ChatGPT

Competitive AI Proposal Platforms – Feature & Architecture Comparison

pWin.ai

• **Automated RFP "shredding"** of solicitation docs (PDF/Word) – auto-extracts requirements and builds outlines [1] .
• Ingests past proposals, CPARS, etc. into a **Knowledge Repository** with semantic search [2] .

• **Full Proposal Drafts**: Generates Shipley-quality narrative drafts (Pink Team-ready) ~80% faster [1] , using ~40+ domain prompts per section [3] .
• **Compliance Tools**: Push-button **completeness matrix** to check each requirement, plus attribution and hallucination reports for traceability [4] .
• **Chat Q&A**: Interactive chat to query ingested content with cited answers [5] .

• **Flight Plan** – strategic outline where users set win themes, style, and the AI follows this "human-led" plan [6] [7] .
• No MS Word add-in; instead **SharePoint/Excel/Word** integration for input/output to fit existing workflows [8] (e.g. export drafts to Word).
• No explicit task assignment, but fits into color team review process seamlessly [9] .

• Offered as **SaaS in Azure**, with multi-tenant **Commercial cloud or Gov cloud** options. [10] Also offers **private single-tenant enclaves** on request [10] .
• Uses GPT-4 class LLM with proprietary "Shipley" prompt frameworks (no user prompt engineering needed) [11] [12] . Likely employs **RAG** for citing stored content (answers include source citations [13]).

• **CMMC/ NIST compliant**: CMMC Level 2 and NIST 800-171 controls (isolated env, ID-managed access) [14] .
• **FedRAMP-ready**: Deployed in Azure Gov for CUI/CTI data; no data sent to public tools [15] .
• **"Ironclad Security"** with options for Government cloud or even on-prem enclave [10] .

• **Primary goal**: Speed and efficiency – deliver complete drafts and compliance matrices quickly, enabling teams to bid more without more staff [16] [17] .
• **Value**: Ensures **compliance and consistency** (built-in checks) while freeing proposal managers to focus on strategy and polish [18] . Human-led approach builds trust (no AI "black box" – humans set strategy) [6] .
• **Ideal users**: Medium-to-large GovCon proposal teams with Shipley-

Platform	RFP Ingestion & Parsing	Generative Outputs & Tools	Workflow & Integration	Deployment Model & AI Tech	Security & Compliance	Value Proposition & Ideal Users
						trained process, needing enterprise security. (AIS case: large IT contractor saved 7 days per bid using pWin 19 8 .)

Unanet ProposalAI					

• AI RFP parsing: Automatically breaks down solicitations into sections/ requirements ("shreds" PDFs) [20] ; maps every requirement to response content ("No req left behind") [21] .
• Ingests your **past performance library** – uploads of past proposals used to train a custom model and for semantic search [22] [23] .

• Outline & Draft Generation: Auto-generates proposal outlines in the required format with references [24] . Produces first-draft answers to each requirement using best-fit prompts [25] and past approved narratives [20] .
• **"Champ" AI Assistant**: A chat agent that **answers questions like an SME**, provides guidance, and can pull **real-time web data** for research [26] [27] . Also does opportunity win probability assessment (via OpportuneAI) for bid/no-bid insights [28] .
• **Compliance &**

• Browser-based portal with integrated editor; also offers a **MS Word Add-In ("Champ")** to use AI in Word (the site highlights an AI content editor inside Word) [30] (Unanet acquired Cosential CRM – likely integrated CRM data too).
• **Collaboration**: Multi-user support with content library ("Library" and "Chat" modules in docs). Version control and real-time status tracking via built-in workflow (task assignments, deadline alerts) [31] [32] .
• **Ecosystem**: Native integration with SharePoint for file storage; Single Sign-On (Azure AD/ OIDC/SAML)

• Single-tenant Private Cloud: Each customer runs in a **dedicated private cloud environment** (data isolated) [35] . Standard multi-tier web app architecture [36] , deployed on AWS/Azure with multiple env (Commercial and GovCloud) [37] . On-prem or self-hosted options available for enterprise [37] .
• **Custom AI Ensemble**: Uses a **custom-tuned foundation model** trained on FAR/DFARS and DAWIA knowledge [38] . Employs an orchestration ("Champ™") to route tasks

• Gov-grade Cloud: Offers CMMC Level 1+ and ITAR compliance; can deploy in FedRAMP GovCloud for CUI [37] . Data encrypted in transit/at rest, IL4 Box integration for high security file transfer [40] .
• **No data commingling**: Customer data not used to train global models [35] ; closed system (eliminates need for public ChatGPT) [15] .
• SSO, audit logging, and fine-grained access control built-in [33] [41] .

• Primary job: **Boost throughput** – "70% faster" proposal writing [42] , allowing teams to respond to ~30% more RFPs [43] . Also improves bid **quality and compliance** (FAR-trained AI, built-in checks) [44] .
• **Key value**: Combines **speed and accuracy** – auto-drafts save time, while FAR-aware content reduces risk. Also provides **strategic insight** (AI-driven bid qualification and market intelligence) to **improve win rates** [20] [28] .
• **Ideal users**: Mid-to-large GovCon firms and A/E firms embracing AI – e.g. organizations seeking an all-in-one capture+proposal tool integrated with their CRM/ ERP. (Designed for proposal managers, SMEs, and even small business CEOs

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		Formatting: Automated formatting of proposals and compliance checks (ensures all requirements covered) [29].	for enterprise login [33] [34].	to the best LLM (GPT-4, etc.) [39]. Heavy use of **RAG**: retrieves relevant past content for tailored answers [20].		wanting to scale output securely.)

Rohirrim ("RohanRFP")					
• **Lightweight ingestion**: Upload company docs (past proposals, white papers, etc.) to build an internal knowledge base [45]. The AI uses these to tailor responses. • **RFP Q&A parsing**: Primarily focuses on reading RFP questions and sections to let the AI draft answers [46]. Lacks a robust content library or requirement mapping in early versions [46].	• **AI Answer Generation**: Generates draft answers to RFP questions using a proprietary domain-aware generative model [47]. Provides **knowledge-driven responses** leveraging your internal data [47] (e.g. auto-inserts relevant past content). • Limited broader outputs: initially *no* built-in compliance matrix or outlines (expected the user to manage those manually) [46] [48]. Focus is on narrative content creation, not full proposal package or graphics.	• **Standalone web app**: Offers a simple UI to input RFP text/questions and receive AI-generated answers [46]. As of 2025, it had **no integrations** with external tools or CRMs [49] and minimal project management features (no task assignment or content repository) [49]. • Lacked real-time multi-user collaboration; meant for individual use or small teams copying outputs into their own docs [50]. However, marketing claims "real-time collaboration" and compliance controls – likely aspirational	• **Single-tenant PaaS**: Emphasizes **dedicated deployments for each client (not multi-tenant)** [53], to give full data control. Likely deploys separate cloud instances per enterprise client (targeting Azure/AWS Gov regions or private cloud). • **AI under the hood**: Rohirrim built a **proprietary domain-aware LLM** with a patented architecture [54]. It is fine-tuned on proposal data and uses customer-specific training ("tailored to each customer's data") [55], suggesting a mix of fine-tuning and	• **Enterprise security focus**: Markets itself to aerospace/defense firms – supports **isolated env for each client**, mitigating data leakage [57]. No public SOC2/FedRAMP yet as of 2025 [58] [59], but positions as **secure and compliant-ready** for regulated industries (probably implements strong encryption, SSO, on-prem if needed). • *No public security certs or audits available in 2025* [59] – still early stage in trust building.	• **Primary aim**: **Highly tailored proposals** – outputs aligned to each client's specific past content, voice, and win themes [60] [61]. Promises to boost productivity by reducing manual writing (an "AI team member" that handles first drafts) while preserving accuracy via knowledge integration [47] [62]. • **Key value**: **Enterprise customization and control** – appeals to large orgs that demand dedicated solutions (no data commingling) and proposal content that meets their standards exactly [57]. Less about raw speed, more about **consistency and security** for big contractors. **Ideal users**: **Very large GovCons and defense**

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			features for enterprise plans [51] [52] .	RAG. AI agents are not explicitly exposed to users, but the system "self-reasoning" is mentioned for aligning outputs with company voice and standards [56] .		**contractors** with stringent security needs who are willing to invest in a bespoke AI platform. (Primarily enterprise-focused; not suitable for small businesses given setup effort and custom pricing [50] .)

CLEATUS (Cleat.ai)

• **Multi-source ingestion**: Aggregates opportunity data from 40k+ federal, state, local bid sources – auto-finds RFPs for you [63]. Built-in RFP parser **extracts requirements, sections, and evaluation factors** from PDFs (shreds every solicitation into structured sections) [64].
• **Proposal content hub**: Document Hub stores your past proposals, past performance, resumes, etc., breaking them into reusable snippets with AI indexing [65]. These are leveraged in new responses (content reuse).

• **AI Proposal Writer**: Generates complete proposal drafts (technical, management, staffing plans, even pricing volume) tailored to RFP requirements [66] [67]. Aligns content with Section L/M criteria automatically [68] and threads in company past performance and strengths [69].
• **Agentic Co-writer**: An AI "GovCon Agent" chat can brainstorm win themes, answer RFP questions, refine tone, and even verify facts online [70] [71]. It can evaluate your draft for clarity/ compliance upon command

• **Unified GovCon Suite**: Combines CRM-like **Pipeline ("Pursuit") Management** (opportunity tracking, task assignment, team progress) [77], **Proposal Automation**, and even **Contract Mgmt** in one platform [78] [79]. Users can manage pursuits from discovery to submission inside CLEATUS.
• **Real-time collaboration**: Multi-user workspace with role-based access; tasks can be assigned to teammates, and progress is visible in a centralized dashboard [77]. Includes 24/7 AI chat support built-in for user help [80].
• **Integrations**: Provides out-of-the-box integrations –

• **Cloud SaaS (Multi-tenant)**: Default is a cloud platform (hosted in USA) accessible via browser. Offers tiered plans (Starter, Essential, Enterprise) [83]. **Enterprise tier** can opt for single-tenant or GovCloud hosting for compliance (and even on-prem if needed).
• **AI Implementation**: Orchestrates multiple AI models: uses LLM (like GPT-4 or similar) for narrative generation, plus specialized algorithms for pricing and compliance. "No prompt" UI – user just clicks to generate sections (the system handles prompting in background with GovCon-specific instructions) [84]. Likely fine-tuned or few-shot prompts incorporate FAR and best practices. Web search integration allows

• **Enterprise-Grade Security**: Data encrypted (AES-256) at rest and not used to train outside models [85]. Granular user permissions (including external partner access with restrictions) [86].
• **GovCloud & On-Prem**: Enterprise clients can get single-tenant deployments in a GovCloud or private cloud for stricter compliance [87]. (CLEATUS advertises "government-grade security" built to satisfy federal controls) [87], though formal FedRAMP is not cited publicly.
• Commits to **no commingling**

• **Primary goal**: **Level the playing field for small and mid-size GovCons** – let a 2-person team bid like a 10-person team. Emphasizes doing grunt work (finding opps, drafting proposals, compliance checks) in minutes, so small businesses can compete with faster turnarounds [88] [78].
• **Key value**: **All-in-one efficiency** – one platform to find contracts, decide bid/ no-bid intelligently (with data-driven scores), and auto-generate a polished, compliant

72 .
• **Compliance & Checklist**: Auto-generates compliance matrices and **bid submission checklists** for each RFP (all requirements, deadlines, forms) 73 . Flags missing pieces and uses AI to fill forms and fix formatting issues 74 .
• **Pricing & BoE Support**: Unique **AI-driven cost estimation** – calculates project costs, overhead, profit and builds pricing tables instantly 67 75 . Also suggests teaming partners from a database of 800k contractors 76 .

e.g. **native Word/ SharePoint support** (generate docs ready for Word, sync with SharePoint) 81 82 . Also integrates with SAM.gov feeds, and other GovCon tools (plus an API). Data export to Word/Excel for final polishing is supported.

real-time data checks by the AI agent 71 .

of data and no AI training on customer data 85 .

proposal. It sells **speed** (claims 10+ proposals in 90 days with 2 FTEs 88) **without sacrificing compliance** (AI ensures no requirement missed) 73 . Also provides **strategy support** (teaming partner finder, bid viability analysis) to improve win odds 89 90 .
• **Ideal users**: **Small GovCon businesses and growing mid-tier firms** that need to **scale BD output on a budget**. Also resource-constrained proposal teams (e.g. SDVOSBs, HubZone firms per testimonials) that benefit

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						from an "AI proposal staffer" handling heavy lifting [91] [92] . Enterprise tier available for larger contractors seeking a unified system.

| GovGPT | • **Real-time RFP data**: Directly connects to SAM.gov and other fed databases to fetch live solicitations [93]. Automatically reads RFP attachments and produces AI-generated summaries of them ("smart contract summaries") [93] [94].
• **Compliance extraction**: Automatically extracts all requirements from an RFP and attachments into a **Compliance Matrix** [95] [96]. Updates dynamically if attachments added [96]. Ensures no requirement is overlooked by listing each with source traceability [97] [98]. | • **AI Proposal Copilot**: An in-app assistant that helps draft and refine proposal sections. It can **generate proposal sections** (e.g. "Technical Approach") on command [99], and improve text clarity/tone when you paste content [100].
• **Web-Enabled Chat**: Unique toggle to let the AI **search the web for information** (agency details, standards) to enrich answers [101] [102]. Also a **standalone chatbot mode** for brainstorming wording or researching terms [103].
• **Proposal Insights**: Offers strategic guidance like **pricing recommendations and compliance checks** tailored to the specific RFP [104]. Its AI can suggest bid strategies and flag risk areas (this "Proposal Insights" feature helps improve win probability). | • **Integrated end-to-end platform**: **Opportunity search & alerts** for new bids (with personalized "smart alerts" for updates) [105]; **Contracts Chatbot** to query contract clauses or regulations; **Proposal Assistant** for drafting; and basic **contract management** after win. All modules unified under one login [106].
• **Collaboration**: Supports team workflows – multiple users can use the Proposal Copilot and see compliance status. Not clear if simultaneous editing is enabled, but progress tracking on compliance matrix is real-time [107] [108].
• **Integrations**: | • **Cloud-based SaaS**: Multi-tenant platform accessible via browser. Launched in 2024 with global availability (HQ in UAE) [109]. Likely hosted on commercial cloud (no explicit GovCloud mention). Targets Fed and also potentially state/local users (no heavy client-side install).
• **AI Tech**: Uses LLMs (likely GPT-4 or similar via API) for generation and Q&A, combined with data integration. Emphasizes **real-time data access**, so likely uses retrieval from live sources and a custom knowledge graph. AI | • **Enterprise security posture (in progress)**: As a new platform, it doesn't list formal certs. However, data stays in platform; uses encryption and standard cloud security. Plans to cater to all contractor sizes, so will need to address FedRAMP for larger clients; not there yet in 2025 (platform launched Oct 2024) [109] [59].
• **Privacy**: Likely does not use customer proposal content to train outside models (not explicitly stated, but follows industry | • **Primary goal**: Make GovCon easier for all contractors – "democratize access to contracts" by giving even small businesses an AI co-pilot for the entire process [113] [114]. Speeds up finding opportunities and drafting responses, while also **improving proposal strategy** (through competitive intelligence and pricing insights) [104].
• **Key value**: **One-stop convenience** – from opportunity discovery with real-time data, to automated compliance checks, to AI-assisted writing – all in one app [93] [115]. Emphasizes **confidence** |

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Native link to SAM.gov (for opp data). Likely allows exporting proposal docs. No MS Word add-in yet; usage is via GovGPT's web interface and then output to Word/PDF for submission.	models are prompt-driven; user can provide "Proposal context" to guide the generation [110] . Minimal fine-tuning on user data (more of a general model with on-the-fly web and doc retrieval).	norm). The web search feature can be toggled off for a fully offline mode when needed [111] [112] .	**and risk reduction** (no missed reqs, AI catches errors) for contractors who may not have large proposal teams. • **Ideal users**: **Broad GovCon market** – explicitly aimed at small, mid, *and* large firms to "level the playing field" [113] . Especially useful for newcomers and smaller businesses who lack dedicated proposal analysts; also useful to augment mid-size teams with faster intel and drafting. Early adopters comfortable with a newer unproven platform would benefit most [116] [117] .

| GovAIQ (G2X Copilot) | • **AI RFP Analyst module**: Quickly analyzes RFQs/RFPs and identifies pertinent info and win factors [118] [119] . Likely extracts requirements and evaluation criteria, though details behind the scenes are abstracted (the platform promises to "surface" key RFP information for you).
• **Self-evolving Agents**: Employs an "industry-first reasoning engine" with AI **agents that autonomously read the RFP and configure themselves** to address every section [120] . These writing agents iterate through the RFP to ensure all requirements are recognized and fully answered. [121] . | • **Automated Drafts**: Generates **Pink-Team level drafts** for proposals. GovAIQ explicitly mentions an **"Automated Pink Team Draft"** capability [122] , meaning the AI produces a comprehensive initial draft you can refine.
• **AI Autocomplete & SME Chat**: Inside the proposal editor, as you write, an **autocomplete** suggests text that aligns with solicitation criteria (acting like a built-in SME) [123] . Also provides an in-editor **AI chatbot** to query for insights or recommendations as you write [124] .
• **Continuous Refinement**: Manager agents align content with win themes and compliance – effectively an AI quality check that refines tone, persuasiveness, and ensures each section meets Section M criteria | • **All-in-one Proposal Command Center**: Provides a unified UI where users can manually steer the AI (through a "Command Center" panel to issue custom instructions or use plugins) [127] . This offers precise control if needed (e.g. instruct the AI to adjust style or include specific data).
• **Team Collaboration**: Built for teams – unlimited users/teams can collaborate. It supports **external teaming partners and consultants** involvement with controlled access [128] [129] . Real-time co-authoring and review workflows are emphasized (roles for writers, | • **Beta Platform (2024)**: Provided via **G2X Labs** – currently in beta for G2Xchange Business/Enterprise subscribers [131] [132] . Hosted cloud application (multi-tenant during beta) with plans for enterprise deployment options as it matures.
• **Autonomous AI Agents**: Implements a multi-agent architecture – e.g. distinct **"Writing agents"** and **"Manager agents"** that use self-reasoning and alignment to strategy [121] [125] . In practice, this likely means complex prompt chains or AutoGPT-like processes coordinating GPT-4 (no user prompts needed, the agents decide roles and strategies automatically).
• Fine-tuning: The AI is **trained on federal proposal workflows and best practices**, not just general text [133] . It uses both your **past data** (for content reuse) and built-in domain | • **Privacy-First**: Does not use client data for training other models [134] . Being part of G2X (which works with sensitive federal market info), GovAIQ emphasizes that your proposal content stays private. Likely employs standard encryption and access control, though specific certs are not noted (beta stage).
• **Role-based security**: Integrates with SSO (Office 365/ Okta) for user auth [135] . Granular permissions allow setting who can view/ | • **Primary go[...] Amplify proposal tea[...] productivity[...] ("2× multiplier")[...]** [136] . GovAIQ[...] aims to let o[...] proposal manager accomplish what normal[...] requires a fu[...] team, by offloading research, firs[...] drafts, and compliance checking to A[...] agents [137] [...] It's about sp[...] **and** thoroughnes[...] no sections missed than[...] to autonomo[...] agents, and faster writin[...] through AI autocomplet[...] [138] .
• **Ke[...] differentiato[...] Advanced A[...] autonomy** –[...] highlights "n[...] traditional st[...] needed" for a[...] proposal dra[...] [139] , and its multi-agent system for nuanced, hig[...] fidelity outpu[...] (beyond gen[...] GPT answers[...] Also strong **collaboratio[...]** |

[125] [126] . The system can iteratively improve the proposal sections via self-critique loops.

reviewers, etc., with assignments visible).
• **Integration**: Part of G2Xchange ecosystem, so likely integrates with G2X Intel data (market trends, agency intel available via "Intel Data" module) and possibly G2X member resources. Has a **Word add-in** that embeds the AI assistant in MS Word for those who prefer Word's interface [30] [130] .

training (for FAR, win-theme logic).

edit what (especially when inviting external partners) [129] .
• Potential for GovCloud: Not yet explicitly offered in beta, but "enterprise-grade" positioning suggests GovCloud or on-prem could be in roadmap once out of beta.

features: inviting team partners, handling gat reviews, etc., which mimic real proposal processes in AI-driven wa [140] [141] . Thi bridges automation with human oversight (HI – Human-in-t loop is embraced ov fully automa final submissions [142]).
• **Ideal users**: Proposal organization that are **alre data-driven and process heavy** – e.g. mid-to-large federal contractors use Shipley c similar processes ar have a librar past content They benefit from GovAIQ agent-driven thoroughnes and integrat with market intel. Early adopters are likely G2X subscribers (and capture

Platform	RFP Ingestion & Parsing	Generative Outputs & Tools	Workflow & Integration	Deployment Model & AI Tech	Security & Compliance	Value Proposition Ideal Users
						leads) lookin to experimen with cutting-edge AI in proposal managemen

Awarded AI (Procurement Sciences)						
	• **Opportunity Finder**: Integrated search and match for government bids (federal, state, local). Uses AI to recommend the best-fit opportunities based on your profile [143] [144] . Also provides **Bid/No-Bid Analysis** – AI evaluates factors (scope, competition, past awards) to advise pursuit decisions [145] . • **Automated RFP intake**: Handles extremely complex RFP packages – e.g. can ingest dozens of documents (cases of 90+ attachments) and automatically build a **requirements hierarchy and compliance matrix** across	• **Full Proposal Generation**: AI produces initial proposal drafts **across all volumes** – technical approach, management plan, past performance write-ups – formatted and compliance-tagged [147] [148] . It reuses your proven content ("AI Proposal Draft" tool populates from your past performance library) [149] . Color-team ready drafts are achieved rapidly (e.g. new hires created 3 first drafts in <6 hours) [150] . • **AI Review & Optimization**: Unique **AI-driven Color Team Review** – the AI reviews your draft and gives **actionable feedback to improve structure, tone, and compliance**	• **Full-lifecycle BD platform**: Modules for **Find & Qualify**, **Respond & Win**, and even **Deliver & Operate** (post-award contract mgmt) in one system [153] [154] . This eliminates juggling separate tools for pipeline, proposal, and contract performance – Awarded centralizes data flow from capture through contract execution. [155] • **Collaboration & PM**: Supports team-based proposal development with task assignments, real-time status tracking (gap dashboards to see which requirements lack responses) [156] [157] , and version control. Built-in **"Color Team" workflows** allow reviews and approvals inside the platform [158] .	• **Flexible Deployment**: **Single-tenant cloud** by default – each customer gets a private environment in Azure. Options for **Commercial cloud or Azure Gov (Government Cloud)** hosting [160] . Also supports **on-premises installation** on customer's network [161] , and even an **air-gapped "off-network" portable appliance** for classified or highly sensitive work (all processing on a local server) [162] . • **AI Stack**: Uses state-of-the-art generative models (likely GPT-4 via Azure OpenAI for narrative) combined with proprietary compliance algorithms. The AI is **GovCon-native**, trained/tuned with FAR, DFARS, and	• **Enterprise-grade security**: Built "for the nation's top defense contractors" – meets **highest compliance standards** [165] . All data is fully isolated per client (never commingled or reused) [166] . Supports deployment in Azure Gov, and even at Secret/Top Secret cloud levels (by portable or on-prem solutions). Data encryption in transit/at rest and strong access controls are standard; likely compliance with NIST 800-171, CMMC, ITAR as needed (and FedRAMP Moderate equivalent when hosted in Azure Gov). • **No external training**: Guarantees	• **Primary j... Win more ... with fewer resources**. Awarded pitches bot... **speed** (massively reducing proposal writing time... e.g. 75% reduction o... compliance matrix prep... [167]) and **w... rate improveme...** (customers report turni... last-minute bids into wi... even unseating b... incumbents [168]). The tool's name... itself stress... delivering **"Awarded"** contracts. **Value**: Full lifecycle acceleratio... it's not just AI writer, bu... strategic BD system. It helps you **fi... the right opportunit... decide whe... to bid**, and then **produ... a high-quality, compliant**

them [146] . Deep compliance parsing identifies every "shall" clause and maps to response sections (no manual spreadsheet needed).

[148] [151] . It flags unclear sections, suggests persuasive improvements, and checks alignment with RFP eval factors (like an automated Pink/Red Team) [148] .
• **Forms & Graphics**: Auto-fills standard gov forms (SF330, etc.) and even helps generate simple graphics: e.g. org charts or diagrams via templates (and potentially AI image generation) [152] . Also includes competitive intelligence reports (AI summarizes incumbent info, pricing benchmarks when available) to strengthen your proposal narrative.

Also offers a **"pursuit CRM"** to manage contacts, teaming partners, etc., and pipeline analytics for BD leadership.
• **Integration**: Integrates with MS Office ecosystem – e.g. **Word plugin** (it's listed on Microsoft's Marketplace [159]) for users to leverage Awarded's AI inside Word. SharePoint integration for document sync, and possibly links to Deltek or ERPs for pulling past performance data. Highly customizable deployments mean it can connect with existing systems via API.

agency-specific language (so it "speaks GovCon") [163] . Employs RAG heavily: it will cite stored past proposals or templates rather than invent text, preventing hallucinations and maintaining corporate voice. Also has domain-specific agents (like a pricing AI, compliance AI, etc.) working in concert.
• **Customization**: Because each environment is isolated, Awarded can fine-tune the AI on your organization's data privately. Prompt templates are tailored per client's style and Section L/M priorities (often with Awarded's team assisting in prompt setup per use case) [164] .

that your data isn't used to train others' models, addressing IP concerns [166] . Multi-factor auth, SSO, and audit logging provided for enterprise governance. Awarded's credibility in security is reinforced by having multiple large federal contractors as clients (including some in SAP/ SCI environments).

proposal w far less effo This end-to end approa means less handoff friction and greater insi (the AI can capture inte directly in t proposal). Additionally mitigates ri compliance airtight, and the AI's revi features ac a safety net quality [148] Companies also value t **"white glov support** Awarded provides (custom training, prompt tuning) to maximize success [164] .
• **Ideal users Mid-large enterprise GovCon** (including Top-100 contractors that deman robust compliance and securit Many early adopters ar **defense an**

Platform	RFP Ingestion & Parsing	Generative Outputs & Tools	Workflow & Integration	Deployment Model & AI Tech	Security & Compliance	Value Proposition Ideal Users
						aerospace firms who used Award for complex multi-volum proposals under tight timelines [1 [146] . Howe its scalable pricing and cloud optio also cater to **small and mid-size contractor** aiming to g (testimonia include SDVOSBs, HUBZones) Essentially, GovCon tea seeking a soup-to-nut platform to boost prop throughput and quality especially those in hig competitive high-securi segments – Awarded AI

GovDash

• **Automated RFP shred**: GovDash's Proposal Cloud auto-extracts RFP requirements and evaluation criteria into **annotated outlines and compliance matrices** [81] [169] . Every requirement clause is captured with traceability (no manual data calls). It also generates **capability matrices** by matching RFP PWS tasks to your past performance project library with a fit score [170] – giving you an instant view of where you have strengths or gaps.
• **Opportunity feed**: Ingests opportunities from sources like SAM.gov, and uses AI for **"150% more" opportunity recommendations** to your team than manual search [171] [172] . Essentially, an AI-driven capture engine surfaces relevant bids you might miss.

• **AI Proposal Writer & Editor**: Produces draft proposal sections that are **accurate, compelling, and styled as per your organization** [81] [173] . It can automatically generate ~50% of initial proposal content [174] . Within MS Word, GovDash provides an **AI Assistant Add-In** that aids writing – offering content suggestions, inserting relevant past snippets, ensuring substantiation (citations) for claims, and even creating simple graphics on the fly [30] [130] .
• **AI Assistants per function**: Not just for writers – GovDash touts "AI assistants for

• **End-to-End Platform**: GovDash is a unified **Capture→Proposal→Contract** management platform [177] [178] . It replaces CRM, proposal management software, and contract repository with one solution. Pipeline tracking (with built-in CRM features for bids) is native [179] , as is post-award contract record management [180] – all linked, so data flows through stages without re-entry.
• **Modern Collaboration**: Designed for **real-time team collaboration and approvals**. Has built-in **gate review workflows** (e.g. Blue/Green/Red Team phases) with team voting/approvals and auto-generated gate review slide decks [140] . Multiple users can work concurrently on different sections via the cloud Proposal Cloud, and management can see live status dashboards (e.g. 60% draft complete, which requirements unaddressed, etc.).
• **Integration**: **Deep MS Office integration** – it syncs documents with SharePoint libraries and exports final proposals to Word with one click [173] [82] . Single Sign-On via Office 365 is supported [135] . Also integrates with ERP for contract data (to feed contract management module) and possibly with HR systems for resume databases (given features like role/resume matching to RFP labor categories) [181] . The goal is a connected ecosystem with no data silos [182] .

• **Cloud SaaS**: GovDash is offered as a subscription platform (custom quotes; "less expensive than a lost bid" is their tagline). It's a U.S.-hosted multi-tenant cloud (Made in America) [183] targeting Fed contractors. They support **role-based access and SSO** for enterprise integration [135] . Data synchronization with customer systems (SharePoint, etc.) is secure and seamless, reducing need for separate backups.
• **AI Approach**: GovDash emphasizes an **"anti-prompting"** philosophy [184] – users don't need to craft complex prompts; the system's AI is pre-trained on federal workflows and uses intuitive UI actions. Likely

• **Security**: Implements **SSO and RBAC** for controlled data access [135] . Data is likely encrypted and stored in the US. **Security page** indicates compliance with typical cloud standards (SOC 2, etc.), but specifics like FedRAMP not yet mentioned – likely in pursuit as they target large contractors.
Data Privacy: Ensures no data leaves the platform or is shared across clients. The SharePoint integration means your documents stay in your tenant while leveraging GovDash AI. They highlight being built by GovCon professionals ("Made in America") – implying awareness of ITAR/export control needs, etc. Customers can host sensitive

everyone" [175] . For example, a capture AI to summarize agency intel, a pricing AI to recommend price strategy, a contract AI to monitor mods, etc. The proposal AI also checks compliance in real time (alerting if a requirement isn't addressed) and can auto-generate required graphics (org charts, timelines) based on proposal data [152] .
• **Smart Compliance**: Eliminates compliance misses – the system continuously cross-checks the draft against the compliance matrix and flags oversights [176] . It also auto-formats documents to agency instructions

using GPT-4 via Azure OpenAI for text generation, fine-tuned on proposal content and FAR knowledge (they mention purpose-built AI trained on federal workflows [133]). They also incorporate computer vision for reading forms/ attachments and possibly diffusion models for graphics generation. The AI is tightly integrated into MS Word via the add-in [30] , giving a familiar interface with new powers.
• **Scalability**: Built to handle large enterprise data volumes (managing hundreds of opportunities and contracts simultaneously), indicating a robust architecture with microservices or similar for

proposal data with confidence that it remains domestic and segregated.
Support: Provides a **"ProTeam"** expert onboarding service [185] to guide new users and ensure the platform is configured to their process – helpful for compliance requirements alignment and user training (indirectly a security plus, as teams learn to use it properly).

and can fill standard forms with stored company data.

each Cloud (Capture, Proposal, Contract).

Platform	RFP Ingestion & Parsing	Generative Outputs & Tools	Workflow & Integration	Deployment Model & AI Tech	Security & Compliance

Feature Gap Analysis – Unique Differentiators by Platform

- **pWin.ai** – *Shipley-methodology embedded.* Generates complete proposal drafts without any user prompt engineering, following industry best practices out-of-the-box [11]. Stands out for its **built-in Shipley win strategy guidance** (via the Flight Plan) and robust compliance reporting (hallucination and attribution checks) ensuring high-quality drafts with traceable sources [4]. Also offers **Azure Government deployment** and CMMC/FedRAMP-aligned security, making it a safe choice for defense contractors [14] [10].

- **Unanet ProposalAI** – *Integrated multi-LLM flexibility.* Uses a **custom-trained AI foundation model (FAR/DFARS-aware) and a model orchestration "Champ"™"** to delegate tasks to the optimal large language model [39]. This means it can combine the strengths of GPT-4, proprietary models, and real-time web data [26]. Unique for its **private cloud for each client** (data isolation) [35] and deep integration with business data – e.g. leveraging your CRM and past performance library to auto-complete proposal sections with known content [20]. In short, Unanet's differentiator is an **enterprise-grade, FAR-trained AI** that plugs directly into your existing tools (CRM, MS365) while keeping your data siloed.

- **Rohirrim (RohanRFP)** – *Enterprise customization at the core.* Unlike others, Rohirrim deploys **single-tenant instances** for each customer and tailors the AI on that organization's documents [53]. The platform's **"domain-aware" AI** is patented to blend your internal knowledge with generation [47], yielding highly company-specific answers rather than generic text [62]. Its **real-time collaboration and content governance features** (in development) aim to allow multiple stakeholders to co-author securely with compliance oversight [51] – uncommon in lightweight tools. Rohirrim's niche is an **AI co-pilot that becomes an internal knowledge expert**, providing big firms with custom outputs in their unique voice and terminology.

- **CLEATUS (Cleat.ai)** – *All-in-one GovCon "employee."* CLEATUS goes beyond proposal writing: it incorporates **AI opportunity discovery, built-in CRM ("Pursuit" pipeline management), teaming partner search, and even automated pricing calculations** [75] [189]. It effectively functions as an **AI capture/proposal analyst** on your team – scanning thousands of bid sites daily, recommending opportunities, shredding RFPs, drafting narratives, creating compliance matrices, and calculating your bid price structure end-to-end. The inclusion of **AI-driven cost & pricing proposals** [67] and **bid/no-bid scoring** gives it a breadth few competitors match. This breadth, plus a focus on **affordability for small businesses**, makes CLEATUS uniquely positioned as a *"GovCon business in a box"* for emerging contractors.

- **GovGPT** – *Real-time intelligence.* GovGPT's differentiator is its **live data integration** – it connects directly to SAM.gov and web sources to keep proposals and insights up-to-date [101] [94] . Its Proposal Copilot has a built-in web search toggle, so the AI can fetch current agency info, regulations, or examples on the fly [101] [102] – something static models lack. Additionally, GovGPT offers **strategic bid guidance** (pricing recs, competitive intel) as part of its output [104] , effectively doubling as a capture advisor. This focus on *dynamic data and actionable insights* (rather than purely reusing internal text) sets GovGPT apart as an **AI-driven market analyst + proposal writer** suited for agile, up-to-the-minute proposal strategies.

- **GovAIQ (G2X Labs)** – *Autonomous proposal agents.* GovAIQ introduces an **"agents" architecture** wherein AI agents self-organize to handle different proposal aspects (content writing, compliance checking, strategy alignment) [121] [125] . It's uniquely positioned to deliver **multi-threaded AI work** on a proposal – e.g. one agent drafts while another simultaneously cross-checks compliance and a third researches win themes, all with minimal human prompting. Its tight coupling with **G2X intelligence data** (incorporating market and contract trends from the G2Xchange community) means users get an AI that not only drafts text but also injects **market context and lessons-learned** into the proposal. In essence, GovAIQ's differentiator is a **next-gen, reasoning AI "team"** that mimics a full proposal department (analyst, writer, manager agents) working in concert.

- **Awarded AI** – *Full-lifecycle and high-security.* Awarded sets itself apart by covering the **entire business development lifecycle with AI** – from finding opportunities to post-award performance analytics [153] [154] . It's the only platform with **AI for contract execution (performance tracking) and continuous improvement**, closing the loop after proposal submission [190] . On the proposal side, it boasts **deep compliance automation and win-theme analysis** – e.g. automatically identifying agency pain points and shaping win themes in your draft [168] . For large defense contractors, Awarded's big differentiator is its **deployment flexibility and security pedigree**: it offers single-tenant cloud, on-prem, and even offline classified environment support [160] [162] – no other AI tool in this space currently advertises Secret/Top-Secret cloud deployment. This makes Awarded AI uniquely suited for the **most sensitive, large-scale proposal operations** where end-to-end integration and data sovereignty are paramount.

- **GovDash** – *End-to-end platform with MS Office native integration.* GovDash's unique strength is being a **one-stop, end-to-end GovCon platform** that is *decidedly modern*. It natively handles capture, proposal, and contract data in one connected hub [177] [178] , eliminating data silos between BD and proposal teams [182] . It is also **embedded in the tools proposal teams use daily – Word and SharePoint** [173] [82] . Its Word Add-In brings AI into the familiar editing environment with advanced features (auto graphics, substantiating text with citations, etc.) [30] , driving adoption by making AI assistance seamless in existing workflows. Additionally, GovDash includes **features typically outside proposal software**, like gate review automation (with slide generation) [140] and labor category resume matching [181] . The breadth of functionality combined with **immediate usability (no prompt engineering, UI looks like current tools)** makes GovDash a standout for teams wanting **comprehensive functionality and ease-of-integration** rather than point solutions.

- **Projectory.ai** – *Proposal project management meets AI.* Projectory uniquely merges classic **proposal management (structured schedules, assignments, status tracking)** with powerful AI automation [191] [157] . Its standout feature is the **real-time, requirement-level tracking**: every requirement from the RFP is not only auto-extracted and assigned, but also continuously tracked for completion and

quality – giving proposal managers a live compliance dashboard (no more last-minute scrambles) [157] . It also excels at **content reuse** with a structured library: the AI searches and suggests your *approved past content* where applicable, rather than relying on generic training data [192] [193] . With support for **grant writing** and state bids as well [194] , Projectory is versatile. Its key differentiator is the **combination of rigorous proposal project control with AI assistance** – essentially, it's an AI-augmented proposal management system ensuring you **"respond fast** and **right"** by automating the busywork (compliance matrices, boilerplates, formatting) while keeping humans firmly in control of quality and strategy [195] [196] . This makes it especially appealing to teams that must handle complex, multi-document RFPs under tight deadlines without ever sacrificing compliance. [196] [197]

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