## **PROJECT BRIEF**

**Project Name**: *RFP Generator* **Client**: Ringer  
 **Budget:** Nilesh to provide an estimate  
 **Timeline**: 6–7 weeks or faster?  
 **Deployment**: Single-tenant MVP for one agency, multi-user access per instance. Follow-up with live deployment at the first agency customer

## **PRODUCT PURPOSE**

This application gives marketing, advertising and media agencies a powerful collaborator in the process of winning new business. All agencies respond to Requests for Proposal, a process that requires the leadership of the agency to layer onto their already full plates the responsibility of writing detailed responses that will win new business. This application will dramatically shorten the time to respond, will improve the quality of responses, will preserve institutional knowledge and will reduce the stress that RFP responses put on agency leadership and staff.

We are seeking two parts to this project. First is an MVP developed with old RFPs in this file which becomes a basic working demo for business development purposes. Once the demo is circulated and the first live customer is signed up, we will need services to accomplish the initial setup and provide ongoing support.

This brief has been created for the most part by ChatGPT. This is by no means a sacred recipe - if something doesn’t make sense or if there is a better way, by all means substitute it.

Create a lean, web-based AI-powered application that allows advertising agencies to:

* Upload inbound Requests for Proposal (RFPs)
* Receive strategic background intelligence on the RFP issuer
* Analyze and summarize proposal requirements
* Auto-draft initial responses
* Route questions to internal experts (Responders)
* Assemble final proposal documents for submission
* Track win/loss outcomes to improve future proposals and respond to guardrail training

## **MVP WORKFLOW AND FEATURES**

### **1. RFP Upload & Intake**

* Upload interface for PDF, DOCX, or text
* Extracts metadata: sender, deadline, deliverables
* Assigns to a stored project record with version control

### **2. Background Research Module**

* Application performs live web search targeting preselected sources (e.g., client website, PR/IR sections, trade publications) and other found sources
* Returns a short summary of:  
  + Recent client news or business events
  + Implied goals or issues the client may be facing
  + Notable marketing or leadership activity
* This summary is stored with the project and is available to AI drafting of responses

### **3. AI-Based RFP Analysis**

* AI (via GPT or similar LLM) analyzes the uploaded RFP and provides:  
  + A summary of submission requirements, evaluation criteria and the most important points that will make this the winning response
  + An initial assessment of win probability with rationale
  + A list of questions to clarify the opportunity or mitigate risk
  + Identification of the Agency’s capability gaps or strategic risks and recommendations for mitigation

### **4. Drafting & Response Workflow**

* RFP questions are extracted into separate prompts
* Each prompt is assigned to a designated Responder based on internal role mapping (e.g., Business Development Director, Media Director, Creative Lead)
* AI drafts initial responses to each question using:  
  + The uploaded RFP
  + Background summary from the research module
  + Prior proposal documents from the knowledge library
* Assigned Responders receive email notification

### **5. Responder Review Portal**

* Responders log in via email auth or token
* Review and edit their assigned answers
* Mark section “Complete” when done

### **6. Final Assembly & Export**

* Once all sections are marked complete:  
  + Proposal is reassembled in proper order
  + System generates a formatted Word document (.docx)
  + Optional templates for cover letter, case studies, etc. (but this can be in a later version)
  + File is downloadable or emailed

### **7. Feedback Mechanism**

* Admin marks each RFP response outcome - Won, Lost, Unknown - and uploads additional feedback (client feedback email, client’s scorecard of the RFP)
* Outcome is stored for future learning and dashboarding (in future versions)

### **8. Working File Library**

* Agency uploads past RFPs, proposal responses, key staff data (responders), Agency background data, case studies, in PDF and Word. Some of this data may be captured in images and charts, so manual conversion of key documents may be required.
* Files are tagged by client, date, type of work, and section type (e.g., case studies, bios)
* Content is used as context or memory in AI drafting of future proposals

## **TECHNICAL ARCHITECTURE: OPEN DECISIONS**

This outline is ChatGPT’s starting point. Provide the best implementation choices for the following components based on budget, scale, and performance requirements. Also provide the up-front and ongoing monthly cost estimate for items in the stack:

1. **Frontend Framework**
   * Options may include React, Next.js, or plain HTML/CSS for lean delivery
   * Should support role-based navigation and status indicators for each response section
2. **Backend Framework**
   * Node.js, FastAPI, Django, or similar lightweight framework
   * Must support REST or async API calls, file handling, and user session logic
3. **AI Model Access**
   * LLM provider (e.g., OpenAI, Anthropic, Mistral)
   * Choice of model (GPT-4o or equivalent) based on suitability for this workflow, ongoing cost and token limits
   * Prompt optimization and fallback handling
4. **Live Web Search for Background Research**
   * Developer to recommend search architecture:  
     + Scrape client site + known sources directly?
     + Use a search API like SerpAPI, Bing Web Search, Brave Search, or other?
     + How to structure queries to target marketing-relevant context
5. **Document Parsing & Ingestion**
   * PDF/DOCX parsing library (e.g., PyMuPDF, pdfplumber, docx2txt)
   * Strategies for accurate section/question extraction
6. **Vector Store / Retrieval Augmented Generation (RAG)**
   * Whether to use Pinecone, Weaviate, FAISS, or a flat search for the retrieval of past proposal content
   * Light embedding index for reuse of prior proposals
7. **Database**
   * Postgres (via Supabase, Hasura, etc.) vs. Firebase
   * Relational support required for users, project records, and status tracking
8. **Authentication**
   * Supabase Auth or another simple email/password or magic link system
   * Role-based access (Admin, Responder)
9. **Email Notifications**
   * SMTP, Resend, Mailgun, or another transactional email service
   * Send alerts for new assignments and completion reminders
10. **Word Document Export**
    * Templating method for .docx generation (Python-docx, Docxtemplater, or equivalent)
    * Headers, section formatting, and reusable agency branding

## **TIMELINE (6–7 Weeks MVP)**

This is the timeline that ChatGPT has provided. Please adjust as is appropriate

| **Week** | **Tasks** |
| --- | --- |
| 1 | Setup, file ingest, simple UI for RFP upload |
| 2 | Background research and RFP summarization module |
| 3 | Role routing and drafting engine with GPT integration |
| 4 | Responder review interface + email notifications |
| 5 | DOCX export and assembly engine |
| 6 | Working file library + outcome tracking |
| 7 | QA, bug fixes, and deployment (buffer for overruns) |

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## **ESTIMATED BUDGET**

The following is an estimate of time based on ChatGPT’s assessment of the project. Please provide an adjusted budget worksheet. Provide the rate associated with tasks and a total cost.

| **Task** | **Est. Hours** |  |
| --- | --- | --- |
| RFP Upload + File Handling | 15 |  |
| Background Search + Summary Generator | 12 |  |
| RFP Analysis + GPT Prompts | 15 |  |
| Role Assignment + Section Drafting | 15 |  |
| Responder UI + Edit Flow | 10 |  |
| Email Notification System | 5 |  |
| Final Document Assembly & Export | 10 |  |
| File Library with Tagging + Retrieval | 10 |  |
| Feedback Capture & Win Tracking | 5 |  |
| QA, Testing, Light UI Polish | 10 |  |
| **Total** | **107** |  |

Everything above is for the MVP.

Also provide an estimate of start-up costs for the first agency installation.

Also provide any monthly maintenance and IT services required.

THANK YOU!!!