



Chief Digital & Artificial
Intelligence Office



TRADEWINDS

Tradewinds Solutions Marketplace

WELCOME KIT

VERSION 3.0 |
AUGUST 2025

Developed for the Department of Defense Chief Digital and Artificial
Intelligence Office (CDAO) Tradewinds Solutions Marketplace initiative.

Updated 8.19.25.

www.tradewindai.com



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WELCOME TO THE TRADEWINDS SOLUTIONS MARKETPLACE

Congratulations on your video solution being added to the Tradewinds Solutions Marketplace! Your video is now available for government customers to view and select.

This welcome kit provides key information for success as you engage with government clients through the Tradewinds Solutions Marketplace, including:

- Details about the customer process in identifying desired solution(s)
- Information on how to move forward with government customers
- Resources for publicizing your Marketplace video
- Sharing and monitoring your video over time
- What to do if your solution needs to be updated or removed



Help and Support

If you have any questions about the information contained in this kit or about the Tradewinds Solutions Marketplace platform, please contact support@tradewindai.com.

NOTE: Government customers who are not familiar with the Tradewinds Solutions Marketplace should visit tradewindai.com to learn more.



CUSTOMER PROCESS

Government customers who are interested in viewing solutions on the Tradewinds Solutions Marketplace should first create a Tradewinds government account at tradewindai.com/tw-marketplace or directly on <https://cdao.appianportalsgov.com/tradewinds-user-registration>. Once logged in, government customers can view awardable video solutions.

Through the Marketplace, customer organizations may communicate directly with solution providers to get more information or request a demonstration. When ready to procure the solution, they may engage their local contracting support activity.

If the customer does not have a local contracting activity, they should reach out to support@tradewindai.com to be connected to the Tradewinds Acquisition Support team.

HOW TO MOVE YOUR SOLUTION FORWARD

If you are already in conversations with a government customer, contact them, inform them of your “awardable” status, and provide the customer information above.

If you do not yet have a government customer, the Marketplace is your opportunity to share your awardable status as you market to new customers.

PUBLICIZING YOUR AWARDABLE STATUS

Congratulations on being assessed as “Awardable” by the Tradewinds Solutions Marketplace (TSM). This recognition signifies that your solution meets the high standards required to sell to the government.



The following sections are designed to help you make the most of your Awardable status and maximize your visibility within the government procurement space. They include include:

- Approved language to describe the Tradewinds platform
- Awardable Badge
- Tradewinds Logos
- Social Media guidance
- Press Release guidelines

APPROVED LANGUAGE ON TRADEWINDS

Short Description: The Tradewinds Solutions Marketplace is the premier offering of Tradewinds, the Department of Defense's (DoD's) suite of tools and services designed to accelerate the procurement and adoption of AI/ML, data, and analytics capabilities.

Long Description: The Tradewinds Solutions Marketplace is a digital repository of post-competition, readily awardable pitch videos that address the DoD's most significant challenges in AI/ML, data, and analytics.

The Solutions Marketplace Model is fully compliant with the SECDEF Memo entitled "Directing Software Acquisition to Maximize Lethality" (March 6, 2025) and the Executive Order entitled, "Modernizing Defense Acquisitions and Spurring Innovation in the Defense Industrial Base" (April 9, 2025).

All awardable solutions have been assessed through complex scoring rubrics and competitive procedures and are available to Government customers with a Marketplace account. Government customers can create an account at www.tradewindai.com. Tradewinds is housed in the DoD's Chief Digital Artificial Intelligence Office.

Keep in mind: Do not say this is a sole source authorization. That is incorrect.



AWARDABLE BADGE

Display the Tradewinds "Awardable" badge on your website, marketing materials, and product documentation. This badge is a symbol of excellence and trust, demonstrating to government buyers that your solutions have been assessed and approved by the Tradewinds Solutions Marketplace.



LOGOS

Approved Tradewinds logos are available for your use. Do not alter their colors. If you need the logo in a different format, contact success@tradewindai.com.





SOCIAL MEDIA

We encourage you to announce your Awardable status across your social media channels, and other platforms. When sharing on LinkedIn, please tag CDAO on LinkedIn at *@dod-chief-digital-and-artificial-intelligence-office*

Suggested Language

"Thrilled to share that [company name's] pitch video on [topic] has been deemed Awardable by the Tradewinds Solutions Marketplace! It's an honor to be recognized among a competitive field of applicants to the Tradewinds Solutions Marketplace for our innovation, scalability, and potential impact on DoD missions. Government customers, please check out our 5 minute video solution on Tradewinds: tradewindAI.com."

PRESS RELEASE GUIDELINES

Craft a compelling press release announcing your Awardable status. The goal is to highlight your achievement and underscore its significance.

Press Release Template

[ABC Company] Assessed "Awardable" for Department of Defense work in the CDAO's Tradewinds Solutions Marketplace

City, STATE ABBREVIATION – [Date] – Company name, a [leading provider] of [technology/service] today announced that it has achieved "Awardable" status through the Chief Digital and Artificial Intelligence Office's (CDAO) Tradewinds Solutions Marketplace.



The Tradewinds Solutions Marketplace is the premier offering of Tradewinds, the Department of Defense's (DoD's) suite of tools and services designed to accelerate the procurement and adoption of Artificial Intelligence (AI)/Machine Learning (ML), data, and analytics capabilities.

[ABC Company's] solutions are designed to [your company's primary offering]. They are used by a wide range of businesses, including Fortune 500 companies, small businesses, and government agencies. [or list industries, customers here].

"[Quote about your company being on the Tradewinds marketplace]," said [Company Leader Name], [Title] of [ABC Company]. "[Continue quote here]"

[ABC Company's] video, [Title of Video], accessible only by government customers on the Tradewinds Solutions Marketplace, presents an actual use case in which the company [brief overview of the technology you demonstrated in the video]. [ABC Company] was recognized among a competitive field of applicants to the Tradewinds Solutions Marketplace whose solutions demonstrated innovation, scalability, and potential impact on DoD missions. Government customers interested in viewing the video solution can create a Tradewinds Solutions Marketplace account at tradewindAI.com.

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About [ABC Company]: [Insert overview here]

For more information or media requests, contact: [Your Communications Team name, email]



About the Tradewinds Solutions Marketplace: The Tradewinds Solutions Marketplace is a digital repository of post-competition, readily awardable pitch videos that address the Department of Defense's (DoD) most significant challenges in the Artificial Intelligence/Machine Learning (AI/ML), data, and analytics space. All awardable solutions have been assessed through complex scoring rubrics and competitive procedures and are available to Government customers with a Marketplace account. Government customers can create an account at www.tradewindai.com. Tradewinds is housed in the DoD's Chief Digital Artificial Intelligence Office.

For more information or media requests, contact: Success@tradewindai.com

HOW TO SHARE AND MONITOR YOUR VIDEO

Two easy ways to share your awardable video on the Marketplace: let customers search for it, or send them a direct link:

1. Search on Tradewinds Solutions Marketplace

- Government customers can search the Marketplace. Include your video's title in your marketing or outreach to make it easier to find.

2. Direct Link

- Share a direct link with government customers who already have an account. They must be logged in to view.

Monitoring Your Video

Your video page includes a "Comments" feature where potential customers can contact you. You will receive notifications for new comments and may also post your own.



HOW TO UPDATE YOUR VIDEO SOLUTION

Changes or updates to your Awardable video require resubmission through the assessment process. You may keep your current video active until your new video is deemed awardable. If your old video is outdated, you can delete it.

MAXIMIZING YOUR AWARDABLE STATUS

Your Awardable designation is a pathway to real opportunities. This section provides practical tools and strategies to help you:

- Introduce your solution to government buyers with ready-to-use email templates
- Identify and qualify the right DoD customers to approach
- Create a strong one-page capability statement and mini case studies
- Develop outreach and engagement strategies that build visibility and trust
- Use the TSM Awardable Badge effectively across channels
- Maintain your SAM.gov profile for contracting readiness
- Leverage 1:1 sessions with the TSM team for personalized support
- Track progress with a success checklist to convert Awardable status into awarded work

SAMPLE EMAIL TO DOD CUSTOMERS

Subject: Awardable Solution on the Tradewinds Solutions Marketplace

Body:

Dear [Recipient Name],

I am reaching out to share that [Your Company Name] has been assessed as Awardable on the CDAO (Chief Digital AI Office, Department of Defense) Tradewinds Solutions Marketplace for our [solution name].



This designation means our solution has met rigorous evaluation standards and is ready for rapid acquisition by DoD customers.

Watch our 5-minute video solution here: [Insert Link – government login required]

We encourage you to schedule a 1:1 session with the TSM team to learn exactly how to award through the Marketplace. You can book your session here: [Insert Scheduling Link]. Government users can also email success@tradewindai.com to request details from our assessment package from TSM's panel of assessor SMEs.

About Our Solution:

[1–2 sentences summarizing your tech, its purpose, and impact]

We welcome the opportunity to explore how we can support your priorities. Please let us know if you would like to discuss further.

Respectfully,

[Name, Title, Contact Information]

[Company Logo with TSM Awardable Badge]

IDENTIFYING AND QUALIFYING GOVERNMENT BUYERS

Finding the right buyers is key to converting your Awardable status into awarded work.

When deciding which DoD offices or agencies to approach:

- Start with your technology focus such as AI/ML, data analytics, autonomy, cyber, etc.



- Use agency mission alignment to target organizations whose challenges match your capabilities. Examples:
 - **AI/ML & Data Analytics:** CDAO, Army Futures Command, Navy Digital Warfare Office, Air Force Chief Data Office
 - **Cybersecurity:** DISA, NSA, service cyber commands
 - **Autonomous Systems:** Army DEVCOM, ONR, AFRL, Marine Corps Warfighting Lab
- Research open solicitations and past awards on sam.gov and DoD SBIR/STTR portals.
- Look for offices with innovation mandates such as DIU, AFWERX, NavalX, SOFWERX.

CREATING A ONE-PAGE CAPABILITY STATEMENT WITH THE TSM AWARDABLE BADGE

Create a concise one-pager that showcases your company, highlights your TSM Awardable Badge, and gives government customers a clear snapshot of your capabilities, experience, and contracting pathways.

Your one-pager should include:

- Company name and contact info
- TSM Awardable Badge prominently displayed
- Core capabilities and focus areas (bulleted)
- Past performance or relevant experience
- Solution summary in one or two sentences
- Differentiators (why you're the right choice)
- NAICS Codes, CAGE Code, UEI
- Contracting pathways mentioning TSM post-competition status



MINI CASE STUDY FORMAT

Developing a short case study is a powerful way to show government customers the value of your solution. Share real-world examples or potential impact stories that highlight how your technology addresses mission challenges, delivers measurable outcomes, and strengthens DoD priorities like readiness, lethality, and resilience.

- **Customer or Mission Challenge:** the problem or gap
- **Your Solution:** how your tech addressed it
- **Outcome and Measurable Impact:** metrics, savings, performance gains
- **Relevance to DoD:** tie to readiness, lethality, resilience

OUTREACH AND ENGAGEMENT STRATEGY

To maximize visibility:

- **Attend Relevant Events:** Proposers Days, Industry Days, CDAO events, service tech expos
- **Use LinkedIn Effectively:** Announce Awardable status, tag CDAO and DoD offices, engage in posts/discussions
- **Network with Purpose:** Follow up with event contacts within 48 hours, share one-pager and video link

BEST PRACTICES FOR USING THE TSM AWARDABLE BADGE

Place the badge on:

- Company website
- Email signatures
- Capability statements and white papers
- LinkedIn banners and posts

Always link badge use to www.tradewindai.com and note that viewing requires a government login.



SAM.GOV MAINTENANCE

Keep your registration active and updated annually to ensure accurate NAICS codes, contacts, and capability narratives.

- Keep registration active and update annually
- Ensure NAICS codes, points of contact, and capability narrative are current
- A complete profile increases contracting officer confidence

LEVERAGING 1:1 SESSIONS WITH THE TSM TEAM

TSM's Real People Time sessions provide personalized support to both vendors and to Government customers,

Book your one on one session here:

<https://outlook.office365.us/book/TradewindsSolutionsMarketplaceRealPeopleTime@theairi.us>

Government users can also email success@tradewindai.com to request assessor package details.

AWARDABLE VENDOR SUCCESS CHECKLIST

- ✓ Update SAM.gov profile
- ✓ Create and distribute capability statement with TSM badge
- ✓ Announce Awardable status on LinkedIn, website, email signature
- ✓ Identify top 5 DoD offices to target
- ✓ Send intro email with video link
- ✓ Develop 1–2 mini case studies
- ✓ Attend one DoD industry day per quarter
- ✓ Monitor and respond to TSM video comments



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Thank You

Success@tradewindai.com

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