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Capture2 Industry Insights: PWin Is The Key To Effective Bid/No Bid Decisions For Winning More Government Business

“Do you use PWin?” You’ll hear us ask prospective clients during a demo of our end-to-end solution for business intelligence and capture management. We get to that portion of Capture2Proposal’s (C2P) capture management capabilities where we talk about our Probability of Win (PWin) calculator. We generally start off by asking “Does your company use PWin?” The answer varies. Some tell us that they use the Shipley Capture Management model, some have their own devised formulas and methodology, some say that they just give it an intuitive SWAG, and still, others don’t use PWin at all. None of these answers are necessarily bad answers and I have yet to hear anyone say that using PWin as part of their opportunity assessment is a bad idea. Let’s explore the business case for each of these approaches.



On one end of the spectrum, there’s an opportunity assessment that doesn’t use PWin at all. If you fall into this category, hopefully it’s because your company works with a very targeted customer base and an environment that is not extremely competitive. Often, these are niche companies who may have a patented solution that no one else can provide to the customer. They know their customers well, and their customers know them. The company knows what solicitations are coming out from their customers and have a pretty good idea that there is not going to be much competition. However, this is not always the case. We at times meet new prospects that simply have not fit PWin into their capture management process.

Next, are the Business Developers that have an intuitive feel for what their chances are of winning a bid. This can be an effective means of deriving PWin but requires knowing specific and hard-to-uncover details about an opportunity. It requires a good understanding of the customer; not just the end user, but also the mindset of the contracting shop that will issue the solicitation and oversee the evaluation of the bids received. Additionally, it requires knowing how to price out the work based on both customer expectations and what other potential bidders will bid. This methodology is only effective for seasoned capture management experts that really understands their swim lane well.

Here is a fact; the competitive landscape gets tougher and tougher. Many contracting shops are tightening up on how they do business. We have seen a lot of Contracting Officers and Specialists retire and be replaced by individuals with very little experience. On top of that, many companies sift through government business intelligence, looking for new revenue streams, meaning they are bidding opportunities with new customers...and sometimes winning. Another instance of the changing competitive environment is when a small business graduates into large business, and they subsequently become ineligible to bid some of the contracts that have helped them grow. The game is constantly changing for most companies when it comes to capture planning. To maintain and grow revenue, you must identify new opportunities, and you must understand how viable a competitor your company will be. It requires a thorough opportunity assessment and understanding of your PWin, which may need to be more substantial than just a gut instinct.

If the ever-changing competitive landscape is one of your capture management concerns, it may be time to join the third group: those that methodically determine their PWin. This group has discovered the benefits of detailed opportunity assessments early in the capture cycle. And most continue assessing an opportunity's PWin as the capture management process moves forward. Why?

Three reasons immediately come to mind as to why seasoned capture management experts continually update their PWin scores:

- They want to make sure that they have not overlooked something that could be done to improve their PWin, thus their chances of winning the contract. Would adding another subcontractor help? Could they better position themselves in some way by making a Freedom of Information Act (FOIA) request? Could they establish a new cost center and become more competitive with pricing? The PWin element of the opportunity assessment is designed to show you areas that can be improved.
- The capture and proposal process costs money. If you can't find a way to increase your PWin to an acceptable level, it may not be worth spending money to bid the solicitation. However, if an opportunity's PWin is really high, you might want to invest top dollars for a federal proposal consultant to help with the bid. A methodically derived PWin can help you determine such things.
- The capture and proposal process requires people dedicated to creating proposal artifacts, organizing, writing, creating staffing plans, reviewing, and pricing. It is not uncommon for multiple government RFPs to hit the street at the same time. You may have to prioritize how you focus your resources. Though PWin will not be the only factor in helping you prioritize, it will certainly be an important one. Having carefully assessed PWin will allow you to make the best decisions when you are faced with the need to prioritize.

Capture2Proposal (C2P) provides a PWin calculator that is part of our business development software. It allows the BD or Capture Manager to conduct a thorough opportunity assessment of each item in your company's BD Pipeline. It also provides informative tips on how to improve each area-- something that's very useful for those that may be new to the art of capture. Even for the seasoned capture management experts, it never hurts to occasionally review the basics. We all get busy and distracted, so a business development tool like this can help anyone improve their game. The PWin dashboard shows each iteration of your PWin assessment and allows you to observe how your strengths and weaknesses for that opportunity mature during its capture management process.

The screenshot displays the 'PWIN' dashboard in the Capture2Proposal software. The top navigation bar includes 'RESEARCH' and 'PURSUIT FLOW' tabs, with 'PWIN' selected under 'PURSUIT FLOW'. Below the navigation bar is a table showing three iterations of the PWin assessment, each with a 'Date Generated', 'Pwin Score', and various performance metrics. The first iteration shows a score of 89%, while the second and third show 67% and 54% respectively. Below the table is a 'Competition Evaluation' section with three questions and radio button options for 'Yes', 'Unsure', 'No', and 'N/A'.

	Date Generated	Pwin Score	Competition E...	Customer Desi...	Customer Rela...	Management ...	Positioning	Price to Win	Technical Capa...	
Improve PWIN	Mon, Jul 30, 2018, 11:39 PM	89%	Medium	High	High	High	Medium	Medium	High	X
Improve PWIN	Mon, Jul 30, 2018, 11:38 PM	67%	Medium	Medium	Medium	Medium	Medium	Low	Low	X
Improve PWIN	Mon, Jul 30, 2018, 11:35 PM	54%	Medium	Medium	Medium	Low	Low	Low	Low	X

1 - 3 of 4 items

Competition Evaluation

- Has your team identified potential competitors and their team's makeup? ☐ Yes ☐ Unsure ☐ No ☐ N/A
- Do you know the level of competition for the opportunity, and believe that your capabilities place you as a top competitor? ☐ Yes ☐ Unsure ☐ No ☐ N/A
- If your team is not the incumbent, and an incumbent exists, is the customer unhappy with the incumbent's performance? ☐ Yes ☐ Unsure ☐ No ☐ N/A

Customer Desire for Competition

	Date Generated	Pwin Score	Competition Evaluation	Customer Desire for Co...	Customer Relationship	Management Capabilities	Positioning	Price to Win	Technical Capabilities	
Improve PWIN	Thu, Nov 8, 2018, 1:35 AM	88%	High	Medium	Medium	High	High	High	High	X
Recommendations to improve your PWIN	Improve Customer Desire for Competition The customer is required to use RFIs to determine the level of interest and competition. If none have been provided, you need to reach out to the contracting officer and request that an RFI be released. Their response is a great indicator of how much they value competition. Interface with the customer and contracting officer to influence the RFI to benefit your company's positioning efforts. Click here to learn how to influence an RFI.									
	Improve Customer Relationship If the RFP has not been released yet, your team needs to meet face-to-face with the customer. For small businesses, utilize the small business advocate's help to schedule a meeting with the customer. Small business advocate(s) are identified in the "Other Relevant Customer Organization Contacts" in the Information tab for each opportunity. If you are unable to get a face-to-face meeting with the customer, it might indicate the customer's lack of desire for competition. Click here to learn when it's appropriate to walk away from an opportunity.									
	Improve Price to Win Previous contracts can shed light on the customer's risk tolerance for price as well as help with determining the target price on the current opportunity. Identify vendors who have past performance in these areas by going to the Search Opportunities tab and establishing a criteria (e.g., Key words, NAICS codes, and Organization) to find related business opportunities with an Acquisition Status = Awarded. Click on the "Awardee and Value" link for matching opportunities to find teammates with the right experience to mitigate your team's risk to the customer. The contacts tab in this feature will help you identify and connect to the appropriate point of contact for the company.									
Improve PWIN	Mon, Nov 5, 2018, 11:16 PM	80%	Low	Medium	Medium	High	High	High	High	X
Improve PWIN	Wed, Oct 31, 2018, 5:19 PM	77%	Low	Medium	Medium	High	Medium	High	High	X

PWin is a valuable element in the bid/no bid decision making process. As such, it is essential to have it as part of your BD pipeline view. Many companies determine potential revenue of their opportunities by using PWin to create a weighted value. Since you know that you're not going to win every opportunity that you bid, this provides you with realistic revenue expectations for your pipeline. In addition, this weighted value, compared with your estimated capture and proposal costs, will quickly let you know whether or not you can expect a good return on investment (ROI) from bidding an opportunity. C2P allows you to easily set up formulas for this weighted value and then display both PWin and weighted value in your BD pipeline reports and then share those reports with your BD team. Your Customer Success Representative can help you use PWin to set up formulas in Custom Capture to calculate weighted revenue values.

Select an Existing Filter		Select Column View			
PWIN	Evaluation Type	Title	Capture Status	Acquisition Status	
87%	LPTA	USMC:MCSC SINGLE AWARD IDIQ (SDV05B) - COMMAND AND CONTROL TRAINING AND EDUCATION CENTER OF EXCELLENCE (C2TECOE)	Identification	Awarded	
83%	Trade-Off	NAVY:SPAWAR HQ DELIVERY ORDER (UNRESTRICTED) - JWARN SOFTWARE DEVELOPMENT AND MAINTENANCE/ PEO C4I PMW 150	Identification	Pre-RFP (Agency Forecast)	
80%	LPTA	USMC:MCSC IDIQ (SBA) - GCSS-MC MACTF LOGISTICS SUPPORT SYSTEMS (MLS2)	Awarded - Won	Awarded	
77%	Trade-Off	ARMY:RHC-CENTRAL MAC IDIQ (SBA) - MEDICAL OPERATIONAL DATA SYSTEM (MODS)	Proposal Development	Source Selection	
76%	Trade-Off	NAVY:NSWC CARDEROCK SINGLE AWARD IDIQ (UNRESTRICTED) - WATERFRONT OPERATIONS SUPPORT SERVICES	Proposal Development	Source Selection	

If you're interested in a complimentary 30-minute call with one of our industry experts, we'd be happy to setup a time to talk about PWin and other tools to help you win more business.

[Learn More](#)