

The Dream Pursuit Doctrine

A human-facing curriculum for the discipline of winning federal business — written to be taught as a college course.

Welcome. If you are a professor, an administrator, a fellowship director, or a student who wandered in, this is the right place to start.

What this is

This is a **concept-first curriculum** for the pursuit of federal funding and federal work: how the money moves, how solicitations work, how organizations decide what to chase, how they structure a pursuit, and how they learn. It is built to be taught as a college course to students from **Strategic Initiative**, **MBA**, and **Masters in Policy Administration** programs — and it is deliberately written to be **inviting**: plain language, concrete examples, stories, diagrams, and a glossary when you need one. It is not a technical manual.

Underneath the course, this repository holds the **doctrine** — the durable ideas that never change.

The one idea that frames everything

Two sentences before you read anything else:

The concepts are durable. The tools are swappable.

The government will always publish its needs and its rules in advance. The pursuit will always be a pipeline with gates. Every serious pursuit will always need a structure — an objective, resources, a budget, indicators, a route, activities, and logistics. Those ideas are the doctrine, and they do not change.

The software that holds the records, the portals where solicitations are announced, the AI systems that draft proposals — those change constantly. This curriculum teaches the concepts and only *mentions* the tools. You will never be tested on a product. If the industry replaces every tool it uses tomorrow, nothing in this curriculum breaks. That is deliberate, and it is the most important decision in this repository. It is explained properly in doctrine/08.

Who this is for

- **Professors** — the course/ folder gives you a ready 14-week syllabus, a public grading rubric, and a capstone. The modules/ folder gives you session-by-session teaching plans for three audience tracks.
- **Fellowship and training directors** — the same doctrine maps onto the Launchpad fellowship build-out: the DREAM, ORBITAL, GROWTH, and SuperNova frameworks you already use are the vocabulary of this curriculum. A fellowship participant and a college student following these materials learn the same doctrine.

- **Students** — start with the doctrine/ folder, keep the literacy/ folder open, and work the Ravonics case as you go.
- **Curious readers** — read the doctrine in order. It is ten short chapters, and each one ends with a self-check.

How a professor would use this

1. **Read the doctrine** (doctrine/, ten chapters, in order). This is the intellectual spine.
2. **Read the syllabus** (course/syllabus-semester.md). It is a 14-week plan that mixes the shared core with the three audience tracks.
3. **Pick the track or tracks** for your students (modules/): Strategic Initiative, MBA, or MPA. All share the core.
4. **Assign the literacy** (literacy/) alongside the doctrine — the glossary, the acronym decoder, and the how-to-read maps are the student's reference layer.
5. **Run the capstone** (course/capstone-build-an-orbital.md): students take a real, published, closed solicitation and build an ORBITAL, a score, and a bid/no-bid call — with no software required.
6. **Render** the docs to Word or PDF for your learning management system with the scripts in render/.

How it maps to the fellowship (Launchpad)

If you run an internal fellowship, you will recognize the vocabulary already:

Curriculum	Fellowship vocabulary it maps to
The pursuit pipeline (doctrine/03)	GROWTH (Gauge → Research → Organize → Write → Target → Health)
Customer engagement	DREAM (Discover → Relate → Empower → Advise → Motivate)
The ORBITAL structure (doctrine/06)	ORBITAL Framework (Objective, Resources, Budget, Indicators, Transport, Activities, Logistics)
The lifecycle (doctrine/07)	SuperNova strategy (DREAM → ORBITAL Plan → STARTUP → Ops → LAUNCH → GROWTH → Mission Control)
The case company	Ravonics — the same canary company the machine side uses for its end-to-end doctrine validation

The fellowship and the college course are two doors into the same building. See

`align/concept-to-system-map.md` for the degree fellowship course crosswalk that ties the four degree guides to the doctrine and the Launchpad ladder.

The degree ladder

The curriculum is now a full **four-rung degree ladder**, not just a semester course. Each tier has a program overview and a teaching-plan folder:

- **Undergraduate** — program overview (B.S. in Government Business Development) + `modules/undergraduate/`
- **Graduate** — program overview (M.S. in Capture Management) + `modules/graduate/`
- **Doctoral** — program overview (research doctorate) + `modules/doctoral/`
- **Forever-Learning** — program overview (lifetime tier: executive alumni + post-doctoral) + `modules/forever-learning/`

The four tier folders are indexed from `modules/README.md`. The existing 14-week course (`course/syllabus-semester.md`) remains the fastest single-semester entry point. The forever-learning tier is the fourth rung — the standing program for people who have completed a tier and intend to keep learning, teaching, and contributing for the rest of their career.

The one-stop practice layer

If you are studying on your own — no professor, no cohort — the `practice/`, `guides/`, and `study-plans/` folders turn the doctrine into a solo curriculum: start at onboarding and placement, work the exercises (answer keys included), take on the challenge set (open-ended problem statements with model answers in the facilitator's key), see what excellent looks like in the sample capstones for every tier, follow a study plan, and find your questions answered in the FAQ.

Repository map

<code>README.md</code>	← you are here
<code>AGENTS.md</code>	cross-tool agent operating contract for this repo
<code>CLAUDE.md</code>	instructions for future agents working in this repo
<code>VERSION</code>	"0.5.1"
<code>manifest.yaml</code>	version + the document registry (every doc, its audience, its concept)
<code>doctrine/</code>	the durable concepts (the source of truth), 10 chapters
<code>literacy/</code>	glossary, acronym decoder, RFP/NOFO reading maps, money flow, color teams, the four volumes
<code>literacy/agencies/</code>	the agency deep-dive library (DoD, DHS, DOE, GSA, NASA, NIH, SBIR/STTR, State/USAID/Congress)
<code>modules/</code>	the shared core + three audience tracks + the four-rung degree-tier ladder (undergraduate/graduate/doctoral/forever-learning) + the human × AI collaboration module + the company-building module
<code>course/</code>	14-week syllabus + full degree-tier curricula (B.S., M.S., doctorate, forever-learning) + doctoral-advanced research seminars

case-study/	the Ravonics teaching case
case-library/	real winning patterns, anonymized (four teaching cases + index)
practice/	the one-stop practice layer: worked exemplar, exercise bank, answer keys, capstones (same)
guides/	onboarding & placement, facilitator playbook, first 30 days in a BD role, simulation day
study-plans/	week-by-week solo paths (student, professional, coach)
faq.md	questions newcomers and students actually ask
changelog.md	running record of changes to the space
research/	curriculum-design research (competency model, market & accreditation, credential mapping)
reference layer, renders to dist/	
align/	the concept ↔ system mapping + Shipley×DNA fusion layer (fusion map, corpus index, book catalog)
reference layer, renders to dist/	
render/	scripts to build .docx and .pdf from the markdown

The v0.5.0 layers

The high-rise wave added several layers on top of the four-rung ladder:

- **Agency depth** — literacy/agencies/ is a deep-dive library: ten profiles mapping how each major buyer (DoD, DHS, DOE, GSA, NASA, NIH, SBIR/STTR, State/USAID/civic, VA) buys, evaluates, and speaks. The agency is the other party in the conversation, not scenery.
- **The case library** — case-library/ holds four anonymized real-feeling win/loss cases, each teaching one lesson: compliance, price-to-win, teaming, and the ghost theme.
- **Human × AI collaboration** — modules/human-ai-collaboration.md (+ practice/human-ai-drills.md) teaches you to run the gate with a machine: brief it, read its output critically, log overrides, and stay the accountable operator.
- **Two new graduate electives** — GE 650 Pipeline Economics & Portfolio Management and GE 651 Orals Coaching & Presentation Discipline, folded into the graduate program.
- **Company building** — modules/company-building.md + the company launch sprint + the first-30-days guide cover standing a GovCon firm up from zero.
- **Career and inspiration** — the credential ladder, why govcon matters, the capability statement, the certification prep companion, and the simulation day portfolio wargame.
- **Doctoral advanced** — course/doctoral-advanced/ holds three research-object seminars (AI systems, advanced capture management, partnerships & ecosystems).

The Launchpad Sandbox is the source of truth for **all** of it: **align/** and **research/** now render to **dist/** alongside the taught set.

A reading order for the curious

1. doctrine/01 — Where the money lives

2. doctrine/02 — RFPs, NOFOs, and solicitations
3. doctrine/03 — The pursuit pipeline (*the centerpiece*)
4. doctrine/04 — Gates and governance
5. doctrine/05 — Scoring and price-to-win
6. doctrine/06 — The ORBITAL business structure
7. doctrine/07 — The lifecycle
8. doctrine/08 — Tools change, concepts don't
9. doctrine/09 — Capture and competitive strategy
10. doctrine/10 — Post-submission and win

Then the case. Then, if you are teaching, the course — and if you are designing a degree, the program overviews: undergraduate, graduate, and doctoral.

The federal market is not a lottery. It is a pipeline — and the pipeline is teachable.