

# Recon

AI-Powered Government Procurement Aggregator

## Executive Summary

Small and mid-sized government contractors — independent contractors, small businesses, and specialty firms in aviation, construction, IT services, and professional services — miss winnable contracts because public procurement is fragmented across dozens of federal, state, and local portals. No small firm can manually monitor SAM.gov, BidNet, ESBD, MFMP, WEBS, and 30+ other sources daily. The result is lost revenue from opportunities they never saw before the deadline.

Recon aggregates 39+ procurement sources covering 19,000+ live federal and state opportunities across 29 states into a single feed. Our AI scores each opportunity against a contractor's NAICS codes and operating regions, then delivers daily briefings that surface the highest-probability wins before submission deadlines. Pricing is a three-tier monthly subscription — Scout at \$49/mo, Operator at \$99/mo, and Command at \$199/mo — with a 14-day free trial and no credit card required.

Recon is pre-revenue, with a live aggregation platform and a near-term milestone of 50 paying customers. The total addressable market is approximately 3.7M registered SAM.gov vendors plus state-only contractors. At even a fraction of one percent penetration at blended subscription pricing, this is a venture-scale recurring-revenue opportunity. We are raising to fund customer acquisition, coverage expansion, and scoring-model validation.

# The Problem: Procurement Discovery Is Fragmented Beyond Manual Reach

Public-sector buying in the United States is distributed across a sprawling set of disconnected systems. Federal opportunities post to SAM.gov; states run their own portals such as ESBID (Texas), MFMP (Florida), and WEBS (Washington); regional and cooperative networks like BidNet add further fragmentation. Each portal has its own registration, search syntax, notification logic, and posting cadence. A contractor pursuing work in even three or four states must check a dozen or more systems to achieve full visibility.

Recon's target customers — independent contractors, small businesses, and specialty firms in aviation, construction, IT services, and professional services — typically have no dedicated business-development staff. The owner or a principal does capture work between billable engagements. In practice, this means opportunity discovery is intermittent, keyword searches are inconsistent, and relevant solicitations are routinely discovered after the deadline or not at all. As stated in our founding brief: these firms 'currently miss contracts because they can't monitor dozens of portals manually.'

The cost of this gap compounds. Missed opportunities are not just lost single contracts — they are lost past-performance records, which weaken competitiveness on every future bid. Small firms that cannot sustain consistent pipeline visibility fall structurally behind larger competitors with dedicated capture teams and paid intelligence tools priced for the enterprise.

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## The Solution: One Feed, Scored to the Contractor

Recon continuously aggregates opportunity data from 39+ federal and state procurement sources — including SAM.gov, BidNet, ESBID, MFMP, and WEBS — into a single normalized database currently covering 19,000+ live opportunities across 29 states. Instead of logging into each portal, a contractor maintains one Recon account and one profile.

Each contractor profile captures NAICS codes and operating regions. Recon's AI scores every live opportunity against that profile, ranking the feed by estimated fit so the highest-probability opportunities surface first. Subscribers receive a daily briefing summarizing new and expiring opportunities relevant to them, designed so a contractor can review their pipeline in minutes rather than hours, and act before deadlines close.

Onboarding is deliberately low-friction: a 14-day free trial with no credit card required. A contractor can enter their NAICS codes and states, see their scored feed immediately, and judge the product's value against their own pipeline before paying.

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## Product: Dashboard and Opportunity Discovery

The core workflow centers on a dashboard that presents the contractor's scored opportunity feed. Opportunities are listed with issuing agency, jurisdiction, NAICS classification, response deadline, and Recon's fit score.

Contractors filter by state, agency type, contract vehicle, and deadline window, and can drill into any listing for the full solicitation detail and a link to the originating portal for submission.

The daily briefing is the retention mechanism: each morning, subscribers receive a digest of newly posted opportunities matching their profile and approaching deadlines on tracked items. The design goal is that a contractor never needs to visit a source portal except to submit a bid.

Product proof status: This plan does not include product screenshots. Curated dashboard and scoring-interface captures were not available at the time of writing and have not been substituted with mockups. A live product demonstration is available on request and should be treated as the primary product evidence for diligence purposes.

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## Market Opportunity

Recon's total addressable market is approximately 3.7M contractors: registered SAM.gov vendors plus contractors who pursue only state and local work and therefore never register federally. This figure is a ForgeLine estimate built from the count of active SAM.gov vendor registrations plus an estimate of state-only contractors; it should be read as a directional sizing of the buyer universe, not an audited count.

The serviceable market is narrower and more attractive: small and mid-sized firms in Recon's covered footprint — currently 29 states plus federal — in segments where contract values justify a \$49–\$199 monthly subscription. Existing procurement-intelligence tools are largely priced and designed for enterprise capture teams, leaving the long tail of small contractors to rely on free portal alerts that cover only one source at a time. Recon's pricing is set deliberately below the perceived value of a single additional contract win.

Even conservative penetration supports the business: 1,000 customers at a blended \$99/mo would represent roughly \$1.2M in annual recurring revenue — under 0.03% of the estimated 3.7M-vendor TAM. The near-term commercial question is not market size but conversion: whether trial users convert and retain at rates that make acquisition economics work. That is precisely what the first-50-customers milestone is designed to answer.

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## Subscription Tiers

Recon monetizes through three subscription tiers scaled to contractor sophistication: Scout at \$49/mo for independent contractors getting started with government work; Operator at \$99/mo for established small businesses tracking multiple NAICS codes and states; and Command at \$199/mo for specialty firms and teams that need the broadest coverage and briefing depth. Every plan begins with a 14-day free trial, no credit card required — the trial is the primary sales motion. The model is deliberately self-serve: low price points and frictionless onboarding mean Recon does not depend on an enterprise sales team to reach its first revenue milestones.

## Unit Economics: What Is Known and What Is Not

Known: pricing (\$49/\$99/\$199 per month), trial structure (14 days, no card), and the revenue arithmetic those imply — 50 customers at a blended \$99/mo would be roughly \$59K ARR. Not yet known, and explicitly labeled as open assumptions: customer acquisition cost, trial-to-paid conversion rate, monthly churn, lifetime value, and tier mix. No financial projections beyond pricing arithmetic are presented in this plan because no data yet exists to ground them. The first 50 paying customers are the instrument for establishing these numbers; investor projections will be built from observed cohort behavior, not assumed benchmarks.

## Go-to-Market and Traction

Recon is pre-revenue. The aggregation platform is operational with 39+ sources and 19,000+ live opportunities indexed, and the immediate commercial objective is the first 50 paying customers. The acquisition motion is built around the free trial: drive qualified contractors into a 14-day trial, demonstrate scored-pipeline value within the first session, and convert on the strength of opportunities the contractor would otherwise have missed. Planned channels include direct outreach to contractors in covered states and target NAICS segments, content targeting government-contracting search intent, and partnerships with organizations that already serve small contractors — PTAC/APEX Accelerator-adjacent networks, trade associations, and bid-preparation service providers. Channel mix will be tested empirically during the first-50 push; no channel has validated economics yet.

Traction disclosure: Recon currently has no paying customers, no customer testimonials, case studies, or pilot data. Claims of product value in this plan rest on the platform's verifiable coverage footprint, not on customer outcomes. Generating referenceable early-customer evidence is a primary purpose of the 50-customer milestone.

Competitive disclosure: This plan does not include a formal competitive analysis. Recon's working differentiation thesis — breadth of multi-state aggregation plus AI scoring at small-business price points, versus free single-portal alerts on one side and enterprise-priced capture intelligence on the other — is a hypothesis that has not been validated through structured competitor benchmarking. A competitive landscape assessment is committed as a near-term deliverable. Team disclosure: founder and team credentials, including relevant experience in government contracting and AI, are not documented in this plan and will be provided separately in diligence materials.

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# Data Sources and Coverage

SOURCE / SOURCE GROUP	COVERAGE PROVIDED
SAM.gov	Federal contract opportunities — the primary federal procurement system of record
BidNet	Multi-state and regional government bid network spanning state, county, and municipal solicitations
State portals: ESBD (TX), MFMP (FL), WEBS (WA)	State-level procurement systems aggregated directly from each state's official posting platform
Additional state and local sources (30+)	Remaining sources bringing the total to 39+, completing coverage of 19,000+ live opportunities across 29 states

Source: ForgeLine Systems internal platform data (39+ sources, 19,000+ live opportunities, 29 states), per document brief. Named portals (SAM.gov, BidNet, ESBD, MFMP, WEBS) confirmed in brief; full source list available on request.

Proof level: supporting

Methodology disclosure: ForgeLine has not yet published a per-source breakdown distinguishing primary portals (scraped or API-fed directly from the system of record) from secondary aggregators, nor formal data-freshness guarantees per source. A full source-by-

## Next Steps and Milestones

Milestone 1 — First 50 paying customers. This is the immediate objective and the foundation for everything downstream. The 50-customer cohort establishes the first real numbers for trial-to-paid conversion, tier mix, and early retention, converting this plan's labeled assumptions into measured economics.

Milestone 2 — Validated unit economics and evidence base. From the first cohort: measure customer acquisition cost by channel, monthly churn, and lifetime value; collect testimonials and at least two documented case studies of contracts discovered through Recon that the customer would otherwise have missed; and publish scoring methodology and data-freshness benchmarks. These close the proof gaps explicitly flagged in this document.

Open questions we commit to answering before scaled fundraising deployment: (1) acquisition cost and retention by segment; (2) whether scored discovery measurably improves customers' bid volume or win rate; (3) competitive positioning against both free portal alerts and enterprise capture-intelligence tools, via formal landscape analysis; (4) team composition and relevant domain credentials, documented for diligence; and (5) financial runway and use of funds, to be modeled from observed cohort data rather than assumed benchmarks. Investors and partners engaging now are underwriting a verifiable coverage asset and a low-friction commercial model, with the explicit understanding that demand-side proof is the next stage's deliverable.

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