



WinMoreBD

Win Smarter.
Deliver Better.
Improve the World.

Competitive Intelligence that Drives Teaming & Win Strategy

21 Jan 2026

Partnered exclusively with

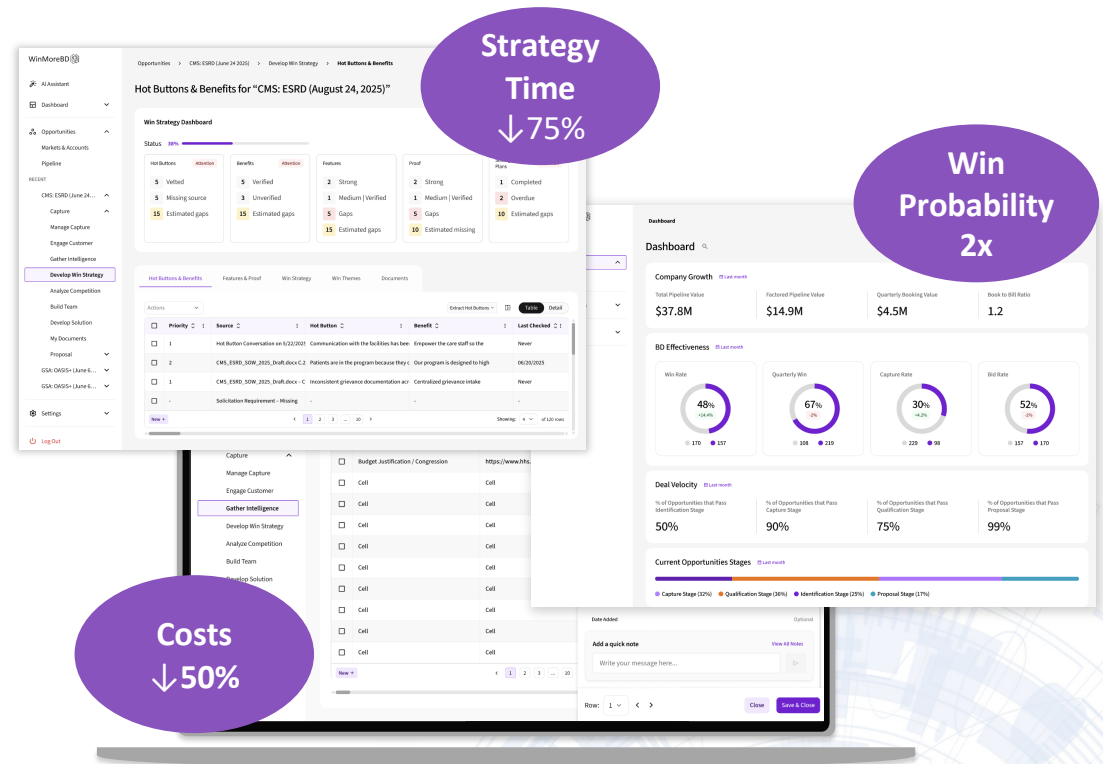


OST GLOBAL SOLUTIONS

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





Competitive Analysis / Intel Overview



Reasons Competitive Analysis is a Relatively Infrequent Practice



- **Starting late on pursuits:** Skipping or delaying capture and running out of time is common; consider that successful companies spend 60% of their B&P budget on capture. This is like a runner skipping crucial warmup exercises and expecting to win the race.
- **Reluctance to spend money on competitive analysis:** Hesitating to invest in competitive analysis due to cost is shortsighted. Consider what it costs your company to lose more bids than could be won with better insights. Use competitive analysis only on those bids you want to win.
- **Assuming there is nothing new to learn about your competition:** It's like getting complacent about relationship and being unpleasantly surprised – taking someone or something for granted often is a symptom of a problem and a recipe for heartbreak.
- **Failing to get the right tools:** Not budgeting to subscribe to competitive analysis tools is like being a hair stylist in a celebrity beauty salon with cheap, dull scissors and a weak blow drier while being expected to make \$1000 per haircut by the salon's owner; use professional tools to do your job and get professional results.
- **Not seeking help from experts:** This is comparable to facing a complicated medical condition without consulting a specialist or seeking a second opinion. Engage consultants or experts when necessary to enhance your competitive analysis efforts.

What Happens if There is No Competitive Analysis and PTW



You do your best without considering your competitors – like training for a muay thai match with a punching bag only

Just swag a salary and put wrap rates on it and hope no one else competes

Accept the targets from primes and then try to manage profitability (may suffer in performance, hard to be profitable)

Solution is developed late, jeopardizing your Pwin; costing efforts wait till you solidify the solution, and you write a mediocre cost proposal at the last minute

Cannot set effective and conscious pricing strategies

Don't document your costing assumption properly and strategically to ghost your competition through BOEs, WBS, and BOM, and to excel in audits later

Fail to write a non-boilerplate narrative in the cost volume that ghosts competition, without convincing supporting documents that prove you are right

Make mistakes in your pricing because it doesn't go through an iterative process and multiple SME and management reviews



Competitive Analysis Elements

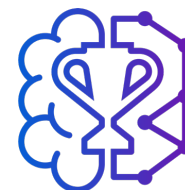
Strategic Competitive Intelligence (CI): analysis of the entire competitive field

- Part of market analysis
- Examples:
 - Are your rates competitive?
 - How do you benchmark against your competitors?

Tactical CI: opportunity-specific analysis

- Win/loss analysis as relevant to the target pursuit
- SWOT analysis to identify strengths, weaknesses, opportunities, and threats
- Blind spots analysis to analyze previous strategies that are likely to be reused
- Alliance analysis to determine competitors' teaming
- Strategy hypotheses (usually at a Black Hat)
- War Gaming to pressure-test your plans against competitors' responses (usually at a Black Hat)
- Price To Win Analysis: intimately connected to CI

Develop a Knowledge Base for CI Information



1

Capture your analysis results and relevant source data

2

Collect all your debriefs and lessons learned in the database

3

Focus on your competitors' strategies, not rates (as rates change)

4

Always document your sources (you don't want sensitive information you have collected to be subpoenaed and with no cited sources look like results of espionage)

AI Automation Helps Propagate Best Practices Often Not Followed



Start Early	Start early, after the Win Themes/Win Strategy Session
Document	Document your findings in the CI Knowledge Base
Continue Analysis	Continue collecting competitive information throughout the capture process, refining the results of your Black Hat and PTW
Recognize Changes	Recognize when changes impact your win strategy
Accept Limited Data	Continue collecting despite being initially discouraged by incomplete or imperfect information; quantity transforms into quality over time

Step One of Competitive Analysis: Competitor Identification



AI-Automated	Human with AI Assistance
Identify companies winning similar work at your target agency	Validate whether identified companies will actually bid THIS opportunity
Rank competitors by award volume with the customer	Gauge actual relationship strength with the CO/program office
Surface incumbent contractor(s) and their award history	Determine incumbent's likelihood of rebid vs. walk-away
Map predecessor contracts to potential follow-on vehicles	Predict which vehicle the procurement will migrate to (human intel dependent)
Identify companies on the relevant IDV with active task orders	Determine which vehicle holders are actively pursuing
Extract subcontractor relationships from SAM.gov subcontract data/USAspending	Uncover "invisible" teaming arrangements not in federal databases
Match competitor capabilities to SOW requirements via past performance	Assess true competitor depth via human intelligence
Identify mentor-protégé relationships from SBA data	Determine which JVs are pursuing this specific opportunity
Flag companies doing identical work at similar agencies	Confirm whether adjacent-agency players will cross over to compete



WinMoreBD Competitive Analysis



Opportunities > Manage Capture > Industrial Hygiene Services at Mississippi National Guard Facilities (IH)

Industrial Hygiene Services at Mississippi National Guard Facilities (IH)

Information

Actions

Team Contacts

Capture Plan

Documents

Example Opp: Industrial Hygiene Services at Mississippi National Guard Facilities (IH)

Opportunities > Manage Capture > Industrial Hygiene Services at Mississippi National Guard Facilities (IH)

Industrial Hygiene Services at Mississippi National Guard Facilities (IH)

Information

Actions

Team Contacts

Capture Plan

Documents

Actions ▾

New +

Compare

<input type="checkbox"/>	Name	Source	Status	Added By	Date Added
<input type="checkbox"/>	Opportunity Page - Sam.gov	https://sam.gov/opp/ca15c0ba76c34f24800e35f6fa37...	Processing	Dave H.	01/20/2026
<input type="checkbox"/>	2.+Sources+Sought+ +Contractor+Info...	2.+Sources+Sought+-+Contractor+Information+Form...	Processing Complete	Dave H.	01/20/2026
<input type="checkbox"/>	1.+MSNG+Facilities Processes+(for+In...	1.+MSNG+Facilities_Processes+(for+Indust+Hygiene)...	Processing Complete	Dave H.	01/20/2026

Contract Type *

Firm-Fixed-Price Level-of-Effort (X)

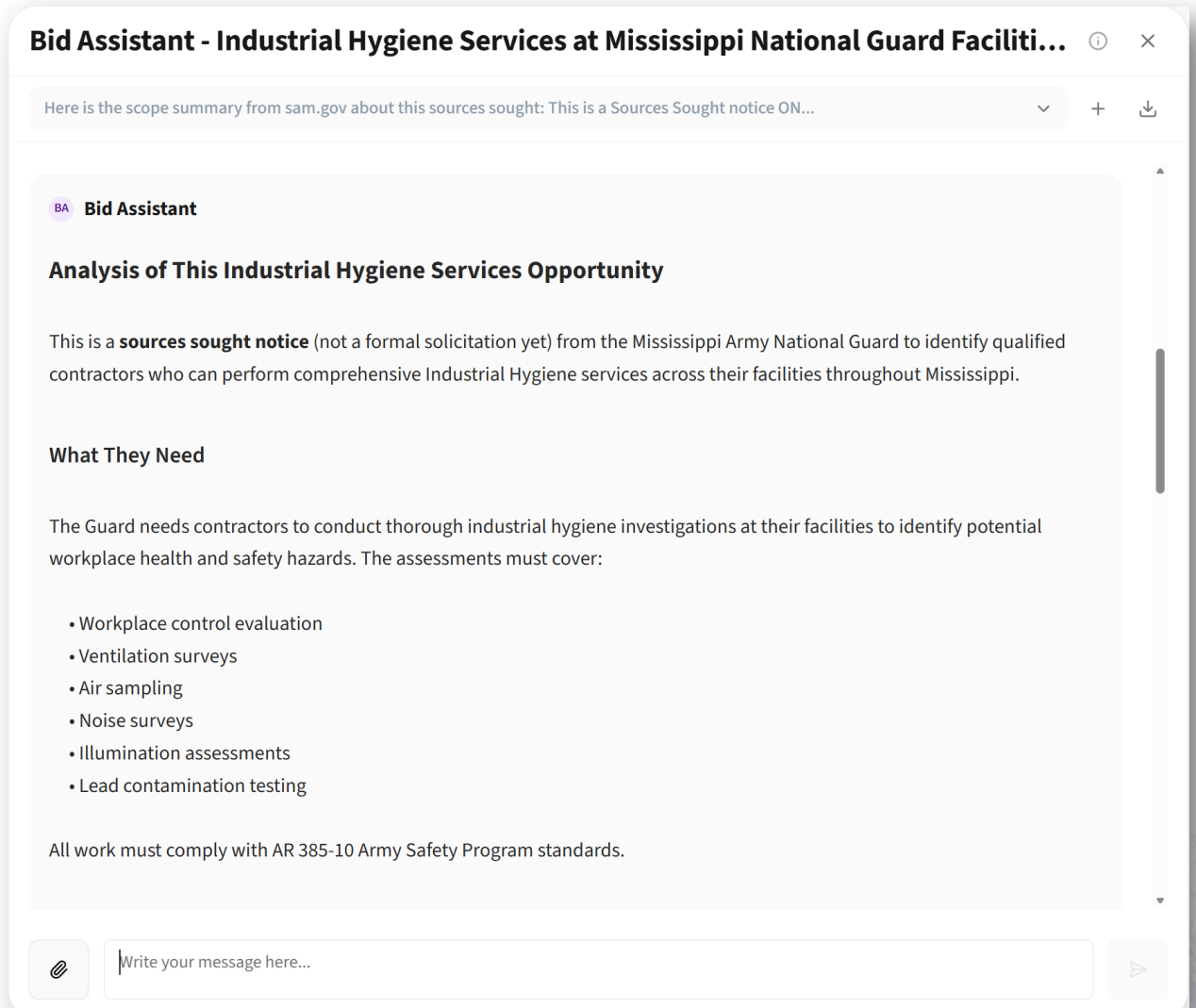
X ▾

Award Type *

Contract: Definitive (Requirements) Contract ▾

www.winmorebd.ai

Bid Assistant Summarizes the Scope



Bid Assistant Summarizes the Scope

Bid Assistant - Industrial Hygiene Services at Mississippi National Guard Faciliti...

Here is the scope summary from sam.gov about this sources sought: This is a Sources Sought notice ON...

Where the Work Is

They have **19 facilities** spread across three regions in Mississippi:

North Region (6 facilities):

- Tupelo: AASF Tupelo 2, FMS 1
- Grenada: CSMS 2, UTES Grenada
- Senatobia: FMS 5
- Greenville: FMS 6



Mid Region (6 facilities):

- Jackson: AASF Jackson 1
- Meridian: AASF Meridian 3
- Louisville: FMS 2
- Brookhaven: FMS 3
- Decatur: FMS 7
- Brandon: FMS 9

South Region (7 facilities):

- Camp Shelby: ASP, CSMS 1, FMS 10, MATES, USPFO
- Gulfport: FMS 4, AVCRAD

These include various facility types: Army Aviation Support Facilities, Field Maintenance Shops, Combined Support Maintenance Shops, and specialized sites.

 Write your message here... 

Bid Assistant Summarizes the Scope

Bid Assistant - Industrial Hygiene Services at Mississippi National Guard Faciliti...

Here is the scope summary from sam.gov about this sources sought: This is a Sources Sought notice ON...

Contractor Requirements

Field personnel must have:

- **At least 3 years of industrial hygiene survey experience**, AND
- Either a bachelor's, master's, or doctoral degree in chemistry, physics, medical/biological/physical science, or related engineering from an accredited university, OR
- Board for Global EHS Credentialing Certified Industrial Hygienist certification

Business Details



- **NAICS Code:** 541620 - Environmental Consulting Services
- **Small Business Size Standard:** \$19M
- **Response Deadline:** 1:00 PM CDT, Wednesday, April 30, 2025
- **Contact:** david.a.oglesby.civ@army.mil

You can support some or all of the facilities listed—just specify which locations your company can cover when you respond.

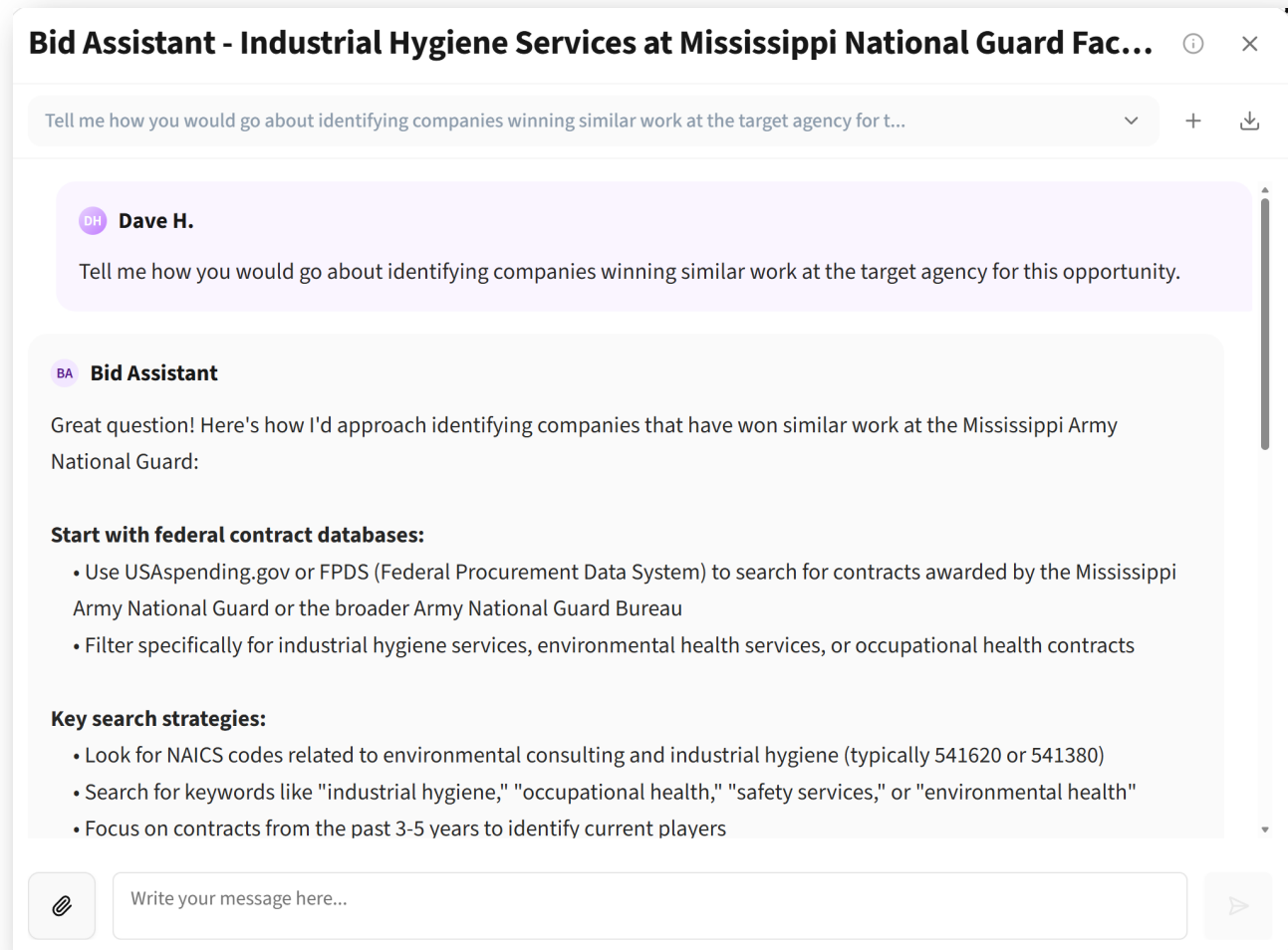
Sources

1._MSNG_Facilities_Processes_for_Indust_Hygiene_.pdf
Relevance 93%
[Document: 1. MSNG Facilities Processes for Indust Hygiene] ### Industrial Hygiene

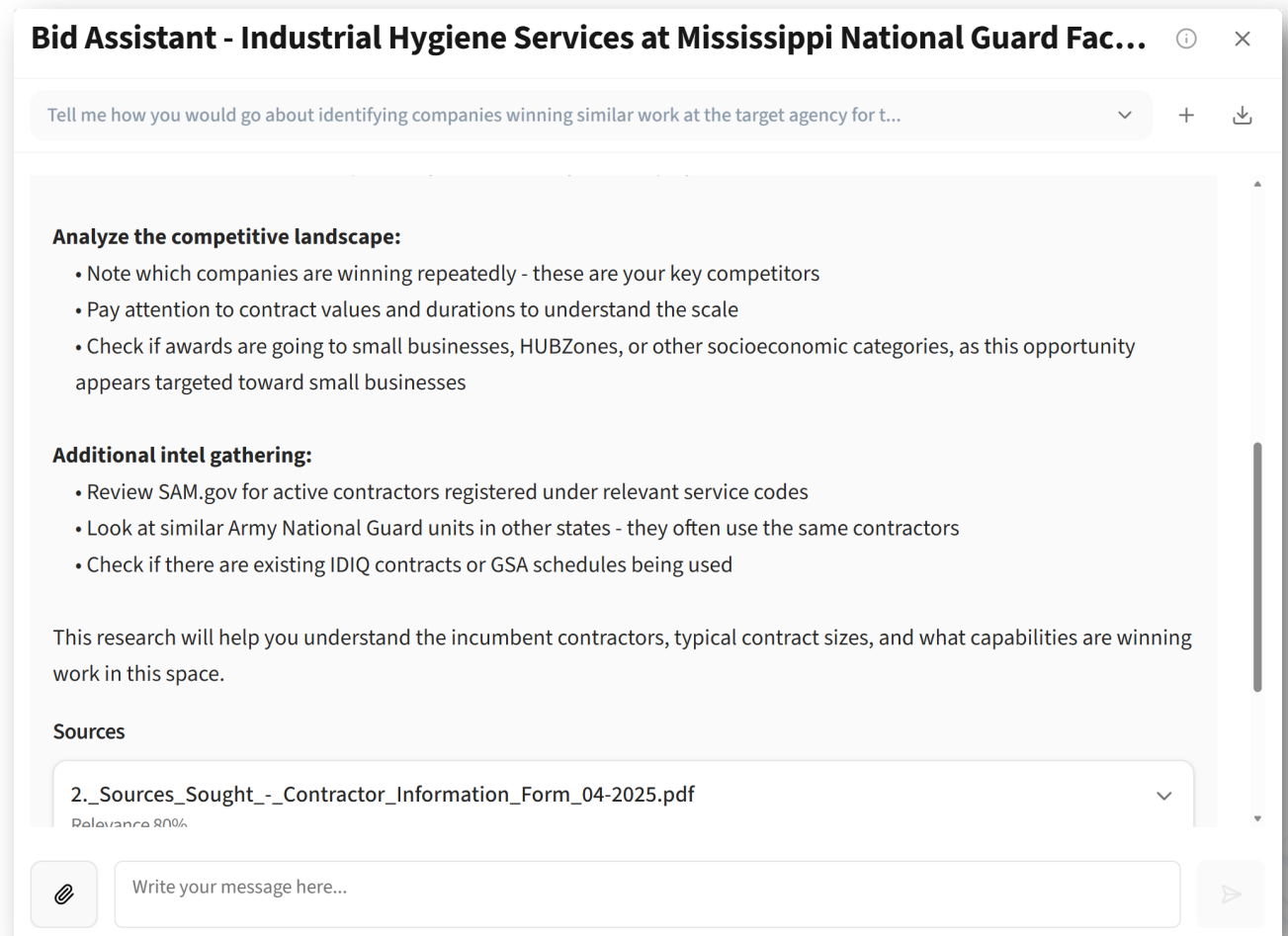
1._MSNG_Facilities_Processes_for_Indust_Hygiene_.pdf
Relevance 93%

 Write your message here... 

The Bid Assistant is Trained on OST's Process



The Bid Assistant is Trained on OST's Process



WinMoreBD Automatically Ranks Competitors by Award Volume with the Customer



Opportunities > Analyze Competition > Industrial Hygiene Services at Mississippi

Industrial Hygiene Services at Mississippi

Competitors Documents

Actions ▾ New + Search...

<input type="checkbox"/>	Competitor	Awards	Last Award	Total Awards	Largest	Update Date	Updated By
<input type="checkbox"/>	ATI-ENDYNA JV, LLC	HQ003423F0092; HQ003422F0095; HQ003421F0104;...	08/31/24	\$13,014,412	\$3,096,454	01/21/26	Dave H.
<input type="checkbox"/>	HAZAIR INC	FA850120F0013	12/22/19	\$4,842,019	\$4,842,019	01/21/26	Dave H.
<input type="checkbox"/>	DGI-ATI II LLC	HQ003425F0131	04/30/25	\$3,952,608	\$3,952,608	01/21/26	Dave H.
<input type="checkbox"/>	ALLIANCE SOLUTIONS GROUP, INC.	W81XWH19C0065	03/06/19	\$3,735,464	\$3,735,464	01/21/26	Dave H.
<input type="checkbox"/>	MECA CONSULTING INC	W912LA22F0041; W912LA23F0038	09/26/23	\$1,485,442	\$956,582	01/21/26	Dave H.
<input type="checkbox"/>	AEHS INCORPORATED	W81K0022P0238	09/30/22	\$990,241	\$990,241	01/21/26	Dave H.
<input type="checkbox"/>	SRR INTERNATIONAL, INC	FA462117C0010	09/28/17	\$815,670	\$815,670	01/21/26	Dave H.
<input type="checkbox"/>	THE GLOCOMS GROUP INC	W912JM24P0026	07/31/24	\$639,595	\$639,595	01/21/26	Dave H.
<input type="checkbox"/>	AURORA INDUSTRIAL HYGIENE	W912LA24P0015	09/28/24	\$421,140	\$421,140	01/21/26	Dave H.
<input type="checkbox"/>	GLE ASSOCIATES, INC	W912LA21F0062	09/29/21	\$360,130	\$360,130	01/21/26	Dave H.

Page 1 of 1 Showing 1 to 10 of 10 results | Page size: 30

WinMoreBD Automatically Ranks Competitors by Award Volume with the Customer



Awards + Add More

Award Name	Award Value	Award Date		
HQ003423F0092	\$3,096,454.2	March 01, 2023		
HQ003422F0095	\$3,035,743.92	March 01, 2022		
HQ003421F0104	\$2,976,164.76	March 01, 2021		
HQ003424F0508	\$2,326,884.56	September 01, 2024		
HQ003424F0091	\$1,579,164.78	March 01, 2024		

Total Awards Value: \$13,014,412

Largest Award Value: \$3,096,454

Update Date: January 21, 2026

Updated By: Dave H.

Save Cancel

Pull Information from Sam.gov



Entity Registration

Core Data

Business Information

Entity Types

Financial Information

Points of Contact

Assertions

Reps and Certs (FAR/DFARS)

Reps and Certs (Financial Assistance)

Exclusions

Responsibility / Qualification

ATI-ENDYNA JV, LLC • Active Registration

Unique Entity ID

SN8LJ31K6HN5

CAGE/NCAGE

81DM8

Physical Address

9220 Rumsey RD STE 100
Columbia, Maryland
21045-1956, United States

Mailing Address

9220 Rumsey RD STE 100
Columbia, Maryland
21045, United States

Purpose of Registration

All Awards

Version

Current Record

Entity Information

Expiration Date

Feb 12, 2026

Search for the Company with the Available Info



Primary Point of Contact

Denny Brown, Mr.

Address

9220 Rumsey RD STE 100
Columbia, Maryland 21045
United States

Q denny brown 9220 Rumsey rd ste 100 columbia, maryland 21045 X

ALL SHOPPING IMAGES VIDEOS MAPS NEWS COPILOT MORE

About 10 results

ATI, Inc.

<https://atiinc.com>

Architect in Columbia, MD

📍 9220 Rumsey Rd, Columbia, MD 21045 · 22 mi

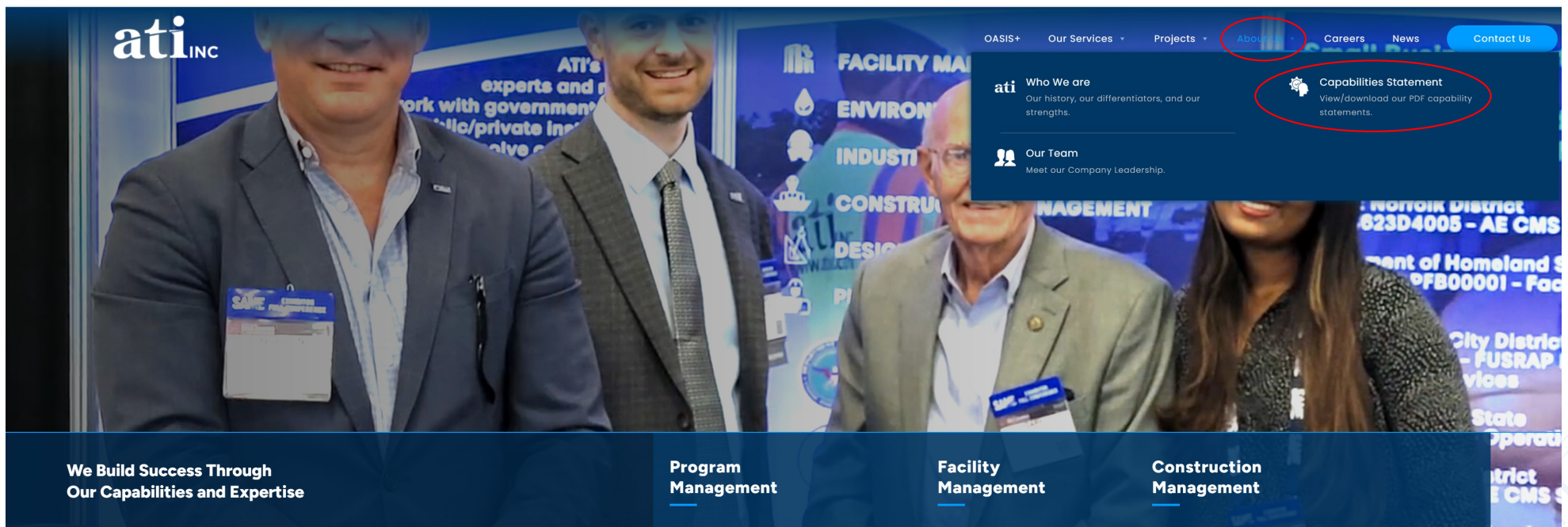
📞 (410) 992-3424

Website

Directions

Contact us

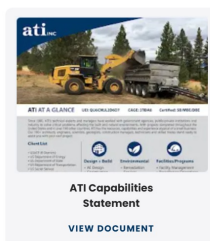
ATI is the Lead JV Member



Many Companies Post their Capability Statements for Marketing Purposes



Capability Statements



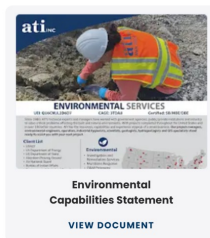
ATI Capabilities Statement

[VIEW DOCUMENT](#)



ATI EHS and Capabilities Statement

[VIEW DOCUMENT](#)



Environmental Capabilities Statement

[VIEW DOCUMENT](#)



Facility Management Statement

[VIEW DOCUMENT](#)

ENVIRONMENTAL HEALTH, SAFETY AND INDUSTRIAL HYGIENE SERVICES

UEI: QU6CMJL2D6D7 CAGE: 3TDA8 CMMC Level 2 (C3PAO) Certified Certified: SB/MBE/DBE

Since 1980, ATI's technical experts and managers have worked with government agencies, public/private institutions and industry to solve critical problems affecting the built and natural environments. With projects completed throughout the United States and in over 160 other countries, ATI has the resources, capabilities and experience atypical of a small business. Our project managers, environmental engineers, operators, industrial hygienists, scientists, geologists, hydrogeologists and GIS specialists stand ready to assist you with your next project.

Client List

- Department of State
- Department of Homeland Security
- Department of Energy
- Department of Treasury
- General Services Administration
- National Archives Records Administration (NARA)
- Towson University
- University of Maryland, Baltimore County



EHS & IH Services

- Potable Water Sampling
- Mold Remediation Oversight
- Database Management
- Asbestos - AHERA Inspections and Abatement Oversight
- Specification Preparation
- Ergonomics
- Indoor Air Quality Assessments



Active Contracts with EHS/IH Related Scopes

- DOE Industrial Hygiene, Safety, Engineering, and Food Sanitation Support Services : **89303020AMA000015**
- DOS Worldwide Environmental Engineering Services : **19AQMM21D0112**
- IH and Safety Support Services for Washington Headquarters Services: **HQ003419D0005**



Contract 47QRAA18D00E9



Contract 47QRC A25DSC22



The JV Partners are Provided as Well

Team with Us

ATI partners with a variety of large and small businesses in joint venture, prime contractor, and subcontractor arrangements. Teams with ATI as prime contractor or managing JV partner have won federal contract awards exceeding \$300 million in capacity since 2015.

Our active JV teams include:

- SBA certified HUBZone, 8(a) and WOSB/EDWOSB Joint Venture with Dayton Group, Inc.
- SBA All Small Mentor-Protégé Program participant with our mentor CTI & Associates, Inc.
- Successful Joint Ventures with: [Alliant](#), [CTI & Associates](#), [Dayton Group](#), and [EnDyna](#)

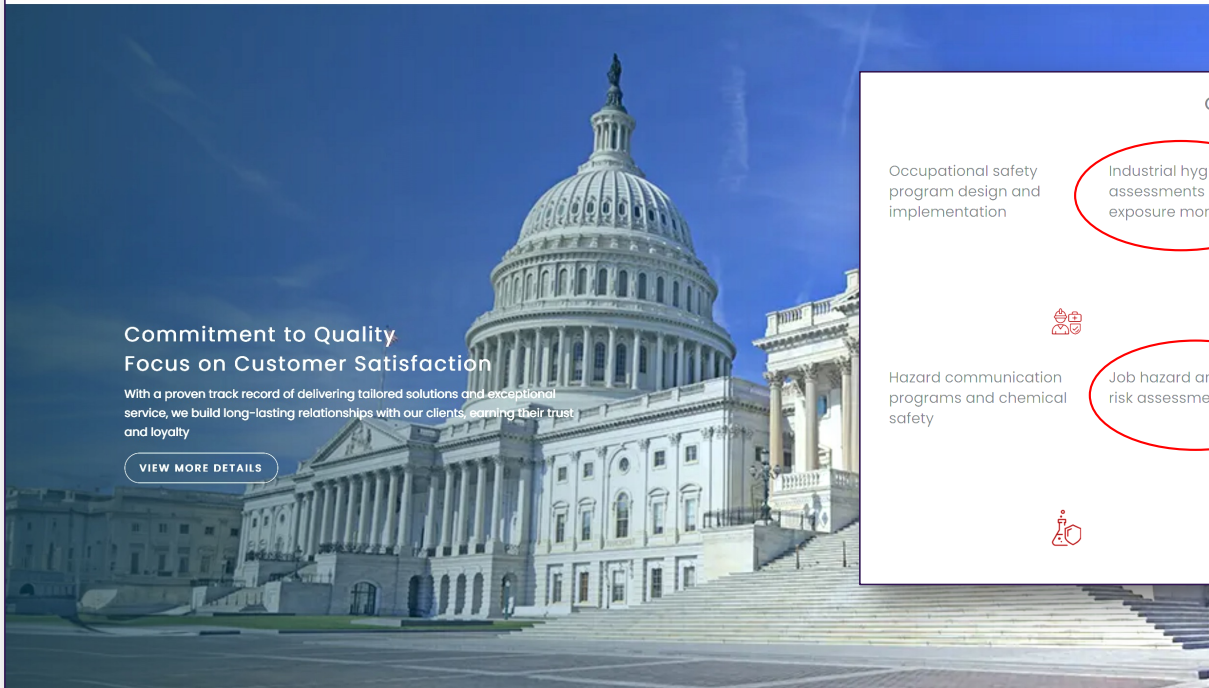
Here is the second member of the ATI-ENDYNA JV, LLC that we've been looking for.

Learn More about the Other JV Partner



EnDyna

ABOUT US SERVICES CLIENTS CONTRACT VEHICLES CAREERS NEWS CONTACT US



**Commitment to Quality
Focus on Customer Satisfaction**

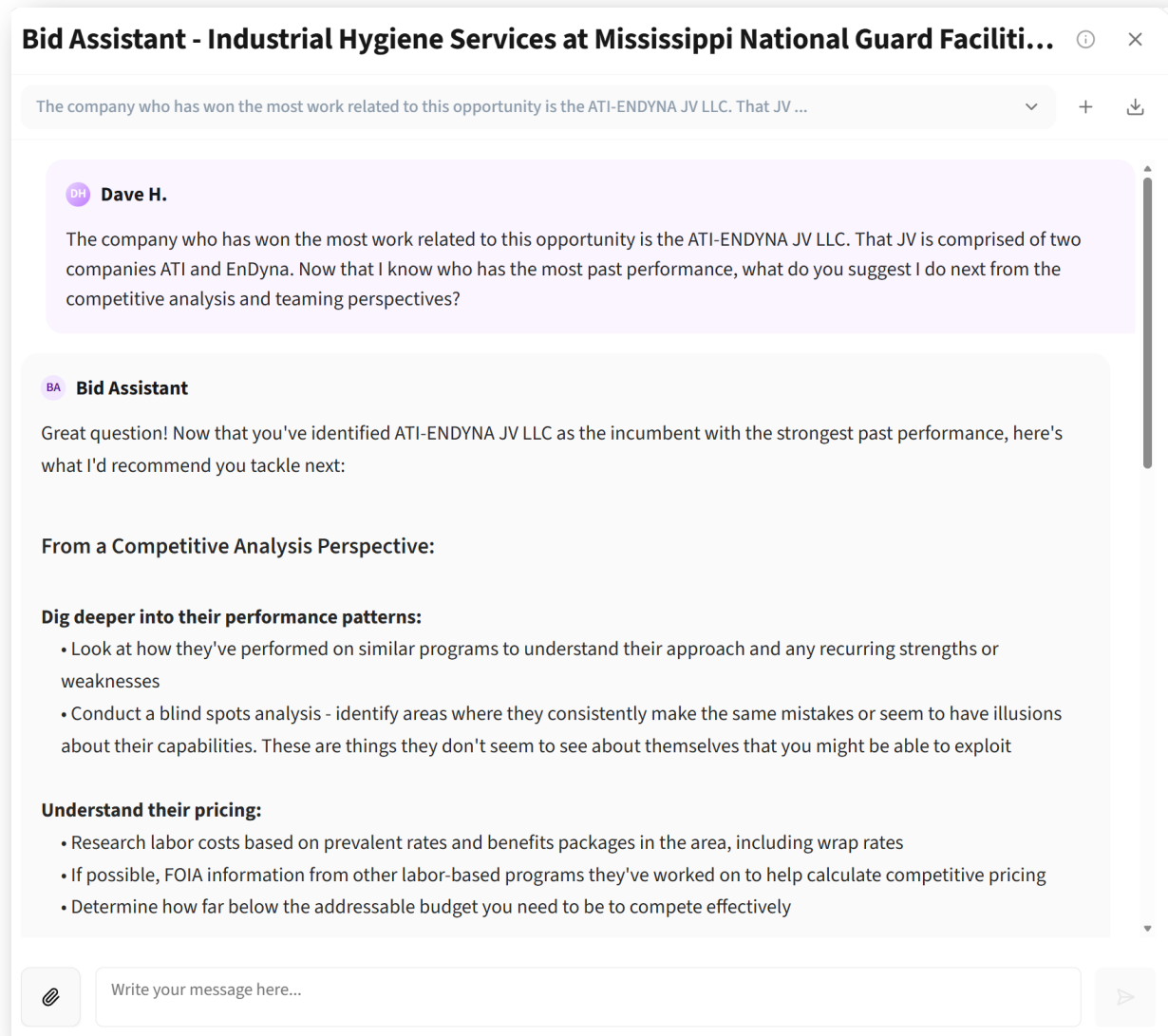
With a proven track record of delivering tailored solutions and exceptional service, we build long-lasting relationships with our clients, earning their trust and loyalty

[VIEW MORE DETAILS](#)

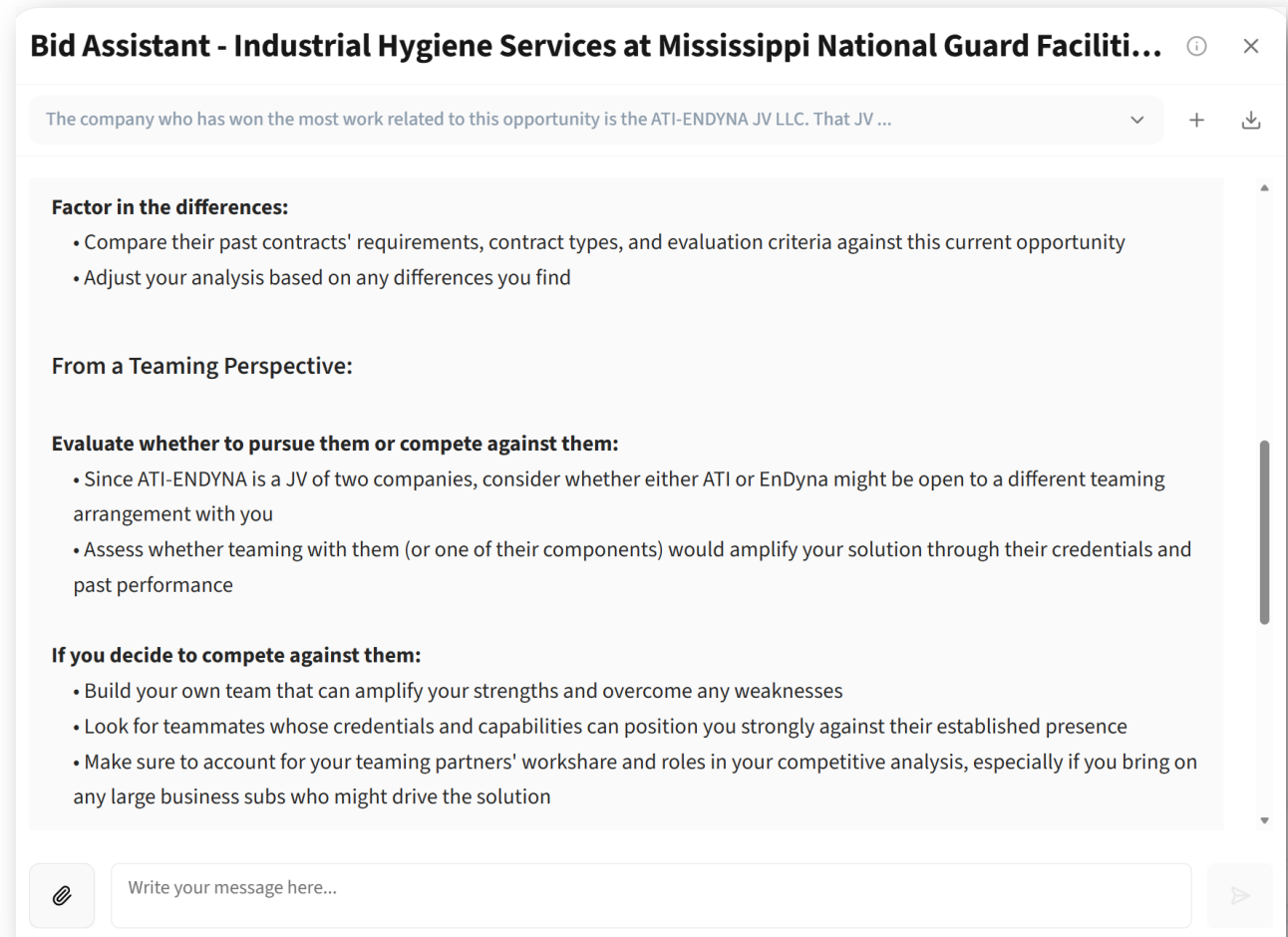
Corporate Capabilities

Occupational safety program design and implementation	Industrial hygiene assessments and exposure monitoring	Ergonomic analysis and workplace design optimization	OSHA and NIOSH compliance audits
Hazard communication programs and chemical safety	Job hazard analysis and risk assessment	Safety training and workforce certification programs	Incident investigation and root cause analysis

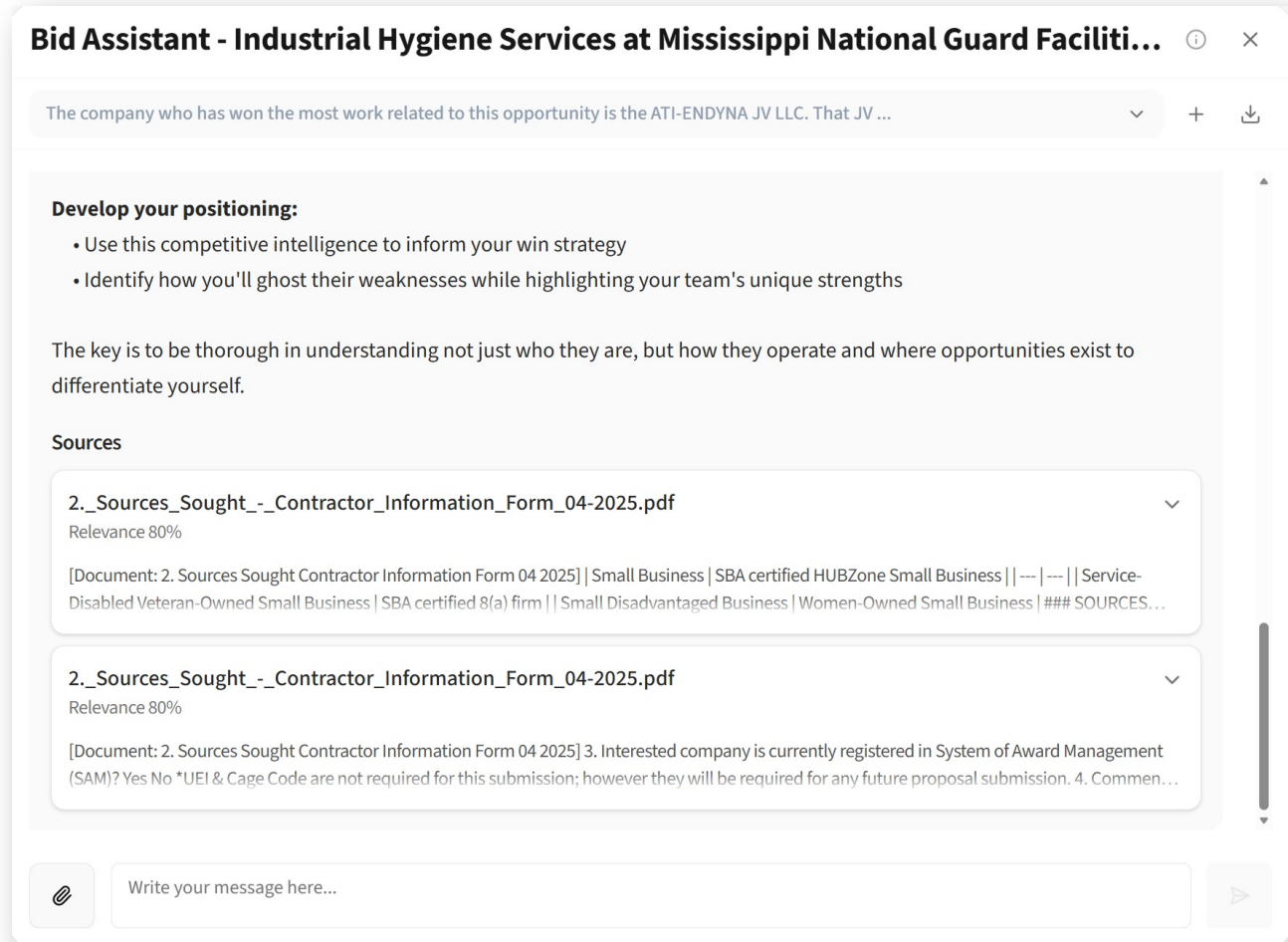
What's Next: Ask The Bid Assistant Trained on OST's Process



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Minimum Competitive Analysis Checklists (Why Humans Will Keep Our Jobs as AI Can Only Assist With Tasks, Not Do Them)



1

GENERAL QUESTIONS

- Who else is chasing this?
- Why is the customer recompeting?
- What is the expected budget?
- Who are this customer's most favored contractors?
- What did we learn if we competed the last time?
- What do our potential subs know?
- What do our employees know?
- Are there any industry, policy, or political shifts that favor you or competitors?
- What is our call plan and messages?

2

INCUMBENT (DEFENDS)

- What is our current performance?
- How will the competition drive the price and tech evaluation?
- How do we introduce competitive solutions early?
- Which part of the Customer solution must we protect from changing?
- How do we protect information?
- How can we best influence the RFP?
- What are the risks of changing contractors?
- How do we defend our workforce from being poached?

3

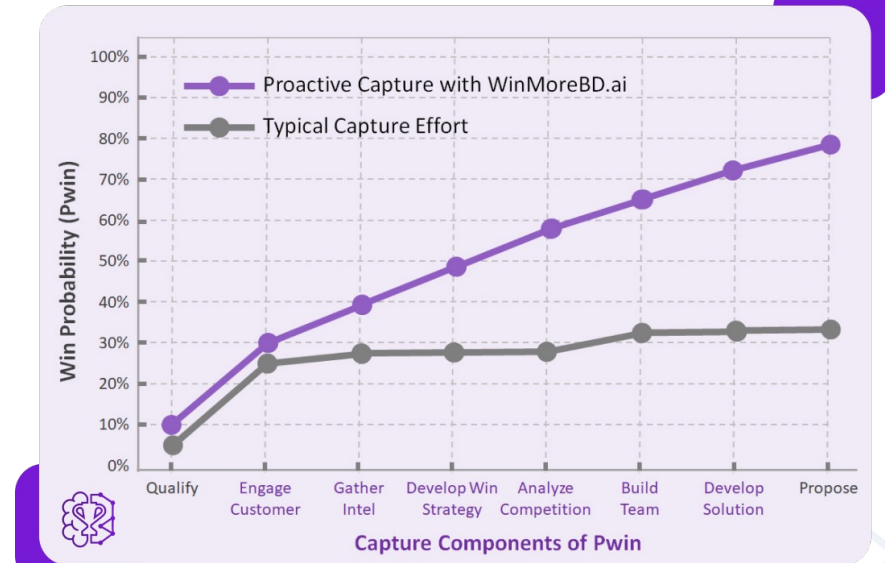
NEWCOMER (ATTACKS)

- Who is the incumbent?
- How is their performance?
- What can we change in how the incumbent does their work?
- Where can we level the playing field?
- What employees can we talk to and/or (contingent) hire away?
- What unique solution options are available?
- Has this offering become commoditized and can be standardized, automated, productized, or done with more junior staff?

Next Steps & Resources



- General availability: February 27, 2026
- Companies who sign up now receive:
 - Significant discount and special offers for the first year licensing cost
 - Choice of packages:
 - Option 1 includes OST's self-paced Apprenticeship
 - Option 2 lower number of licenses and no training
 - Become a design partner with white glove implementation and influence the features priority on our roadmap
- Visit 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](#)



Contact Information



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