

CASE STUDY 1:

From Last-Minute Opportunity to Strategic Proposal



Overview

In July 2025, a nationally respected arts and research leader learned of a \$1 million RFP opportunity from an organization just days before the submission deadline. The scope was ambitious: a two-year research initiative that spanned several fields, from art to workforce development. Given the complexity and short runway, the team faced a familiar crossroads: move forward under strain or walk away from a perfect-fit opportunity.



Challenge

The team had the right experience and vision for the project, but limited time and staff capacity to assemble a proposal that matched the opportunity's scope.

The lead explained:

"I could've submitted something... but at what level of quality and comprehensiveness?"

With numerous requirements to track and organize, and other projects underway, she needed structure and substance.



Results

The AI-generated materials eliminated the manual lift of organizing and drafting from scratch. Saving the team **~20-25 hours**. That time was redirected to relationship building, refining ideas, and sharpening the proposal's narrative edge.

*"For what I needed it to be, the [Proposal Draft] was a **9 out of 10**. This freed up time to do the work only I [a human] could do."*

Solution:

AI + Procurement Expertise

Leveraging our AI-powered platform, VendorPro (Beta), a full proposal stack was developed within hours of initial contact:

1

A **Summary** that reorganized key information into a clean, easy-to-digest format to aid a bid/no-bid decision.

2

A **Proposal Outline** detailed an narrative framework, providing content suggestions along the way.

3

A **Proposal Draft** tailored to the company's unique voice, approach, and business strengths.

Customer Perspective

*"Without VendorPro (Beta), I would've submitted something— but it wouldn't have been this **polished**, this **complete**, or this **strategic**."*

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CASE STUDY 2:

Turning a Complex State RFP into a Winning Proposal



Profile

A cultural research consultant — a small business owner managing multiple client projects while competing for new state contracts.

Challenge

When this consultant discovered a State RFP through a professional network, the opportunity was significant — but the process was daunting. The RFP spanned 45 pages, packed with requirements and unclear instructions.

Like many small firms, they faced a painful trade-off: deliver client work or pursue new opportunities.

“Prioritizing the work I’m currently being paid to do versus the bids going out that will generate work next year — that’s the reality of being a small company.”

Results

The AI-generated materials were accurate, high-quality, and easy to adapt. Using this content, the consultant successfully submitted a proposal while managing other client projects—saving **at least 20 hours**, or about **\$4,000** in billable hours.

“The proposal draft was high quality — about an 8 out of 10. It’s like an AI teammate doing all the grunt work so I can focus on the important parts.”

Solution:

AI + Procurement Expertise

VendorPro (Beta), an AI-powered platform, delivered a complete proposal stack in minutes, not days.

1

A **Summary** distilling every key requirement.

2

A **Proposal Outline** that breaks down deliverables and required proposal elements, while making smart content suggestions.

3

A **Proposal Draft** developed from previous submissions and work samples, tailored to address all outlined requirements.

Takeaway

For small businesses, the barrier isn’t capability — **it’s capacity.**

VendorPro (Beta) amplifies your **expertise** while saving you **time and money.**

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