



the**POWER**of**PROXIMITY**



**General Services Administration
Federal Supply Program
Authorized Federal Supply Service**

**Mission Oriented Business Integrated Services (MOBIS)
Contract GS-10F-0010X
FSC Group 874
Industrial Class 8742**

**Global Precision Research
DBA Ergo
www.ergo.net**

122 East 55th Street
Second Floor
New York, NY 10022

Business Size: Small

For more information, please contact:

Todd Egeland
Managing Partner

(703) 286-0165
tegeland@ergo.net

Matthew Moneyhon
Managing Partner

(212) 421-4035
moneyhon@ergo.net

Award Effective Date: October 21, 2010

For more information on ordering from Federal Supply schedules click on the FSS Schedules button at <http://fss.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: <http://www.gsaadvantage.gov>.



Table of Contents

Company Overview..... Section 1

Customer Information..... Section 2

The Ergo Advantage Section 3

Consultation Services, 874-1, 874-1(RC) Section 4

Labor Category Descriptions..... Section 5

Schedule of Charges..... Section 6



Section 1: Company Overview

Ergo is a boutique research and consulting firm providing its clients in-depth, actionable information and analysis on emerging markets and geopolitical intelligence. We are a well honed and tested private-sector firm with establish and vetted commercial networks across the globe that provide unique access, knowledge, intelligence, and on-the-ground perspectives for governmental challenges, particularly on difficult national security issues. Our global reach and past performance is exceptional, especially in the most unwelcome, difficult, and opaque geographies in the world.

We collect, distill, and analyze knowledge and data from our network of vetted frontline specialists and in-country teams using proven analytic frameworks. Our local resources and capabilities provide unique, fresh, and unbiased analytic insights, quantitative data sets, and perspectives.

- Currently numbering over 8,000 experts, our network is constantly expanding; for every project, we engage and vet new experts to obtain the most detailed and accurate information for our clients.
- Ergo has established relationships with over 100 in-country teams around the world. These teams are highly connected and knowledgeable, speak the local language, know the local culture, and are intimately familiar with the political, economic, and business landscapes. Our in-country teams gather information and insights that can be obtained only through in-person and on-the-ground interactions.

Over the past 5 years, Ergo has worked on over 400 projects for private equity firms, asset managers, Fortune 100 corporations, and premier law firms, as well as the U.S. Government. Senior members of the Ergo team previously worked at the world's premier consulting firms, corporations, news organizations, and national security agencies.



Section 2: Customer Information

Contract GS-10F-0010X

1. a) **Awarded Special Item Numbers (SINs)**
SIN 874-1: Consultation Services
SIN 874-1RC: Consultation Services, Recovery Purchasing
- b) Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: N/A
2. **Maximum Order Limitation:** \$1,000,000
3. **Minimum Order:** \$100
4. **Geographic Coverage (delivery area):** Ergo services and projects are available worldwide.
5. **Point(s) of Production:** N/A
6. **Prices are Net of Discounts**
7. **Quantity Discounts:** Not Offered
8. **Prompt Payment Terms:** 0%, Net 30
9. a) **Government Commercial Credit Card accepted below micro-purchase threshold.**
- b) **Government Commercial Credit Card accepted above micro-purchase threshold.**
10. **Foreign Items:** None
11. a) **Time of Delivery:** Specific timing determined by the ordering agency.
- b) **Expedited Delivery:** Specific timing determined by the ordering agency.
- c) **Overnight and 2-Day Delivery:** N/A.
- d) **Urgent Requirements:** Specific timing determined by the ordering agency.
12. **F.O.B. Point:** N/A
13. **Ordering Address & Contract Administration:** As indicated on task order/proposal, or:

Ergo
1616 Anderson Road.
Suite 322
McLean, VA 22102

Todd Egeland
(703) 286-0165
tegeland@ergo.net



Payment Address:

Wire Transfer

Bank Name: JPMorgan Chase
Account Name: Global Precision Research, LLC
Routing # for wires: 021-000-021
Account # for GPR: 274-322-7361

Check

Global Precision Research LLC
122 E. 55th St, 2nd Floor
New York, NY 10022

15. **Warranty Provision:** None
16. **Export Packing Charges:** Actual costs as required.
17. **Terms and Conditions of Government Commercial Credit Card Acceptance:** No limit.
18. **N/A**
19. **N/A**
20. **N/A**
21. **N/A**
22. **N/A**
23. **N/A**
24. **N/A**
25. **DUNS Number:** 788107063
26. **Ergo is registered in the Central Contractor Registration (CCR) Database – CAGE Code 5LPX1.**
27. **Uncompensated Overtime:** Not Used

Section 3: The Ergo Advantage

Why choose Ergo for Mission Oriented Business Integrated Services? Simply put, Ergo provides “the Power of Proximity” when agencies need first-hand information, data, and analysis to directly understand and address their challenges and opportunities.

Direct Access—Ergo provides unique, real-time information and analytic insights from vetted, in-country consultants and teams located nearly everywhere in the world. Clients turn to Ergo when they need unbiased information, data, and perspectives not available through open-source or through other secondary sources or databases. Ergo’s networks are never stale: experts and in-country teams are constantly refreshed and added to maintain access to critical targets and information.

Precise Answers—Ergo acquires and analyzes “exact-fit” information and insights that directly address its clients’ specific challenges. Ergo does not recycle or re-package information, or fill its studies with boilerplate or “filler” background information. Its methodologies and deliverables are tailored to customers’ needs. Moreover, Ergo literally “surrounds” an issue with a diverse group of experts to provide the full range of critical perspectives, while validating and channel checking their inputs.

Experience—Ergo’s breadth and depth of experience in acquiring primary data and perspectives from the most difficult geographies enables us to provide precise, actionable information on even the most sensitive issues. We have served demanding private-sector investment banks, private equity firms, multinational corporations, law firms, and not-for-profit companies as well as military, law enforcement and national security agencies in projects covering a variety of topics, industries, geographies, and services. Our small size, proven tradecraft, and deft touch in engaging individuals and teams from varying cultures and backgrounds enable us to work effectively, efficiently and under the radar on our clients’ behalf. At the same time, Ergo always operates at the highest standards of ethical conduct.

Unmatched Operating Efficiencies—Ergo’s clients pay for the insights they need, not overhead. Ergo’s efficiency in acquiring and assessing the most relevant information beats traditional consultancies that pass on heavy fixed costs and learn on the client’s dime. The use of proven frameworks and our ability to effectively leverage cutting-edge software on a case-by-case basis keeps costs down and productivity high. No matter what the topic or geography, we reach out directly and simultaneously to consultants and teams that can address requirements quickly and with unrivaled expertise.

Skilled Professionals—Ergo’s globally experienced, multilingual research managers build and manage local teams that provide “ground truth” that our analysts synthesize using proven analytic frameworks and techniques to craft insights into a detailed, actionable mosaic. Our team is “battle tested” in delivering high-quality products under short deadlines in the most difficult geographies.

Section 4: Consultation Services, SIN 874-1, 874-1(RC)

Ergo provides unique insights on a wide range of sectors and industries in over 100 countries, with access in even the most difficult geographies, including Afghanistan, Iraq, Iran, and Somalia.

Geopolitical Intelligence	Providing forward-thinking insights from on-the-ground experts on political, economic, social trends, key drivers, and expected impacts. Assessing political and economic stability through expert-led scenario analysis and street-level inputs.
Human Terrain and Socio-Cultural Mapping	Understanding the operating environment through a complete assessment of the socio-cultural ecosystem. Detailing local ethnicities and tribes, cultural beliefs and values, political and social relations, socio-economics, and communications channels.
Media Landscaping, Messaging, and Influence Strategies	Observing media consumption patterns to targeted cohorts and communications structures to identify trusted, respected, and popular messengers that influence target cohorts. Providing news tracking tools, information on ownership and censorship, and content analysis.
Key Influential Studies and Networks	Identifying and profiling key influentials and power brokers in foreign politics, media, business, and/or religious groups. Detailing their backgrounds, sources of influence, and personal and professional affiliations. Mapping out relationships to determine power structures and influence channels.
Denied and Priority Country Data and Studies	Performing country “deep-dives” to obtain up-to-date insights on opaque geographies, including war zones and states under U.S. or international sanctions. Extracting and analyzing custom data sets to address mission-critical questions.
Foreign Cyber Capabilities and Decision Making	Assessing foreign cyber capabilities and threats, new technologies and approaches, intentions, and targets. Profiling decision making bodies, policymakers, and military planners.
Weapons, IED, and Narcotics Smuggling Networks	Preparing in-depth assessments of illicit networks and supply chains. Identifying producers and suppliers, smuggling routes, and key players in countries such as Afghanistan, Iraq, and Iran. Mapping trafficking routes and transaction points.
Foreign Military Capabilities, Plans, and Intentions	Determining current force capabilities, modernizations efforts, intentions in space, specific technical capabilities and intentions, foreign military sales tactics, leadership profiles and capacities, and influence operations and plans. All of our information is first hand.

Scenario Mapping and Survey Studies	Forecasting election outcomes, political and economic stability, and the impact of global trends. Developing customized frameworks to anticipate risks and evaluate potential decision outcomes. Surveying local populations to obtain the “ground truth” on critical issues.
Foreign S&T Developments	Tracking foreign research and development efforts in fields including nanomaterials, biotechnology, pharmaceuticals, computing and SCADA, genetic engineering, non-lethal weapons, and disruptive technologies. Leveraging leading scientists, engineers, and manufacturers to identify new trends, breakthroughs, or threats.
Strategic and Strategy Planning	Providing expert and scenario-driven futures and wildcards for particular issues, geographies, or conflicts that are critical for planning resources, supply chains, manpower, and potential surprises.

Section 5: MOBIS Labor Category Descriptions

Ergo Staff

Managing Partner

Responsibilities: Manages mission-critical tasks across multiple functional areas. Responsible for decision making that has long-term impact on meeting major project performance objectives. Oversees the development of large program initiatives and complex projects; provides client solutions and strategic planning offerings; reviews deliverables and performs quality control to ensure that deliverables are in-line with company and client expectations; ensures projects are delivered on time and on budget; provides company strategic direction. Clear understanding of risks across multiple industries and geographies. Thought Leader.

Minimum Education Level: One or more of: Master's Degree, JD, or PhD

Minimum Experience: 7+ Yrs consulting experience; proven, successful management experience; extensive international experience.

Supplemental Qualifications: None

Substitution Methodology: Bachelors Degree with additional 3 years of experience.

Partner

Responsibilities: Manages teams of analysts for the full project cycle – from project design to data collection, integration, and analysis to assembly of final product. Creates innovative solutions for specific client challenges. Ensures that project tasks are executed on time. Manages relationships with key subject matter experts and in-country teams. Assists with business development and strategic initiatives. Interacts with clients to understand their specific needs and objectives.

Minimum Education Level: Master's Degree

Minimum Experience: 3 Yrs consulting experience. Extensive knowledge in core tasks.

Supplemental Qualifications: None

Substitution Methodology: Bachelors Degree with additional 3 years of experience.

Senior Analyst

Responsibilities: Conducts interviews of world-class subject matter experts (SMEs). Recruits experts to participate in studies. Collects expert inputs and data and analyzes them. Senior Analyst may specialize in a particular region of the world (e.g. Middle East) or in a particular sector (e.g. oil and gas, finance), but is responsible for undertaking studies across the globe. Senior Analyst also conducts surveys of experts, political risk analyses, market and competitive landscapes, and due diligence. Oversees maintenance of expert database.

Minimum Education Level: Master's Degree

Minimum Experience: 1 + Years of consulting experience.

Supplemental Qualifications: None

Substitution Methodology: Bachelors Degree with additional 3 years of experience.

Analyst

Responsibilities: Conducts interviews of world-class subject matter experts (SMEs). Recruits experts to participate in studies. Collects expert inputs and data and analyzes them. Analyst may specialize in a particular region of the world (i.e. Latin America), but is responsible for undertaking studies across the globe.

Minimum Education Level: Bachelors Degree

Minimum Experience: 1 + Years of consulting experience.

Supplemental Qualifications: None

Substitution Methodology: None

Graphic Designer

Responsibilities: Provides graphic design and layout support for all studies. Uses sophisticated computer programs and software to develop innovative ways of conveying information through images, charts, and graphics.

Minimum Education Level: High School Diploma plus 2 year college coursework.

Minimum Experience: 5 Yrs plus graphics training.

Supplemental Qualifications: None

Substitution Methodology: None

Subject Matter Experts (SME)**SME Category I**

Responsibilities: Provides expert assessments, analyses, and insights on highly specialized topics based on first-hand knowledge and work experience. Participates in one-on-one or group interviews to respond to clients' pressing questions. Responds to surveys and questionnaires and may be engaged to aggregate information from other SMEs.

Minimum Education Level: High School Diploma

Minimum Experience: 5 years of experience in chosen field, hands-on experience; currently working issues of concern to client.

Supplemental Qualifications: None

Substitution Methodology: None

SME Category II

Responsibilities: Provides expert assessments, analyses, and insights on highly specialized topics to our teams of analysts. Participates in one-on-one or group interviews to respond to clients' pressing questions. Responds to surveys and questionnaires and engages in scenario planning exercises, and may be engaged to synthesize insights and information from other similarly-placed SMEs

Minimum Education Level: Bachelor's Degree

Minimum Experience: 5+ years of experience; steeped in issues of concern to client. Manager or promising academic in field of choice.

Supplemental Qualifications: None

Substitution Methodology: High School Diploma plus 15 years' experience in chosen field; currently working issues of concern to client

SME Category III

Responsibilities: This category of SME is expected to have substantial experience in his/her industry and/or domain area. Provides expert assessments, analyses, and insights on highly specialized topics to our teams of analysts, including insights – where possible – based on first-hand managerial/executive experience. Participates in one-on-one or group interviews to respond to clients' pressing questions. Responds to surveys and questionnaires and engages in scenario planning exercises.

Minimum Education Level: Master's Degree or MBA

Minimum Experience: 10 + years of experience in chosen field; department chair at university; deeply involved in issues of concern to client.

Supplemental Qualifications: None

Substitution Methodology: Bachelor's Degree plus 20 years' experience in chosen field; currently working issues of concern to client

SME Category IV

Responsibilities: This category of SME is responsible for having comprehensive knowledge of his/her industry and/or domain area. Provides unique and/or technical expert assessments, analyses, and insights on highly specialized topics to our teams of analysts. Participates in one-on-one or group interviews to respond to clients' pressing questions. Responds to surveys and questionnaires and engages in scenario planning exercises. This category of SME can be called on to support analyst teams in the development of research methodologies, and to validate analysts' key findings.



the**POWER**of**PROXIMITY**

Minimum Education Level: PhD, JD, or MD

Minimum Experience: 14+ years of experience in chosen field; leading expert in chosen field; respected by peers; world-renowned thought leader.

Supplemental Qualifications: None

Substitution Methodology: Bachelor's Degree plus 25 years' experience in chosen field; currently working issues of concern to client



Section 6: Schedule of Charges

Consulting Services (SINs 874-1, 874-1RC)

Labor Category Title	1st Year Award to 10/20/2011	2nd Year 10/21/2011- 10/20/2012	3rd Year 10/21/2012- 10/20/2013	4th Year 10/21/2013- 10/20/2014	5th Year 10/21/2014- 10/20/2015
Managing Partner	\$362.72	\$375.42	\$388.56	\$402.16	\$416.24
Partner	\$272.04	\$281.56	\$291.41	\$301.61	\$312.17
Senior Analyst	\$221.66	\$229.42	\$237.45	\$245.76	\$254.36
Analyst	\$133.00	\$137.66	\$142.48	\$147.47	\$152.63
Graphic Designer	\$133.00	\$137.66	\$142.48	\$147.47	\$152.63
SME Category I	\$100.76	\$104.29	\$107.94	\$111.72	\$115.63
SME Category II	\$251.89	\$260.71	\$269.83	\$279.27	\$289.04
SME Category III	\$503.78	\$521.41	\$539.66	\$558.55	\$578.10
SME Category IV	\$1,007.56	\$1,042.82	\$1,079.32	\$1,117.10	\$1,156.20