WinMoreBD

Win Smarter.
Deliver Better.
Improve the World.

Partnered exclusively with

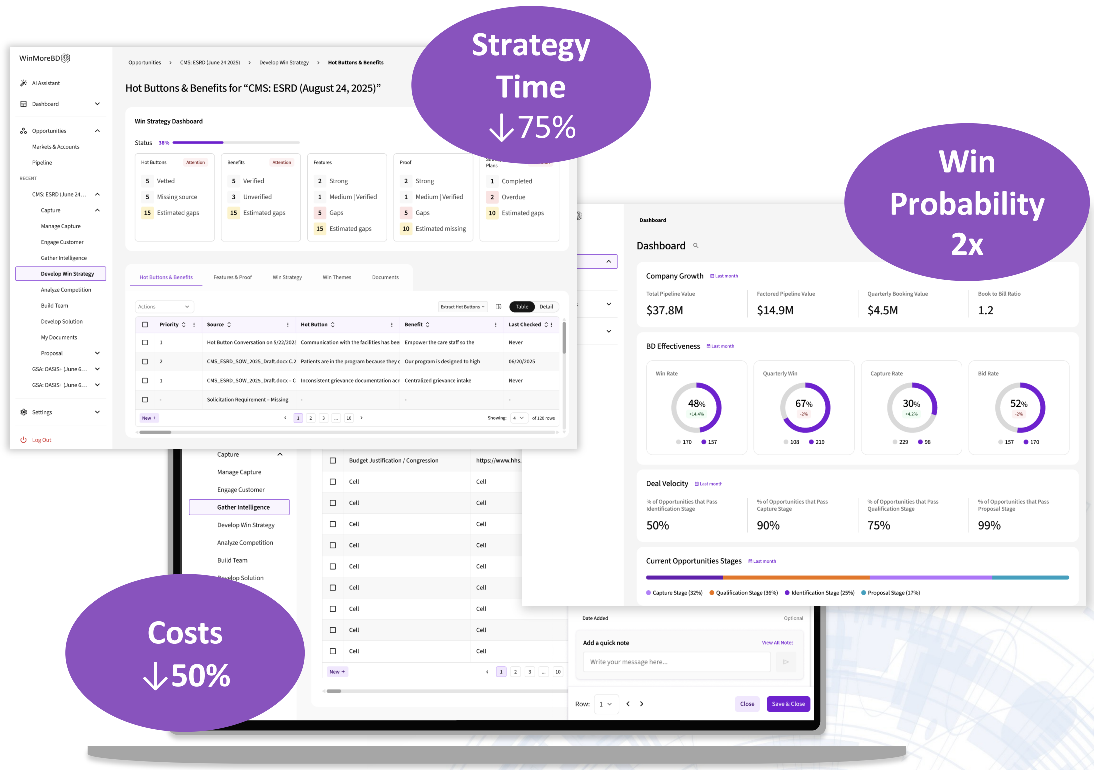
OST GLOBAL SOLUTIONS

AI for Capture: Best Practices to Win More Contracts

24 November 2025

About WinMoreBD.ai

- Built on the processes we've used to win Over $500 Billion in contracts
- Automating the hardest part of winning contracts – capture
- AI thinks like top business developers to win more
- A living win strategy engine



Integrating AI into your BD Processes

BD Maturity & AI Integration

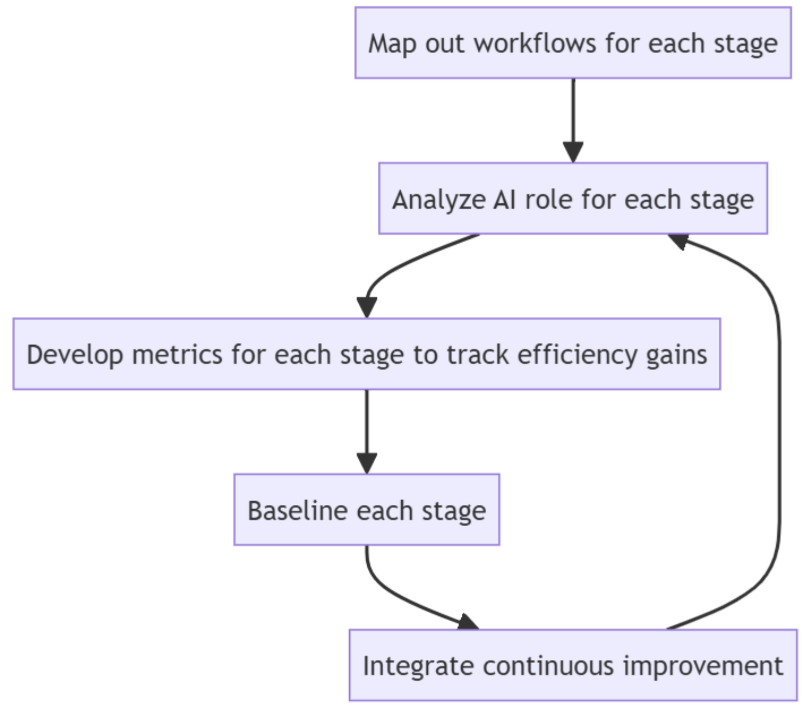
- Invest in data quality because for AI to be effective, your data must be clean, accurate, and organized in a library that integrates with AI.
- Train employees at each level to ensure they understand AI's role in BD and are comfortable with the tools they're expected to use.
- View AI integration as an iterative process – as you move up the maturity levels, the AI capabilities and processes should continuously evolve.
- AI integration may be the driver in improving your BD maturity.

BUSINESS DEVELOPMENT AND AI INTEGRATION MATURITY LEVELS

6	DIFFERENTIATED	COMPETITIVE DIFFERENTIATION DRIVES LIFETIME CLIENT BASE. AI AUTOMATION RESULTS IN MAXIMUM VOLUME AND QUALITY.
5	OPTIMIZED	STANDARD BD PROCESSES ARE IMPROVED USING DATA DRIVEN BY FIRM, GROUP, AND INDIVIDUAL GOALS. AI AUTOMATION REACHED.
4	QUANTITATIVELY MANAGED	STANDARD BD PROCESS IMPLEMENTED THROUGHOUT THE FIRM, MEASURING WHAT MATTERS. AI EMBEDDED IN STRATEGY.
3	DEFINED	STANDARDIZED BD PROCESS IN POCKETS WITHOUT ORGANIZATIONWIDE PROCESS IMPROVEMENTS. AI BECOMES OPERATIONAL.
2	REACTIVE	CHAOTIC AND TACTICAL, RESPONDING BASED ON INDIVIDUAL PERFORMANCE. EXPERIMENTATION WITH MAINSTREAM AI.
1	AD HOC	UNORGANIZED. AUTOMATICALLY AT THIS MATURITY LEVEL. INTERESTED IN AI.

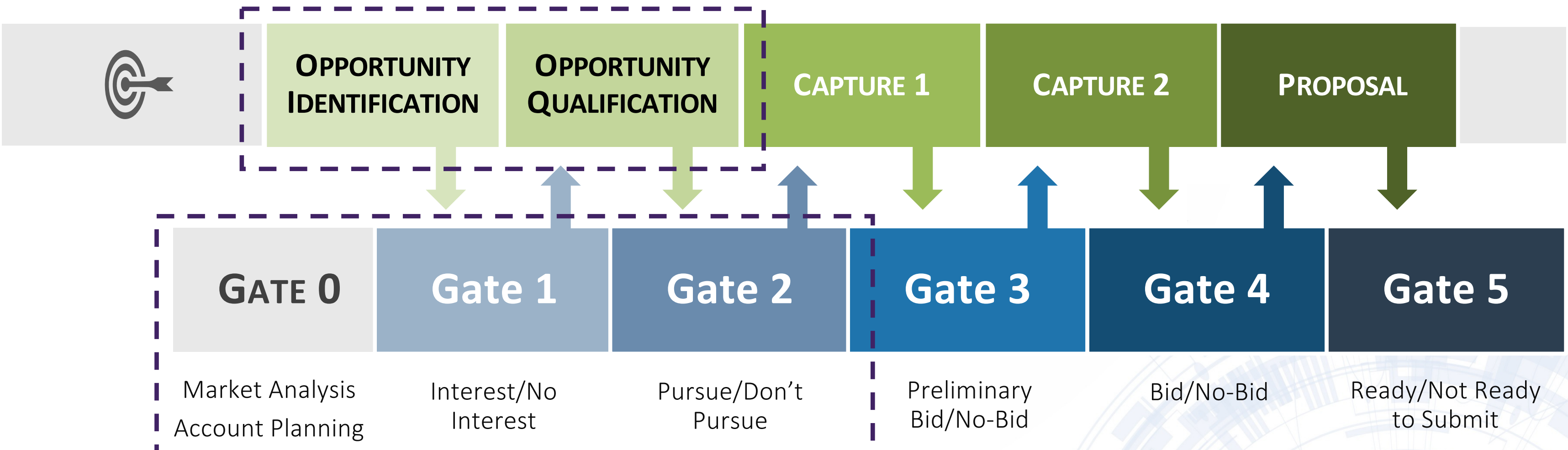
Engage in Value Stream Analysis

- Value streams represent a series of processes or actions that contribute to the overall goal—such as generating revenue.
- Take a journey through the BD value chain, analyzing how each stage of this journey adds value, creating opportunities for efficiency and insight, especially with AI.



Enhancing Your Pipeline with AI: The Role of AI in Pipeline Development

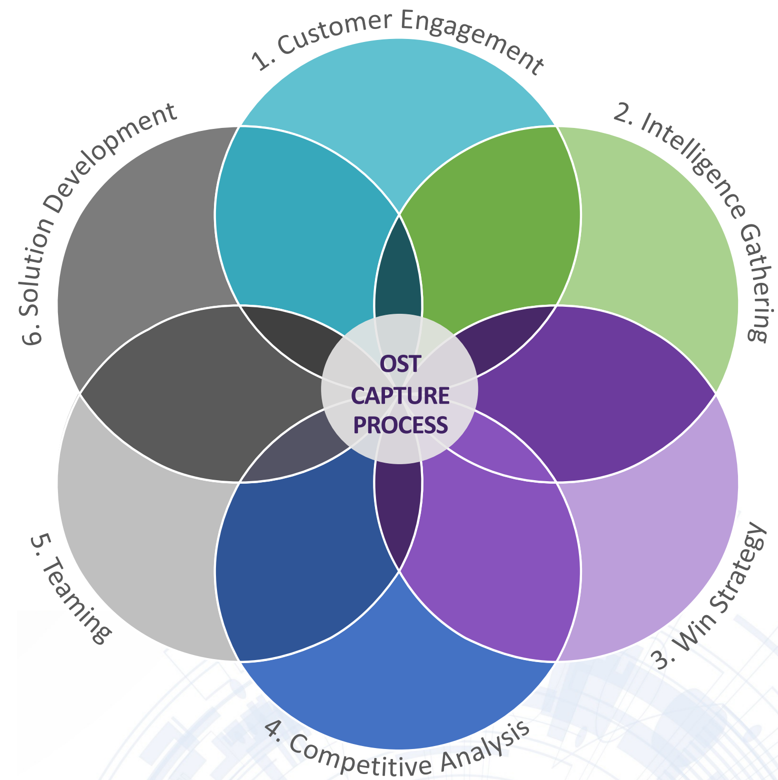
- AI tools can help you fill your pipeline and advance opportunities through the stages
- AI is equally helpful in opportunity identification and qualification.



Customer Engagement & Intelligence

AI Integration in the Capture Process

- Capture is AI-heavy, with brainstorming, research, and others being all AI tasks – aligning along the six elements of the capture process value chain:
- Capture Part 1 (Process steps 1-3) examples:
  - Hot buttons research, customer messaging development, government intel gathering.
  - Detailed intelligence analysis.
  - Win strategy/win themes brainstorming and development.
- Capture Part 2 (Process steps 4-6) examples:
  - Competitor profile workups and analysis, competitive intelligence gathering, updates to win strategy.
  - Teaming strategy, teaming partner value propositions.
  - Solution brainstorming.
- Documents assistance: Capture Plan, Win Themes White Paper and Action Items, White/point papers, sources sought and Request for Information (RFI) responses generation, etc.



AI-Enhanced Customer Engagement: Using AI for Customer Analysis

- Use web searches (AI and browser) and if insufficient, professional tools for customer identification: GovWin IQ, BGov, etc.
- AI is indispensable to ID the customer correctly and fill out this table.

Customer (Name, Title)	Role (Buyer, User, Technical, Champion, Sponsor)	In Source Selection Team? Yes, No, Maybe	Profile (Be Tactful!)	Friendly, Adversarial, Neutral	Our POC and date of last contact	Hot Button 1	Hot Button 2	Hot Button 3

AI in Intelligence Gathering: Efficient Market and Customer Intelligence with AI

- AI excels in web data and long document analysis, useful in gathering customer and opportunity intelligence and insights.
- Challenge the AI to do better with your searches.
- Examine the sources links provided for further insights.
- Instead of doing in-line research, collect all found information into a Word file and paste it into the chat to analyze and interrogate.
  - Takes longer.
  - Delivers more granular results.
  - Ex: Glassdoor reviews data analysis.

Name	Title	Role	In Source Selection Team?	Profile	Disposition Towards Contractors	Our POC and Date of Last Contact	Hot Buttons
Joanne Woytek	Program Director, NASA SEWP	Champion	Yes	Leads the SEWP Program Management Office; extensive experience in IT acquisitions.	Friendly	N/A	Innovation in IT solutions, small business engagement, contract efficiency.
Andrea Ross	Senior Contracting Officer, SEWP VI	Buyer	Yes	Oversees procurement processes for SEWP VI; experienced in IT contracting.	Neutral	N/A	Adherence to procurement regulations, cost-effectiveness, risk management.
Robert Betts	Small Business Specialist, NASA IT Procurement Office	Sponsor	Maybe	Advocates for small business participation in NASA contracts; focuses on IT	Friendly	N/A	Small business inclusion, diversity in contracting, compliance

Win Strategy & Teaming

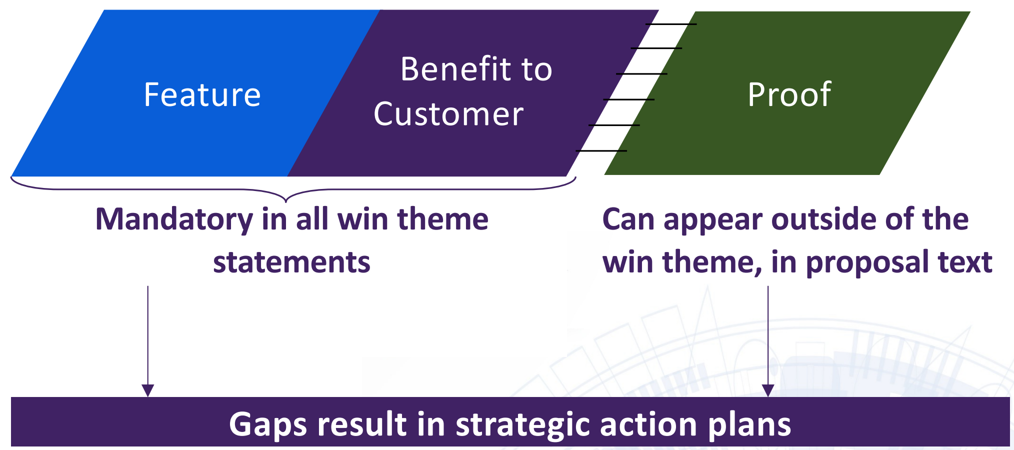
Incorporating AI in Win Strategy Formulation

- AI contributes to developing robust and data-driven proposal themes that help derive effective win strategies.
- Compile the hot buttons.
- Develop a prompt to suggest features of the approach that speak to the hot buttons; note that some of these suggestions may result in gaps and may turn into strategic action items.
- Develop a prompt to find proof points from past performance or identify gaps if proof points are unavailable.

Measurable Feature: What do we offer?
Has to be:
- Quantitative
- Qualitative

Benefit to the Customer Answers:
- What's in it for the customer?
- How so?
- So what?

Proof:
- Builds confidence and credibility
- Makes your feature believable



Leveraging AI for Competitor Insights

Use AI tools to identify and research competitors:

- Identify and analyze incumbent(s).
- Identify other competitors using AI and USAspending combination (Advanced AI use technique: combining AI with other tools).
- Identify competitors that may be on the team (using the available subcontractor information).
- Check if the company has grown out of its statuses such as 8(a) and small business.
- Use incumbent information web scraping.
- Perform internet searches using negative terms for the industry: failure, mishap, incident, safety violation, security violation, lawsuit, merger, etc.

Identifying Teaming Partners with AI

- AI can aid in finding and evaluating potential partners for teaming.
- Use gap analysis performed earlier to ask AI to develop criteria for finding teaming partners (NAICS, PSC, keywords).
- Identify potential partners using USAspending search.

Assessing Partners & Teaming Strategies

Use AI to develop teaming strategy for the results of the USAspending search:

- Sort companies that fill the gap by revenue.
- Identify the ones with the highest revenue and use AI to analyze their list of projects for relevancy, size, and recency.
- Populate the SOW matrix with the company's past performance information.
- Select the company you would like to work on first (the one you may know/have relationship with and/or the one that has the most relevant past performances.
- Use AI to suggest a teaming strategy and a teaming value proposition (reasons for the other company to team with you).

Prompt Inspiration:
Formulating a Persuasive Teaming Value Proposition

Please, use the provided capture plan and related materials to craft a detailed Teaming Value Proposition aimed at engaging a potential partner for the [Pursuit Name]. Our capture plan includes insights into the customer's needs, the competitive landscape, our company's strengths and potential areas for collaboration, and you are also provided potential partner's company's profile and capabilities. Your role is the Capture Manager for [Your Company]. Your task is to draft a compelling Teaming Value Proposition for the [Potential Partner's Company]. This proposition should resonate with [Potential Partner's Company] by showcasing a strategic alignment and potential for a winning collaboration. Ensure your PowerPoint slide deck plan includes:

1. ***Opportunity Summary**: Synthesize key points from the capture plan to provide a snapshot of the pursuit, highlighting opportunity specifics such as Scope, Key Dates, and any pertinent opportunity data.*
2. ***Demonstration of Relevance**: Use the capture plan to draw parallels between [Your Company]'s proven track record and the pursuit requirements, emphasizing relevance and exemplary customer feedback.*
3. ***Customer Relationship Dynamics**: Without divulging sensitive information, hint at the depth of your customer relationships, ensuring to keep details at a level that would not breach trust or overpromise.*
4. ***Synergistic Advantage Argument**: Elaborate on the strategic synergies between both companies, focusing on unique 'force multipliers,' and explain how these synergies can be leveraged to the customer's advantage.*
5. ***Resource Portfolio**: List out specific resources, tools, facilities, and other assets your company can bring to the partnership, as outlined in the capture plan, including any proposal support or cost-sharing arrangements.*
6. ***Contact Information Slide.***

Capture Plan: [ ]

Potential Partner's Company Profile and Capabilities [ ]

Early Access & Contact Info

Next Steps & Resources

- Platform launches December 17, 2025
- Companies who sign up now receive:
  - 5 licenses to the WinMoreBD platform at 33% off the first year licensing cost
  - 5 licenses to OST's self-paced training catalog; a $60,000 value
  - White glove implementation and shaping the features on our roadmap
- Vist www.winmorebd.ai to learn more and schedule time to see the platform
  - Schedule demo: WinMoreBD.ai — Meeting
  - Subscribe to our newsletter: AI-Powered Strategies for Capture & Business Growth