responsibility:* Develops, plans, organizes, and leads major change management assignments. Determines objectives and methodology for executing tasks within the assignment. Selects and requests key stakeholder engagement; establishes and monitors schedules and progress, taking corrective action as necessary. Responsible for multiple project output and deliverables. May function as a technical expert on own or other assignments.

Minimum/General Experience: 4 years of experience.

Minimum Education: Bachelor’s degree.
9. **Job Title: Marketing Operations Expert**

**Functional Responsibility:** Develops, plans, organizes, and leads major marketing operations assignments. Determines objectives and methodology for executing tasks within the assignment. Selects and requests key stakeholder engagement; establishes and monitors schedules and progress, taking corrective action as necessary. Responsible for multiple project output and deliverables. May function as a technical expert on own or other assignments.

**Minimum/General Experience:** 6 years of experience.

**Minimum Education:** Bachelor’s degree.

10. **Job Title: Healthcare Operations SME I**

**Functional Responsibility:** Provides senior-level analytical and program support, as well as focuses on providing high performance work. A Healthcare Operations SME I contributes to engagement work plan development and often leads assigned engagement tasks to completion within scope and budget. Serves as a senior-level analytical correspondent within engagement team. Assumes responsibility for contributing to work plan development, reaching engagement milestones, and often leading specific project tasks. Applies business modeling, process modeling, and business design techniques. Conducts analysis of appropriate consulting tools to satisfy program requirements and create project deliverables. A Healthcare Operations SME I also participates in organizational assessments and leads performance measures and indicators analysis.

**Minimum/General Experience:** 7 years of experience.

**Minimum Education:** Master’s degree.

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles, and the applicable WD number. Failure to do so may result in cancellation of the contract.