



\$20,000 HAMMER

CONTRACT PROPOSAL 2025

Prepared by
PDEP

Solutions On time. On target

**"...and when the impossible has
been accomplished, the only
reward is another mission that
noone else will try."**

*- excerpt from the
Night Stalker Creed*

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EXECUTIVE SUMMARY

The Future of Defense Spending

How do we currently measure the effectiveness of our Defense Budget? Is it measured by how much is **spent**, or by what it *achieves*? We can have both.

PDEP estimates \$500M+ annually (~10%) is lost to a lack of efficiency and a lack of accountability within the supply system alone. Currently we **think** that every dollar spent is assigned to a mission-critical outcome, though the 7 failed audits tell a different story.

Implementing our AI analytics will set a standard to regain public trust and establish operational excellence. Leveraging specially designed Agents allows us to evaluate spending *effectiveness*, enable *readiness metrics*, improve *accountability*, and support *sustained scalability*.

Together, we can ensure every defense dollar works harder for America's warfighters.

“ You can measure the effectiveness of a program by its spend rate. -Deloitte

THIS IS THE PROBLEM ”

THE PROBLEM

Current budget evaluations only focus on whether funds are **spent**, with a glaringly absent understanding of the **operational** outcomes achieved. This leaves gaps in *accountability*, continuous *inefficiencies* in spending, and *missed opportunities* for driving measurable improvements in readiness and performance. Audit deficiencies further hinder the Department of Defense's (DoD) ability to secure an unqualified audit opinion, undermining public trust and fiscal responsibility.



INEFFICIENCY IN RESOURCE ALLOCATION

Problem: Defense spending often focuses on whether funds are spent rather than their impact on readiness and operational outcomes. This leads to misallocation of resources, as demonstrated by our discovery of \$1.5M in unproductive spending and 19,000+ recurring orders that didn't serve mission-critical needs.

Impact: Resources are wasted on activities or items that don't directly enhance warfighter capabilities, reducing the overall effectiveness of the defense budget.



LACK OF TRANSPARENCY AND ACCOUNTABILITY ACROSS SYSTEMS

Problem: Existing ERP systems do not provide sufficient insight into how funds are utilized or tied to deliverables, making it difficult to track spending effectiveness or identify inefficiencies. This lack of visibility also hinders audit readiness.

Impact: Without clear accountability, systemic inefficiencies persist, undermining the DoD's ability to meet audit standards (e.g., achieving an unqualified audit opinion by FY 2028) and build public trust.



DEFICIENCIES IN DATA-DRIVEN DECISION-MAKING

Problem: The inability to accurately track inventory, spending, and readiness metrics limits the DoD's ability to make informed decisions. The discovery that inventory management systems were entirely unreliable illustrates the broader issue of poor data integration and analytics.

Impact: Poor data undermines operational planning and readiness, delays corrective actions, and reduces the DoD's ability to proactively allocate resources where they are needed most.

THE APPROACH

Our solution is a scalable, transformative analytics framework designed to systematically align defense resources with mission-critical outcomes that unifies financial accountability with operational impact. By integrating Enterprise Resource Planning (ERP) systems and advanced analytics, we can:



Evaluate Spending Effectiveness

Assess expenditures against specific deliverables and operational outcomes.



Enable Readiness Metrics

Tie funding directly to training and readiness improvements (e.g. USR).



Improve Accountability

Identify audit risks and streamline compliance to achieve an unqualified audit opinion.



Support Sustainable Scalability

Expand the analytical framework's application to other federal agencies, creating a government-wide model of efficiency.

THE PROOF

Our proof of concept demonstrates the effectiveness of this approach through the analysis of one Army Brigade Combat Team (BCT) in 2021 (actual data). Our data discovered some interesting statistics. Using the Approach listed above, we discovered:

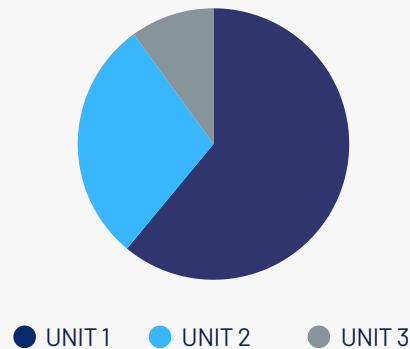
Systemic Ordering



66%

Decrease of unnecessary reoccurring order items (13,103 line items)

\$118K Oakley Sunglasses Distribution (uneven)



\$170K

Unnecessary shipping container purchased for singular unit

\$1.5M+

Increase of purchasing power, over 8% of the overall budget, through analysts

DATA ANALYSIS



Items clearly purchased for 1 to 5 individuals



\$60K helicopter door purchased by a non-aviation unit.



110 different types of pens ranging from \$2-\$36 purchased frequently.

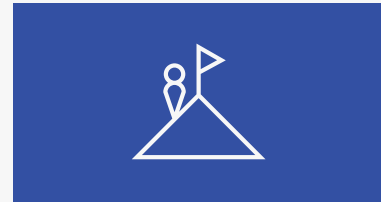


Uneven distribution trends for popular items like Gerber Multi-tools.

THE RESULT

Serving the American Public

Leveraging agents, PDEP can rapidly assesses fiscal and systemic inefficiencies within the Defense spending domain. These assessments uncover misallocated funds, identify systemic gaps, and reveal opportunities for optimization, shifting resources to directly support the warfighter and maximize budgetary impact. By identifying deficiencies and delivering actionable insights to DoD leaders, PDEP drives timely corrections, streamlines operations, and clears the path to achieving an unqualified audit opinion. This process will build accountability and trust, both within the DoD and with the American public.



By optimizing spending and enhancing accountability, which results in advanced readiness, we empower the DoD to operate with unparalleled efficiency, setting a new standard for public trust and operational excellence. This proposal not only addresses critical gaps in accountability but also offers a replicable model to modernize and optimize government spending across all agencies.

“
**The future model must
be better than today's.**
”



PETER MOONEY
CO-FOUNDER



JARROD ANDERSON
CHIEF AI OFFICER



LANDON CHEBEN
CO-FOUNDER

ABOUT US

PDEP is a 100% owned Service Disabled Veteran Owned Business (SDVOB). An acronym for Pro Deo Et Patria, which is Latin for “For God and Country,” the team provides solutions to complex, data-driven problem sets by leveraging a team of Ph.D. data scientists integrated with advanced Artificial Intelligence (AI) Agents. PDEP’s mission is to design custom, deliverable solutions to complex problem sets in an arena that requires precision, timing, and reliability.

...Solutions On Time. On Target.

PETER MOONEY is the co-founder of PDEP and a leader in resource optimization and operational efficiency for government and defense. As a recipient of the Maj. Gen. Nathan Towson Regimental Medallion and an EMBA from Xavier University, Peter combines strategic vision with hands-on expertise in financial and operational planning. In addition to certifying contracts during his tour in Iraq and currently working as a Senior SAP functional consultant, Peter’s leadership is defined by a commitment to transparency, bold ideas, and delivering scalable solutions that set a new standard for accountability and impact.

JARROD ANDERSON is a recognized AI leader named one of the Top Ten AI Leaders in the USA by CIO Review in 2023. He has spearheaded AI initiatives at Fortune 35 and Fortune 100 companies, building PhD-level teams and creating transformative AI strategies that optimized global supply chains, manufacturing, and financial services. With expertise in machine learning, deep learning, and Natural Language Processing, Jarrod has driven innovation in fraud detection, wealth management, and customer engagement, delivering significant cost savings and revenue growth. He also serves on the Chief Data Officer Magazine Global Editorial Board with professional certifications from Harvard and MIT.

LANDON CHEBEN is a seasoned leader with a decade of experience in high-stakes aviation and strategic problem-solving. A West Point graduate and Army Ranger, he served in the nation’s most elite aviation unit, leading sensitive missions as a Special Operations Pilot-in-Command (FMQ) and Air Mission Commander for the 160th SOAR “Night Stalkers.” A natural leader and articulate communicator with step-change perspective, he enhances efficiency and optimizes deliverable results. With over 3,000 flight hours and current service as an Airline Captain, Landon excels at building adaptable teams, mastering complex challenges, and delivering sustainable success across multiple domains.

Success requires
synchronization,
not
deconfliction.



PRO DEO ET PATRIA



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