FedAtlas

INTELLIGENCE THAT DRIVES OUTCOMES

FedAtlas White Paper

AI-Powered Public Sector Growth Intelligence and Practical Optimization Software

A strategic operating model for combining OSINT, contract monitoring, contact generation, capture support, private AI agents, and FedAtlas Labs product development into one scalable public-sector growth company.

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Intelligence That Drives Outcomes

Executive Summary

FedAtlas is positioned to become a public-sector growth intelligence company with two mutually reinforcing lines of business: FedAtlas Core, an OSINT-driven GTM and BDR intelligence platform for vendors selling into government markets, and FedAtlas Labs, an applied software and hardware innovation studio focused on practical operational optimization.

The commercial opportunity is grounded in a large and complex government buying environment. GAO reported that the federal government committed about $755 billion through contracts in fiscal year 2024, with contracting spanning cybersecurity, consulting, aircraft, healthcare products, software, facilities, and other mission categories [1]. The challenge for vendors is not simply the size of the market; it is the fragmentation of buying signals across agencies, notices, contract vehicles, incumbent relationships, program offices, procurement portals, public budgets, and stakeholder networks.

FedAtlas addresses that fragmentation by turning public data and vendor-specific context into actionable sales intelligence: target agency lists, buyer maps, contract monitoring, opportunity summaries, capture recommendations, outreach assets, quote support, and deal operating views. The long-term strategic advantage is a controlled intelligence layer that can be deployed as software, consulting, or private AI workspaces for vendors that require a more secure environment.

FedAtlas Labs expands the brand beyond sales intelligence into practical product development. The route optimizer is the first proof point: a logistics tool that converts manifest data into cleaner route plans, mapped stops, delivery sequence intelligence, and road-based route visualization. Labs gives FedAtlas a product laboratory where field operations, logistics, public works, facilities, and municipal workflows can be made more efficient.

Core Thesis

FedAtlas should be marketed as a premium intelligence-and-operations company: FedAtlas Core sells public-sector growth intelligence; FedAtlas Labs builds practical optimization tools that prove the company can turn intelligence into usable software.

The Market Problem: Government Sales Is an Intelligence Problem

Government sales is often treated as a contact problem: find names, send emails, and hope the message lands. In reality, it is an intelligence problem. Vendors need to understand the mission environment, the agency pain, the contract path, the incumbent posture, the procurement timeline, the buyer title structure, the budget or modernization signal, and the operational reason a solution matters now.

Public data exists, but it is scattered. SAM.gov publishes contract opportunity notices from federal contracting offices, including pre-solicitation notices, solicitation notices, award notices, and sole source notices [2]. The SAM.gov Opportunities API provides published opportunity details through searchable parameters and is updated on active and archived notices according to the service documentation [3]. USAspending.gov is the official open data source for federal spending data, including contracts, grants, and loans [4]. These systems are powerful, but they are not automatically a sales strategy.

The gap in the market is translation. Vendors do not just need data; they need interpreted data connected to messaging, pursuit prioritization, buyer titles, account planning, and follow-up execution. That is the operating lane for FedAtlas Core.

Problem-to-Platform Map

Government sales friction	What vendors actually need	FedAtlas response
Scattered public data	Curated signals and interpretation	Agency intelligence, contract monitoring, and opportunity summarization
Unclear buyer landscape	Role-based stakeholder targeting	Buyer title mapping and contact generation workflows
Weak outreach context	Agency-specific value narrative	GTM plans, email assets, call scripts, and account briefs
Slow capture decisions	Pursuit prioritization	Pursuit scoring, incumbent checks, and recommended next action
Sensitive vendor data	Private workspace options	On-prem or private AI agent trained on approved vendor data

FedAtlas Core Platform

FedAtlas Core is the main commercial platform. Its purpose is to help technology vendors, resellers, consultants, and growth teams enter or expand in federal, state, local, education, and healthcare markets. The platform should be presented as a working intelligence layer rather than a generic AI chatbot.

The platform value proposition is simple: FedAtlas turns public-sector data into sales motion. It identifies where a vendor may fit, explains why that fit matters, maps likely buyers, monitors contract activity, and produces outreach or capture artifacts that a BDR, AE, founder, or channel team can use immediately.

- Agency Intelligence: mission mapping, budget and modernization signals, program relevance, and agency profile generation.
- Vendor Intelligence: capability analysis, government use cases, likely agency buyers, and public-sector positioning.
- Contract Monitoring: active opportunities, awards, incumbent context, contract vehicles, and white-space signals.

- Contact Generation: buyer title libraries, public contact extraction, department-level stakeholder mapping, and tiered contact lists.
- GTM and Capture Support: 30/60/90 day plans, account briefs, outreach assets, quote notes, pursuit scoring, and deal command views.
- Private AI Workspace: an optional private or on-prem agent trained on approved vendor collateral, contracts, notes, and internal GTM playbooks.

Positioning Language

FedAtlas Core is an AI-assisted public-sector growth intelligence platform for vendors that need better agency targeting, contract awareness, buyer mapping, and capture execution.

Why the Timing Is Right

Several market forces support the FedAtlas thesis. First, government contracting remains a massive addressable market. Second, federal and public-sector buyers increasingly publish data trails - contract notices, award records, AI use case inventories, small business resources, and modernization priorities - that can be converted into intelligence products. Third, AI adoption has created demand for tools that can interpret large volumes of public data while preserving governance, explainability, and user control.

The 2025 Federal Agency AI Use Case Inventory consolidated public AI use cases across agencies and, as of April 13, 2026, reported 3,611 individually reported AI use cases across all stages of development, including 445 high-impact AI use cases [5]. This matters for FedAtlas because it shows that agencies are actively disclosing technology use patterns and that public-sector AI adoption is becoming more visible, structured, and reportable. For vendors, this creates a new intelligence surface.

The U.S. Small Business Administration reported that small businesses received more than $183 billion in prime federal contracts in FY2024, representing 28.78% of all federal contracting dollars and exceeding the government-wide 23% goal [6]. This supports a second point: the market is not reserved only for entrenched primes. Smaller vendors and emerging technology companies can compete, but they need better targeting, narrative, and capture discipline.

A platform like FedAtlas is useful because it sits between raw government data and day-to-day seller execution. It gives vendors a way to act intelligently without requiring a full in-house public-sector research team.

FedAtlas Data and Intelligence Architecture

FedAtlas should be designed around a layered intelligence architecture. Each layer should produce outputs that are useful independently but more powerful when combined into account planning and deal execution.

Layer	Input	Processing	Output

Public Data Layer	SAM.gov, USAspending, agency sites, news, public directories	API calls, scraping, search, normalization	Opportunities, contracts, agency records, signal feeds
Vendor Context Layer	Capabilities, collateral, pricing, contract paths, prior notes	Capability parsing and use-case mapping	Vendor profile, use cases, target agencies, buyer titles
Reasoning Layer	Public data plus vendor context	Scoring, summarization, matching, risk checks	Pursuit score, capture plan, account brief, outreach assets
Workflow Layer	Selected agency, vendor, opportunity, quote, contacts	Deal state, memory, follow-up logic	Pipeline views, reports, downloadable briefs, quote packages
Private Agent Layer	Approved internal data and playbooks	RAG/on-prem model workflows with guardrails	Vendor-specific assistant and repeatable GTM operating system

The architecture should preserve a human-in-the-loop workflow. FedAtlas should recommend, prioritize, summarize, and generate assets, but the vendor or consultant should validate the account logic, contract path, pricing strategy, and final outreach before execution. This is especially important in government markets where accuracy, compliance, and credibility matter.

Private AI and On-Prem Agent Strategy

A private FedAtlas agent can become a strong differentiator. Many vendors are willing to use general AI tools for brainstorming, but they become more cautious when the data includes pricing, partner margins, customer notes, contract strategy, non-public pipeline, or proprietary product positioning. FedAtlas can solve this by offering a private workspace or on-prem deployment model for higher-value customers.

The private agent should be trained or retrieval-connected only to approved data sources: vendor collateral, capability statements, product briefs, prior proposals, quote notes, buyer-title libraries, agency account plans, public contract history, and FedAtlas playbooks. The output should stay practical: target agencies, account briefs, call scripts, email sequences, quote notes, objection handling, and pursuit recommendations.

AI governance should be built into the platform from the beginning. NIST describes the AI Risk Management Framework as a voluntary resource for incorporating trustworthiness considerations into the design, development, use, and evaluation of AI systems [7]. FedAtlas does not need to overcomplicate this in the MVP, but it should use clear guardrails: source transparency, no fabricated citations, private-data boundaries, user review before outreach, confidence labels, and auditability for generated recommendations.

- Use source-grounded outputs wherever possible.
- Separate public OSINT from private vendor data.
- Avoid generating unsupported contract or agency claims.

- Label confidence and require human review for customer-facing artifacts.
- Maintain secure environment variables and never expose API keys or credentials in generated files.
- Offer higher-tier private deployment for customers with sensitive sales or pricing data.

FedAtlas Labs

FedAtlas Labs is the applied innovation division. Its mission is to build practical software and hardware tools that make everyday operational jobs more efficient. This gives the company a second lane: not only selling into public-sector growth teams, but also building tools for logistics, field operations, public works, security, facilities, warehouses, and small businesses.

The first FedAtlas Labs proof point is the route optimizer. It addresses a concrete operational problem: taking messy delivery manifests, cleaning addresses, geocoding stops, mapping them, calculating stop order, and replacing straight-line visualization with road-based routing through OpenRouteService. This is a strong Labs product because it is visual, practical, and easy for a buyer to understand.

Labs should not dilute the main FedAtlas message. Instead, it should function as a product studio under the parent brand. FedAtlas Core is the revenue engine for government growth intelligence; FedAtlas Labs is the innovation engine that demonstrates applied software capability.

Labs Product Roadmap

Product	Problem solved	Likely buyer	Commercial path
Route Optimizer	Delivery stop sequencing, route visibility, and road-based mapping	Delivery firms, couriers, field teams, public works	SaaS plus custom setup
Quote-to-Government Workspace	Margin adjustment, quote notes, package generation, and PDF export	Vendors, resellers, consultants	FedAtlas Core add-on
Field Service Scheduler	Assign work orders by geography, urgency, and technician capacity	Contractors, facilities, security installers	SaaS plus integration
Facility Inspection App	Structured site walks, photo capture, punch lists, and reporting	Municipalities, schools, facility managers	Mobile/web subscription
AI Dispatcher Assistant	Prioritize routes, incidents, and daily work based on operational context	Logistics, public works, emergency-adjacent operations	Enterprise workflow tool

Go-to-Market Strategy

FedAtlas should be commercialized through a premium services-plus-software motion. The initial wedge should not be a low-price commodity SaaS product. The founder advantage is market knowledge:

understanding vendors, public-sector buyer titles, quote notes, agency targeting, and the actual rhythm of BDR and capture execution.

The strongest go-to-market wedge is a paid vendor intelligence engagement that converts into monthly software and monitoring. This lets FedAtlas generate revenue before the platform is fully enterprise-grade, while each engagement improves templates, workflows, data structures, and repeatable playbooks.

Offer	Description	Best-fit customer	Indicative pricing
Vendor Intelligence Sprint	Vendor profile, top agencies, buyer titles, messaging, and first 30-day plan	Emerging vendor testing public sector	$1,500-$3,500 one-time
Growth Intelligence Retainer	Monthly monitoring, contact generation, opportunity review, and campaign support	Vendor with active GTM motion	$2,500-$7,500/month
Private FedAtlas Workspace	Private data ingestion, custom agent, dashboards, and GTM/capture workflows	Vendor with sensitive pipeline or partner data	$15,000-$50,000 setup plus retainer
FedAtlas Labs Product Setup	Configure a Labs tool such as routing, quoting, or field operations workflow	Operational small business or public-sector team	$1,000-$10,000 setup

The sales message should be outcome-oriented: FedAtlas does not replace a seller; it compresses the research-to-action cycle so sellers can make better calls, write stronger emails, and pursue the right agencies at the right time.

Differentiation

FedAtlas should not compete head-on as a generic CRM, generic prospecting database, or generic AI writing tool. The differentiation is vertical context. FedAtlas is designed around the government sales workflow: agencies, contracts, notices, buyer titles, mission language, capture logic, partner fit, quote notes, and public-sector outreach.

- Public-sector specificity: agency, contract, and capture language are built into the product experience.
- OSINT-to-action workflow: raw public data becomes pursuit decisions, not just dashboards.
- Founder-market fit: FedAtlas is grounded in real BDR, vendor, quote, and public-sector sales work.
- Private agent pathway: premium customers can move beyond generic SaaS into private workspaces.
- Labs proof points: operational tools such as route optimization prove practical engineering capability.

Strategic Moat

The moat is not only the software. It is the combination of public-sector sales workflow knowledge, curated

data pipelines, practical AI outputs, private deployment options, and a product studio that can keep producing useful operational tools.

Operating Roadmap

FedAtlas should be built in stages. The goal is to avoid building a bloated platform before the commercial motion is validated. Each stage should ship a working product, collect feedback, and produce sales collateral that supports the next version.

Phase	Product focus	Business focus	Proof of value
Phase 1: MVP	Agency/vendor tabs, opportunity monitoring, contact generation, route optimizer demo	Founder-led pilots and vendor intelligence sprints	Clickable product plus paid strategy output
Phase 2: Workflow	Deal Command Center, quote workspace, memory, downloadable reports	Monthly retainers with repeatable outputs	Users return weekly to manage pursuits
Phase 3: Data Depth	More APIs, improved matching, better contract and incumbent intelligence	Niche vertical packages by vendor category	Stronger signal quality and repeatable campaign logic
Phase 4: Private Agent	Private data ingestion, RAG, on-prem option, audit trails	Enterprise/private workspace sales	Higher ACV and stickier customer relationships
Phase 5: Labs Expansion	Route, field, inspection, and quote products	Separate productized SaaS offers	Multiple operational tools under FedAtlas Labs

Recommended First 90 Days

1. Finalize the website messaging around two divisions: FedAtlas Core and FedAtlas Labs.
2. Package the first paid offer as a Vendor Intelligence Sprint with a defined deliverable.
3. Use the app to generate three sample reports: one cyber vendor, one physical security vendor, and one workflow/document vendor.
4. Turn the route optimizer into a public FedAtlas Labs demo with Excel upload, map output, and road-based route generation.
5. Build a short demo video that shows a vendor going from company profile to target agency list to outreach assets.
6. Create a clean intake form for vendors to submit capabilities, target markets, current contracts, and partnership goals.

7. Add exportable PDF reports for agency briefs, vendor GTM plans, route summaries, and quote packages.
8. Start founder-led outreach to vendors that lack dedicated public-sector sales infrastructure.

Conclusion

FedAtlas has a credible strategic path if it remains focused. The core business should be public-sector growth intelligence for vendors. The innovation arm should be FedAtlas Labs, where route optimization and other practical tools demonstrate real engineering capability. The brand should not be positioned as a random collection of apps; it should be positioned as an intelligence company that turns complex public-sector and operational data into decisions, workflows, and outcomes.

The best near-term move is to sell focused intelligence deliverables while continuing to improve the product. This keeps the business close to revenue, close to customers, and close to the actual problems vendors and operators will pay to solve.

Final Positioning Statement

FedAtlas helps vendors and operators use AI, OSINT, and practical software to sell smarter, route faster, and make better decisions in government and logistics markets.

Sources and Reference Notes

[1] U.S. Government Accountability Office, "A Snapshot of Government-Wide Contracting for FY 2024," posted June 24, 2025. GAO reported approximately $755 billion committed through federal contracts in FY2024.

[2] SAM.gov, "Contract Opportunities." SAM.gov describes contract opportunities as procurement notices from federal contracting offices, including pre-solicitation notices, solicitation notices, award notices, and sole source notices.

[3] GSA Open Technology, "SAM.gov Get Opportunities Public API." The API provides published opportunity details and notes that active notices are updated daily and archived notices weekly.

[4] USAspending.gov, "Government Spending Open Data." USAspending.gov identifies itself as the official open data source for federal spending information, including contracts, grants, and loans.

[5] Office of Management and Budget, "2025 Federal Agency AI Use Case Inventory." The April 2026 repository summary reported 3,611 individually reported AI use cases and 445 high-impact AI use cases.

[6] U.S. Small Business Administration, "Biden-Harris Administration Awards Record-Breaking $183B in Federal Contracts to Small Businesses," January 10, 2025. The release reported $183.27 billion and 28.78% of federal contracting dollars to small businesses in FY2024.

[7] National Institute of Standards and Technology, "AI Risk Management Framework." NIST describes the AI RMF as a voluntary resource to incorporate trustworthiness considerations into AI design, development, use, and evaluation.

Appendix: Short External Pitch

FedAtlas is a public-sector growth intelligence platform with an applied innovation division, FedAtlas Labs. FedAtlas Core helps technology vendors identify target agencies, monitor contracts, generate buyer maps, and build government go-to-market campaigns. FedAtlas Labs builds practical optimization software, including route planning and field operations tools, for logistics and government-adjacent workflows. Together, FedAtlas helps organizations turn complex public data into action.