Performing Market Analysis & Strategy Development for the Evidence-Based Recidivism Reduction (EBRR) Platform with FWI

A Professional Readiness Experiential Program (PREP) Project Effort

----- *Authors / Student Project Team Members* -----

Maya Pokhrel is a student at George Mason University, graduating with a bachelor's degree in Management Information Systems. She has experience in business analytics, market research, and strategic planning. In this project, she played a key role in developing the go-to-market strategy, analyzing stakeholder needs, and defining a value proposition for the EBRR platform.

Nichol Ho is a student at George Mason University graduating with a bachelor's degree in Business Analyst and Accounting. They have experience in business analytics from their major. In this project, they played a key role in researching and analyzing competitors and potential customers, finding estimated cost, calculating pricing per month per user and creating partnership strategy for JusticLens.

Anh Nguyen is a student at George Mason University graduating with a bachelor's degree in Management Information Systems. For this project, she was experienced in the market strategy development for the EBRR platform by performing detailed research on outreach channels and federal procurement opportunities. She also was responsible for transcribing client calls which contributed to the overall organization and cohesion of the group throughout the course of the project.

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Interested in being an Industry Participant and or PREP Sponsor? Please reach out to bngac@gmu.edu, Thanks!

---- Client Testimonial ----

"Their client-centric approach was incredibly refreshing and made collaboration seamless, showing genuine care and attention to detail. Their strong work ethic consistently went above expectations, which elevated the overall quality of our project outcomes. The solution recommendations they provided were insightful and practical, directly addressing our organization's needs in a meaningful way."

- Marc Fain | Chief Revenue Officer | FWI

Introduction

FWI supports the Federal Bureau of Prisons (BOP) in its mission to reduce recidivism through **Evidence-Based Recidivism Reduction (EBRR) programs**. The EBRR platform is being developed to transition from a manual program review process to a **data-driven validation system**, enabling more efficient program approval across **federal, state, and local jurisdictions**.

To successfully launch the platform, a **comprehensive go-to-market strategy** is required. This PREP project focuses on identifying **key stakeholders, analyzing the competitive landscape, and defining a roadmap** for widespread adoption of the platform.

Business Challenge

Currently, **EBRR programs face significant delays and inefficiencies** in getting validated, affecting their ability to secure **funding and implementation**. The new platform aims to **streamline and automate this process**, ensuring faster, more transparent, and data-driven program validation. However, **market penetration remains a challenge**. The platform must gain **trust and traction** among **program administrators, funding organizations, and government agencies**. A clear **value proposition, pricing model, and adoption strategy** are critical for success.

Activities Done to Address the Business Challenge

Market Analysis

We carried out a detailed exploration to understand the ecosystem where JusticeLens functions and analyzes its possibilities for influence.

- **Identified key stakeholders**, including government agencies, program administrators, and funding organizations.
- **Mapped the competitive landscape**, analyzing alternative solutions in the recidivism reduction space.
- **Evaluated pain points** in the current validation process that the platform aims to resolve.
- **Assessed market size and growth potential** to determine the **scalability of the platform**.

Marketing Strategy Development

We tailored an outreach strategy precisely to properly market and raise awareness about the platform among early adopters and institutional users.

- **Developed value proposition messaging** for different stakeholder groups, emphasizing **efficiency, cost savings, and compliance benefits**.
- **Outlined pricing and partnership models** to attract **early adopters and ensure financial sustainability**.
- **Created a partnership model** to involve strategic allies and government institutions.
- **Designed a channel strategy**, including **digital outreach and direct engagement** with key government stakeholders.
- **Planned launch milestones** to guide implementation and track progress.

Results & The Positive Impact

The strategy led to actionable outcomes that set the foundation for JusticeLens to achieve market traction and long-term impact, which are as follows:

- Developed a clear **messaging framework** to communicate the platform's value to diverse stakeholders.
- **Identifying the market** for JusticLens, new market (blue ocean) due to its purpose use (evaluation of all EBRR programs compared to individual programs).
- Created an **estimated cost** and calculated **pricing / user** to create **a pricing model**.
- Identified strategic **government and institutional partnerships** to accelerate adoption.
- Created a structured **market entry roadmap** to position the platform for long-term success.
- Outlined a **scalable go-to-market plan** that can be refined as the platform gains traction.

Conclusion

This PREP project provided valuable **hands-on experience** in business strategy, market analysis, and stakeholder engagement. By tackling a **real-world problem**, we contributed to the **future adoption of a critical platform** that can **streamline program validation and support recidivism reduction efforts** across the U.S. Our work lays the foundation for **future implementation efforts**, offering a structured approach to **market penetration and growth** for the EBRR platform.

PREP Student Reflection

Participating in this PREP project allowed us to apply classroom knowledge to a real-world business challenge. We gained insights into market research, competitive analysis, and strategic planning, all while working on a meaningful initiative with real societal impact.

This experience strengthened our ability to work with industry professionals, navigate business challenges, and develop actionable solutions. We are confident that the skills gained in this project will be instrumental in our future careers.