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B&P ACADEMY

AI Disrupting BD & Proposals: Adapt or Fall Behind

OST Bid & Proposal

Academy Course

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About OST Global Solutions

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WE'VE WON OUR CLIENTS OVER $26 BILLION IN FUNDED GOVERNMENT CONTRACTS SINCE 2005

BUSINESS DEVELOPMENT, CAPTURE, AND PROPOSAL CONSULTING

Opportunity Identification (WinMoreBD™)	Opportunity Qualification (WinMoreBD™)	Capture Management	Proposal Development	Proposal Pricing Support

SUPPORT FOR R&D BUSINESSES FOCUSED ON SBIR/STTR

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- **REGISTERED APPRENTICESHIP IN GOVERNMENT BUSINESS DEVELOPMENT**
- **ACCEPT VETERANS ADMINISTRATION (VA) FUNDING**
- **FULL BD LIFECYCLE TRAINING**

GovCon Incubator

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Industrial Revolution: 25% Productivity Increase

Art: Google Gemini

AI Transformation: Estimated 30% - 80% Productivity Increase

- PwC claims AI could add nearly $16 trillion to the world economy by 2030.
- McKinsey predicts $13 trillion in the same time.

Art: Google Gemini

Understanding AI in the Context of Government BD

- Many inventions in the past were initially regarded as cheating but now are an integral part of our lives: spell check, calculator, Grammarly, etc.

- Leveraging AI as a collaborative partner is no longer optional to keep pace with the industry and remain relevant and in-demand.

  - AI is rapidly becoming the standard in Government BD, with the Association of Proposal Management Professionals (APMP) leading the charge with AI-focused events and conferences.

  - Government source selection is embracing AI, adding new scrutiny to evaluation of compliant and compelling offers.

    - Acqbot expedites contract writing and the federal acquisition process.

    - GSAi is a custom AI chatbot designed to boost productivity among GSA's employees by analyzing contract and procurement data

▶ **Future-proof your career to ensure you remain valuable as the field evolves.**
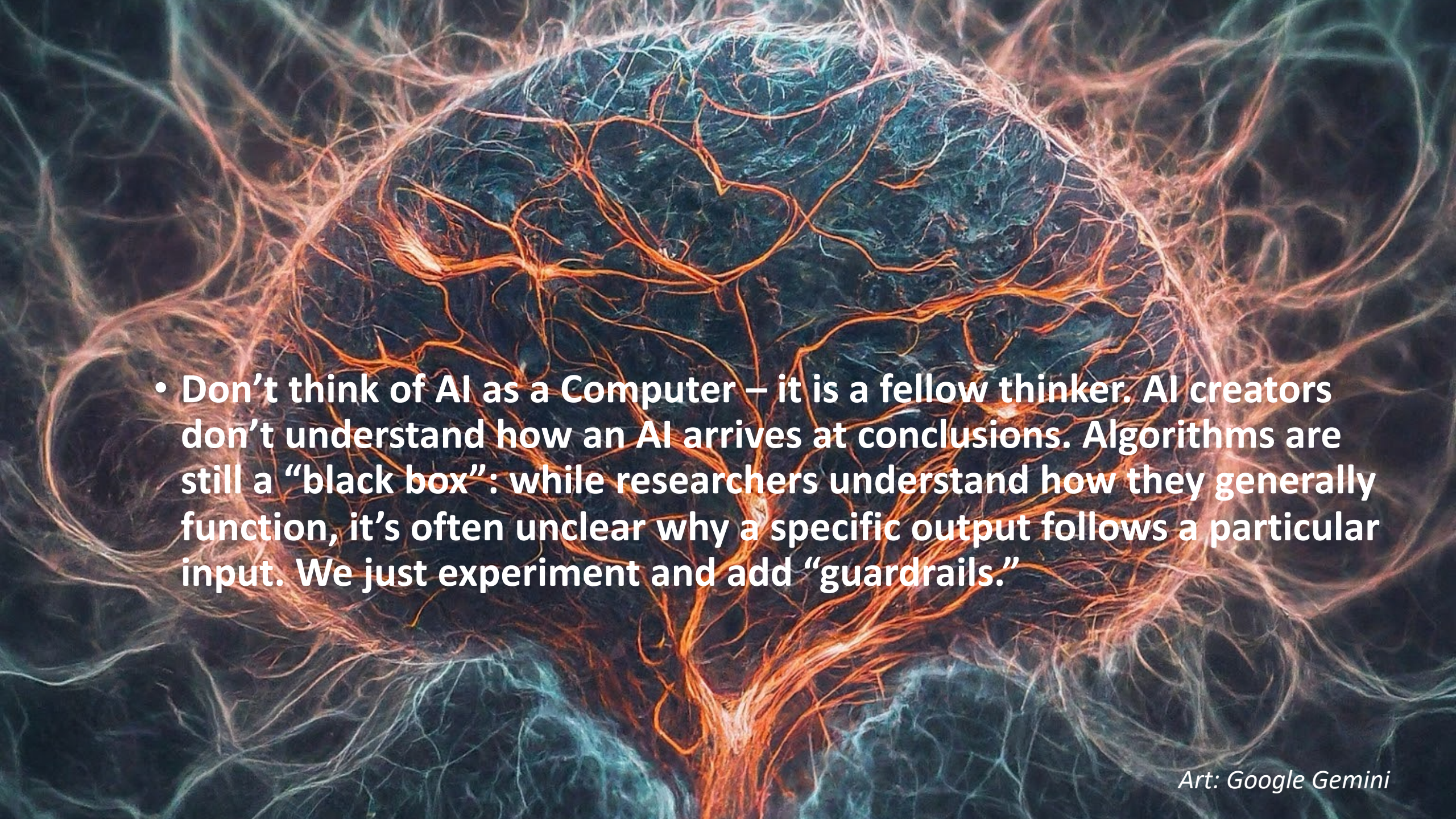
Art: DALL-E

AI Advantages in Government BD

- Provides strategic advantage in analyzing vast amounts of opportunity, pursuit, proposal, past performance, resume, and financial data.

- Allows precision by providing insights into patterns and trends, and offers predictive analytics results that may escape the human eye.

- Currently increases productivity at least 30%, and results in 20% higher win rates and 25% labor cost savings.

- Helps identify risks and devise proactive mitigation strategies that save time and resources.

▶ **AI will not take your job, but another professional who masterfully uses AI will – be the one who remains.**

Art: DALL-E

- **Don't think of AI as a Computer – it is a fellow thinker. AI creators don't understand how an AI arrives at conclusions. Algorithms are still a "black box": while researchers understand how they generally function, it's often unclear why a specific output follows a particular input. We just experiment and add "guardrails."**

Art: Google Gemini

AI Fundamentals: AI in Government BD Lifecycle (2)

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- Analyze good opportunities you no-bid or lost for requirements you couldn't fulfill
- Devise strategies to obtain these missing credentials

- Strategy development
- Metrics development and analysis
- Portfolio analysis
- "Must Win" opportunity identification
- Priority-based B&P budget allocations

- Agency deep-dives
- Market landscape trends research and analysis
- Competitive analysis
- Other market research tasks associated with data analysis

Perform Market Research 3.0

- AI is transforming government BD, capture, and proposal development workloads in every step of the BD lifecycle.

- Account plan development
- Multitude of uses for marketing purposes: white paper copy development, case study development, web pages, press releases, cap statement tailoring, etc.

Market to Target Agencies & Partners 4.0

Enough Info to Make Decisions?

Yes ←

No →

Yes ↓

- Map out and manage stakeholder engagement
- Compile and analyze performance data from the current project to use as part of the evidence of past performance in future bids
- See capture and proposal tasks lists

Perform Business Development During Project Execution 9.0

Build the Opportunities Pipeline 5.0

- Analysis of expiring and new opportunity announcements
- Opportunity fit analysis for interest/no-interest decision
- Budgets/appropriated funds analysis

Prepare Proposal 8.0

- RFX analysis
- Schedule/proposal plan development
- Compliance matrix/outline
- Brainstorming, drafting, writing, editing
- Past performance, resumes
- Graphics conceptualization
- Reviews

- Customer hot buttons analysis
- Researched data analysis
- Win themes/strategy development
- Competitive analysis
- Teaming analysis
- Solution development

- "Top-Down" capture research
- Granular analysis against search criteria, "deal breakers"
- Old, draft, or related RFX analysis

Challenge

- Many organizations are not leveraging AI even if they are at the Level 3 maturity "Defined," or above

- Much of the useful data that could enhance AI-enhanced employee productivity is kept across multiple employee's computers and cloud spaces and hasn't been consolidated it into one organized Library

- Competitive opportunities are missed

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.

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Traditional Boilerplate Reuse Process Is Fraught With Issues

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1 TROUBLES WITH LOCATING THE RIGHT DATA

2 DROWNING IN IRRELEVANT INFORMATION WHILE DIGGING THROUGH MOUNTAINS OF DATA

3 IMPORTING STALE MATERIALS TO THE NEW PROPOSAL WHILE FAILING TO FORMULATE A UNIQUE NEW SOLUTION

4 FAILING TO WEED OUT LEFTOVER ARTIFACTS THAT MAY BE AS EGREGIOUS AS ANOTHER CUSTOMER'S NAME

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AI Equipped with RAG Enables AI-Augmented Proposal Libraries

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- **Retrieval Augmented Generation (RAG):** An algorithm that helps you get and use your company data without the risk and high cost of training a local language model.

- You want your data in a private vector database and not available for the LLM to use for training, so that your data stays secure.

- Retain all proposal artifacts in a library to help AI search and retrieve information efficiently
  - Classify your data into groups and classes like Management Plan, Resume, etc.
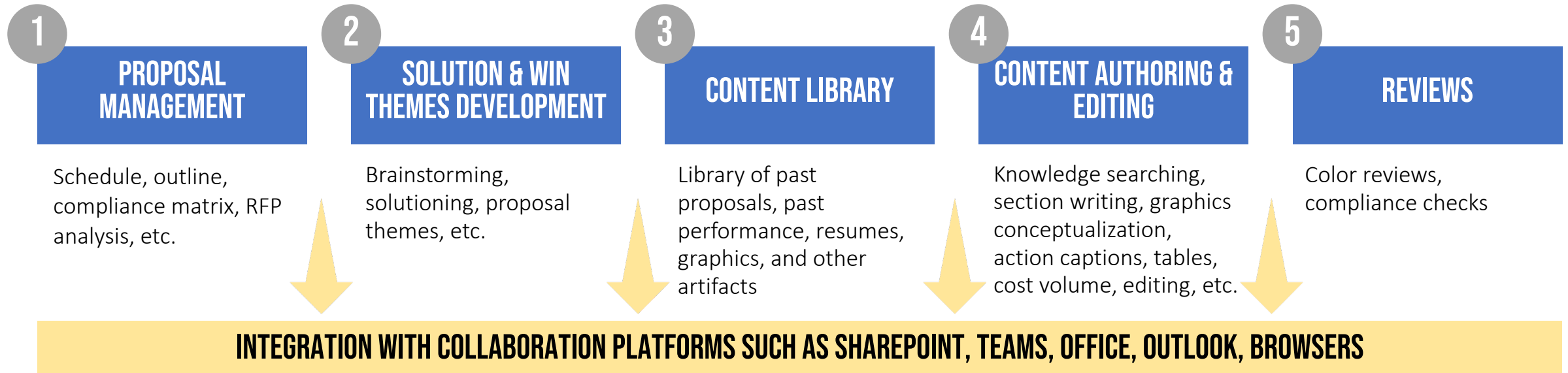 - Tag Your Data: Master's, Top Secret, U.S. Navy, etc.

AI IS LIKE A HIGH-SPEED ARCHEOLOGIST DIGGING THROUGH YEARS OF PAST PROPOSALS UNEARTHING TREASURES AND TRANSFORMING THEM INTO HIGHLY RELEVANT CONTENT MUCH FASTER THAN A HUMAN COULD

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Five Components of Successful AI Integration Into the Proposal Development Process

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1 PROPOSAL MANAGEMENT

Schedule, outline, compliance matrix, RFP analysis, etc.

2 SOLUTION & WIN THEMES DEVELOPMENT

Brainstorming, solutioning, proposal themes, etc.

3 CONTENT LIBRARY

Library of past proposals, past performance, resumes, graphics, and other artifacts

4 CONTENT AUTHORING & EDITING

Knowledge searching, section writing, graphics conceptualization, action captions, tables, cost volume, editing, etc.

5 REVIEWS

Color reviews, compliance checks

INTEGRATION WITH COLLABORATION PLATFORMS SUCH AS SHAREPOINT, TEAMS, OFFICE, OUTLOOK, BROWSERS

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https://www.ostglobalsolutions.com/class/master-ai-to-enhance-bd-capture-proposal-processes-updated-to-include-the-latest-ai-developments-3/

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https://calendly.com/olessia-ost/25-minute-meeting

Evolving Relationship of Human BD Expert and AI: Bloom's Taxonomy

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Human BD Expert

AI

CREATE
- Produce new or original work
- Help design, assemble, author, develop, formulate, investigate

EVALUATE
- Review, justify a decision
- Help review, argue a point, defend, judge, select, value, support, critique, weigh

ANALYZE
- Draw connections among ideas
- Help differentiate, organize, relate, compare, contrast, distinguish, experiment, question, test

APPLY
- Use information in new situation
- Execute, implement, solve, use, demonstrate, interpret, operate, schedule, sketch

UNDERSTAND
- Explain ideas or concepts
- Classify, describe, discuss, explain, identify, locate, recognize, report, select

REMEMBER
- Recall facts and basic concepts
- Define duplicate, list, memorize, repeat, state

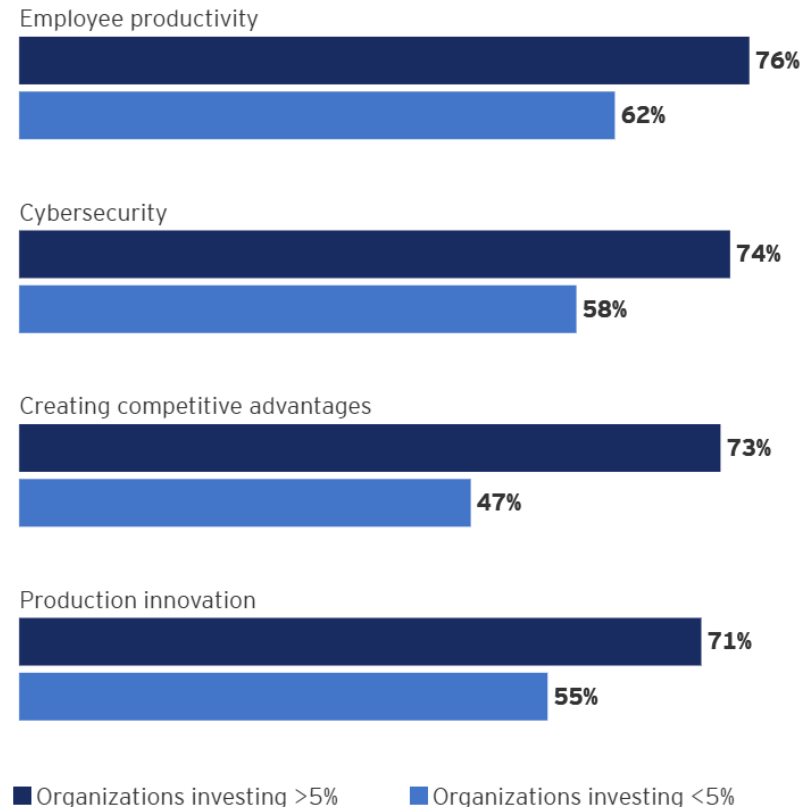WWW.OSTGLOBALSOLUTIONS.COM
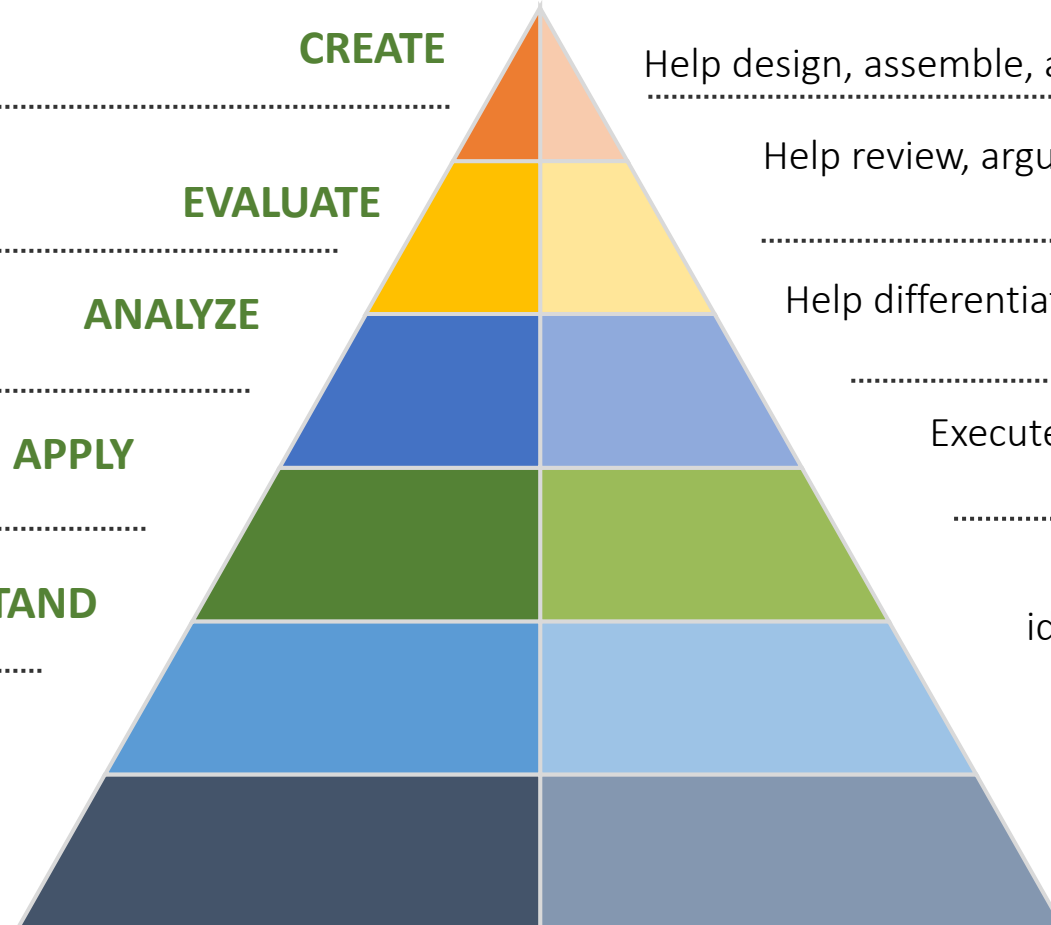
AI Adoption Rates Per EY

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- The "EY 2024 Work Reimagined Survey" highlights a significant rise in generative AI usage at work, increasing from 22% in 2023 to 75% across 27 industries globally.

- GenAI adoption is high in the tech sector (90%), while government and public sectors trail (60%).

- Generative AI is fast taking over the workplaces.

- Anyone hesitating will be left behind.

- Adoption involves expanding use cases and mastery of the tools and takes time.

- Those who start early will significantly outpace the competitors.

Investment matters - those **investing more than 5%** are **seeing increased returns** compared to those investing less than 5%

Employee productivity
76%
62%

Cybersecurity
74%
58%

Creating competitive advantages
73%
47%

Production innovation
71%
55%

■ Organizations investing >5%   ■ Organizations investing <5%

"Those who invest wisely in AI today will be the industry trailblazers of tomorrow."

Enterprise AI adoption key to corporate growth | EY - US

About Artificial General Intelligence (AGI)

- AGI is a "Full AI," a machine with the ability to understand, learn, and apply its intelligence broadly across a wide range of tasks, similar to how a human being operates.

- AGI would have the capacity for general reasoning, problem-solving, and learning, such that it could be applied to any domain without being specially tailored for it.

- AGI does not yet exist and remains a theoretical concept although leaks show that progress was made.

- AGI is not just designed to perform specific tasks but is capable of understanding and acquiring knowledge in a generalizable and adaptable manner.

- Prior to that or simultaneously, there may be agents that are able to perform highly specialized tasks.

- The timeline for the development of AGI is uncertain, and there is a robust debate about the nature and implications of creating machines with general intelligence.

- The human elements of trust, empathy, and relationship-building are deeply ingrained in BD and will always require a human touch – work on your EQ and personal growth.

Art: Gemini

OpenAI Stages of Artificial Intelligence

Level 1	Chatbots, AI with conversational language
Level 2	Reasoners, human-level problem solving
Level 3	Agents, systems that can take actions
Level 4	Innovators, AI that can aid in invention
Level 5	Organizations, AI that can do the work of an organization

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"Levels of AGI: Operationalizing Progress on the Path to AGI": arXiv.org

Performance (rows) x Generality (columns)	Narrow clearly scoped task or set of tasks	General wide range of non-physical tasks, including metacognitive tasks like learning new skills
Level 0: No AI	Narrow Non-AI calculator software; compiler	General Non-AI human-in-the-loop computing, e.g., Amazon Mechanical Turk
Level 1: Emerging equal to or somewhat better than an un-skilled human	Emerging Narrow AI GOFAI (Boden, 2014); simple rule-based systems, e.g., SHRDLU (Winograd, 1971)	Emerging AGI ChatGPT (OpenAI, 2023), Bard (Anil et al., 2023), Llama 2 (Touvron et al., 2023), Gemini (Pichai & Hassabis, 2023)
Level 2: Competent at least 50th percentile of skilled adults	Competent Narrow AI toxicity detectors such as Jigsaw (Das et al., 2022); Smart Speakers such as Siri (Apple), Alexa (Amazon), or Google Assistant (Google); VQA systems such as PaLI (Chen et al., 2023); Watson (IBM); SOTA LLMs for a subset of tasks (e.g., short essay writing, simple coding)	Competent AGI not yet achieved
Level 3: Expert at least 90th percentile of skilled adults	Expert Narrow AI spelling & grammar checkers such as Grammarly (Grammarly, 2023); generative image models such as Imagen (Saharia et al., 2022) or DALL-E 2 (Ramesh et al., 2022)	Expert AGI not yet achieved
Level 4: Virtuoso at least 99th percentile of skilled adults	Virtuoso Narrow AI Deep Blue (Campbell et al., 2002), AlphaGo (Silver et al., 2016; 2017)	Virtuoso AGI not yet achieved
Level 5: Superhuman outperforms 100% of humans	Superhuman Narrow AI AlphaFold (Jumper et al., 2021; Varadi et al., 2021), AlphaZero (Silver et al., 2018), StockFish (Stockfish, 2023)	Artificial Superintelligence (ASI) not yet achieved

- Progression towards AGI by examining both the depth (performance) and breadth (generality) of AI capabilities
- Levels from "No AI" to "Superhuman AI"
- Distinctions between narrow AI (focused on specific tasks) and general AI (capable of a wide range of tasks)

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