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ShipleyInside

Why Large GovCons Use pWin.ai as a Catalyst for Federal Growth

A strategic guide for growth, security, and proposal leaders to win more

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About

Large government contractors serving the U.S. Department of Defense (DoD), the General Services Administration (GSA), the Department of Health and Human Services (HHS), and other agencies face a high-stakes proposal process. The workload is growing with RFPs and RFIs getting increasingly numerous, complex, and competitive year-over-year, while internal budgets and teams don't always scale accordingly.

This guide is designed for GovCon leaders - from CGOs driving revenue growth, to CISOs safeguarding security and compliance, to capture teams and proposal leaders submitting bids under pressure - to evaluate how pWin.ai directly addresses the challenges they face, especially in the world of defense-aligned IT and cloud infrastructure contracting, where speed, scale, accuracy, and security are non-negotiable.

In This Guide, We'll Help Executives Understand:

1. The common stumbling blocks when responding to RFP and RFIs

2. How GovCons are using pWin.ai to win more business

3. The ROI to expect while using pWin.ai for proposals

4. How pWin.ai eases the procurement process

Growth Leaders

Chief Growth Officers (CGOs) face intense pressure to increase bid win rates and broaden pipeline coverage, making proposal operations crucial to scale. Over 90% of organizations view proposal professionals as crtitical drivers of business growth, but teams often still spend hours analyzing and manually shredding complex RFPs, building detailed outlines, and chasing inputs, limiting how many bids they can realistically pursue.

Meanwhile, shorter turnaround windows force already stretched teams into continuous high-stakes tradeoffs: which opportunities to chase, which to drop, and which to rush. This isn't just a recurring proposal bottleneck—it's a growth constraint. Every missed or undercooked submission is lost revenue, reduced scale, and a hit to competitiveness.

Challenges Faced	How pWin.ai Helps
Pressure to Increase Win Rates and Revenue	Increases win rates by up to 20% through complete, persuasive, pink-team ready drafts aligned to win themes, strengths, and discriminators based on Shipley best practices – the gold standard in proposal development.
Volume and Complexity Overwhelming Teams	Delivers first drafts 80% faster by augmenting your team with AI to build annotated outlines, devise solution points, and write complete drafts.
Inefficiency and Cost of Proposal Development	Cuts days of manual writing and compliance checking work so teams can handle more bids with the same resources, and not take away billable hours from SMEs.
Getting Cutting Edge AI That Users Trust	Boosts trust with pWin.ai acting as a co-pilot—not a replacement—keeping human authorship. It does not require any prompting or LLM expertise from users.

20% Increase in Win Rates

$25K in Avg. Proposal Savings

"pWin.ai has helped us turn more than one no-bid into a bid. We can quickly generate a quality first draft, giving our team the time and space to refine and submit a strong final proposal. Thanks to pWin.ai, we're now able to take more shots on goal."

Larry Katzman
CEO, Applied Information Sciences (AIS)

Read the case study

Technology and Security Leaders

Chief Information Security Officers (CISOs) and Chief Technology Officers (CTOs) in government contracting firms need to vet any software used in the proposal process with immense scrutiny, as bids often involve sensitive content—CUI, proprietary data, and mission-critical solution details. IT and Security Leaders also act as gatekeepers of trust and risk mitigation.

They need firm assurance that any AI-augmented proposal tool meets federal cybersecurity standards, safeguards IP, and earns the confidence of internal stakeholders. Research shows 68% of IT decision-makers say a trusted vendor brand makes internal buy-in easier. If a tool falls short on security, compliance, control, or trust—it's a non-starter.

Challenges Faced	How pWin.ai Helps
Risk of Regulatory Non-Compliance	Enables secure, compliant data handling by offering a CMMC Level 2–compliant deployment in Azure Gov and GCC High, supporting CUI and CTI storage. Learn more about our security and compliance standards by registering for our live Security Masterclass here.
Use of Unapproved Public AI Tools	Eliminates the need for risky public AI tools, that could expose sensitive IP, by generating content entirely within a closed, enterprise-grade system tailored for government proposals.
Lack of Federal Security Credentials or Certifications	Meets federal security standards with full NIST 800-171 compliance, isolated customer environments, and the option to deploy in your own Azure cloud environment.
Lack of Trust and Adoption Risk	Backed by Shipley standards, pWin.ai gains trust and usage by being built on the expertise of a name that proposal professionals have used for over 5 decades. pWin.ai is also rooted in the principles of responsible AI and keeping humans in control. Learn more here.

> " As a defense contractor, our chief concerns were security and protecting proprietary information. pWin.ai addresses those concerns and meets our requirements."

Randy Walker
Chief Engineer, SimVentions

Full Data Isolation

Rooted in Responsible AI

Proposal and Capture Teams

Capture and proposal leaders are the key tactical force behind winning government contracts—but in today's environment, they find themselves stretched thin. RFI and RFP volumes are rising, timelines are tighter, and solicitations are more competitive. Proposal directors, capture managers, and BD teams juggle multiple high-stakes bids at once—each one demanding precision, strategy, compliance, and coordination.

The pressure to do more with less is unrelenting. Hours, even days, vanish into compliance checks, disorganized content wrangling, formatting revisions, and chasing down input from SMEs. The consequences are visible: rising burnout; declining consistency and quality, and promising opportunities slipping through the cracks because the process can't scale.

Challenges Faced	How pWin.ai Helps
Increasing Workload and Looming Deadlines	pWin.ai saves teams days on each proposal by drafting annotated outlines, compliance matrices, past performance inserts, and pink-team ready drafts.
Manual Compliance and AI Hallucinations	Reduces risk of compliance errors and hallucinations by checking for completeness against RFP requirements and generating a Hallucination Report that flags statements that need human verification.
No Time for Strategy or Persuasive Messaging	Improves proposal impact by saving time so teams can fine-tune and thread win themes, pain points, and differentiators throughout the narrative using the Flight Plan.
Stress, Turnover, and Talent Retention	Boosts team retention and satisfaction by cutting late-night scrambles, reducing repetitive work, and giving teams more time for high-value tasks and collaboration.

80% Faster to First Draft

200 Hours Saved per Proposal

> " pWin.ai lets us get to a Pink Team draft faster. It gives us a head start without compromising what we care about most: quality, compliance, and control. For us, it has proven to be a strategy amplifier that frees up the team to surface insight faster and deliver on our big growth goals—without burning out or losing control."

Holly Losh
Corporate VP of Proposal Development, Astrion

[Read the case study](#)

Conclusion

Each stakeholder in the federal proposal process faces mounting complexity as the volume and pace of solicitations leave little or no room for inefficiency, compliance errors, or disconnected information. Growth leaders need scalable throughput and higher win rates. CISOs need assurance that proposal tools meet high federal-grade security standards. And proposal teams need a faster, smarter way to deliver compliant, high-quality responses—without burnout. pWin.ai exists to solve these challenges holistically.

It combines Shipley-grounded drafting, highly secure government-grade AI, and automation that actually works for capture professionals. It reduces labor costs, shortens timelines, and improves both compliance and narrative quality. Whether you're building a business case for smarter federal RFP or RFI pursuit operations, securing stakeholder trust in a secure AI platform, or simply trying to give your team their evenings back—pWin.ai is built to make federal proposal development faster, safer, and more competitive.

Ready to Learn More? Join Us for a Live Demo!

Join us for a live 90-min demo that will give you and your team an end-to-end overview of the pWin.ai platform and walk you through how our AI copilot can enhance your proposal process.

What you will experience:

- **The Proposal Studio:** Take a guided tour of our Proposal Studio user interface that combines a modern and intuitive web experience with the practical benefits of AI Chat agent.

- **Feature Highlights**: Get a breakdown and live use cases of pWin.ai's marquee features, from the Flight Plan and Hallucination Reports to the Compliance Checklist and Shipley Writing Engine.

- **Tips & Tricks**: Learn how to maximize the use of AI in your proposal process, right from opportunity assessment to final review. pWin.ai can enhance efficiency every step of the way.

Register for a Live Demo

or email info@pwin.ai

pWin.ai empowers businesses of all sectors to win proposals faster and more easily. pWin.ai is built from the ground up on Shipley best practices to produce content that gives you a competitive edge.

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See **pWin.ai** in action

Contact us to learn more about pWin.ai or request a custom demo:

🌐 www.pwin.ai

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