

Probability of Win in the Age of AI

Stop Bidding Blind, Start Winning More

Assess

Build an evidence-based view.

Reassess

Challenge what has changed.

Act

Strengthen your position.

Why Shipley and pWin.ai are having this conversation



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About pWin.ai

The pWin.ai platform unifies opportunity intelligence, capture planning, knowledge management, and proposal writing in one connected workflow for BD, capture, and proposal teams.

About Shipley

Shipley Associates is a global professional services firm that helps organizations compete for and win government and commercial business.

OPENING QUESTION

Think about an important opportunity in your pipeline.

What evidence would make you change its PWin?

Opening poll

Which best describes your team's primary method for setting PWin?

- A** We use a structured scorecard or calculator.
- B** We use percentages associated with pipeline or CRM stages.
- C** We rely primarily on capture-team or leadership judgment.
- D** We do not formally assess Pwin.

QUESTION

Whatever method you use...

**Could someone outside the pursuit team
understand the evidence behind the number?**

Today's agenda

1

How to calculate a defensible Probability of Win

what Probability of Win is, the methods teams use, and the Shipley win factors that turn a gut-feel number into an evidence-based score.

2

Breaking the 40% Rule

how to identify and strip away the optimism bias that quietly distorts most Probability of Win scores, using Shipley's own benchmarks.

3

Augmented capture management

where AI actually belongs, grounding your score in verifiable evidence, surfacing competitive gaps before you commit dollars, and elevating human strategy to raise your win rate.

45 minutes of content, including the poll • 15 minutes of audience Q&A

Why Probability of Win matters in the age of AI

Lower drafting effort makes disciplined pursuit selection more important.

AI can reduce drafting effort

More submissions should not become the default objective.

Capture still requires commitment

Customer understanding, pricing, SME time, solutioning, and review still deserve discipline.

Use time saved to qualify better, understand the customer, and strengthen the solution.

What PWin is and how it differs from other measures?

Measure	Question it helps answer
Pwin	Given what we currently know, how likely are we to win this opportunity?
Historical win rate	What proportion of the competitive bids we pursued did we actually win?
Solicitation readiness assessment	How well does our documented experience, past performance, and capability support this solicitation?
An assessment should be explainable—whether expressed as a percentage or a rating.	

Building a defensible PWin assessment

Nine win factors

Incumbency

Experience

Past performance

Contract size

Competitor rating

Customer relationship

Technical solution

Management solution

Cost

Assess each material judgment from the customer's perspective, with explicit evidence.

The 40% Trap: When the Score Becomes a Funding Target

Are we assessing our position or choosing the number needed to keep the pursuit alive?

The Behavioral Trap

A team chooses a percentage that seems likely to survive scrutiny and unlock pursuit funding.

Keep the Guidance in Context

The cited 40% / 70% new-business and recompetete guidance needs its intended context—not automatic ceilings.

Use the figures to challenge assumptions, not to replace an assessment of this competition.

GATE REVIEW QUESTION

Take these questions into your next gate review.

What evidence supports the most favorable ratings?

Where might the customer rate us differently?

What information would cause us to lower the assessment?

Earning PWin throughout the capture lifecycle

What changed since the last review?

Earning PWin throughout the capture lifecycle

Review point	New evidence or action	Reconsider
Initial opportunity assessment	Relevant technology experience is established; evidence of delivery at the required scale remains incomplete.	Supported ratings versus provisional ratings.
Capture review	Customer insight confirms that scale and staffing continuity are significant concerns.	Whether the initial view understated these weaknesses.
Solution validation	The team strengthens its delivery approach and validates a proposed teammate's relevant experience and capacity.	Whether the competitive position has materially improved.
Pre-submission readiness	Review the final solution, evidence, competitive assumptions, and pricing position.	Whether the assessment still reflects what is known.

New evidence • Changed assumptions • Unresolved gaps • Next decision

How AI strengthens the evidence behind the assessment

Organize the evidence around the Four Cs.

Customer

Hot buttons, pain points, and what matters to the customer.

Competitors

Available competitive intelligence—and what remains uncertain.

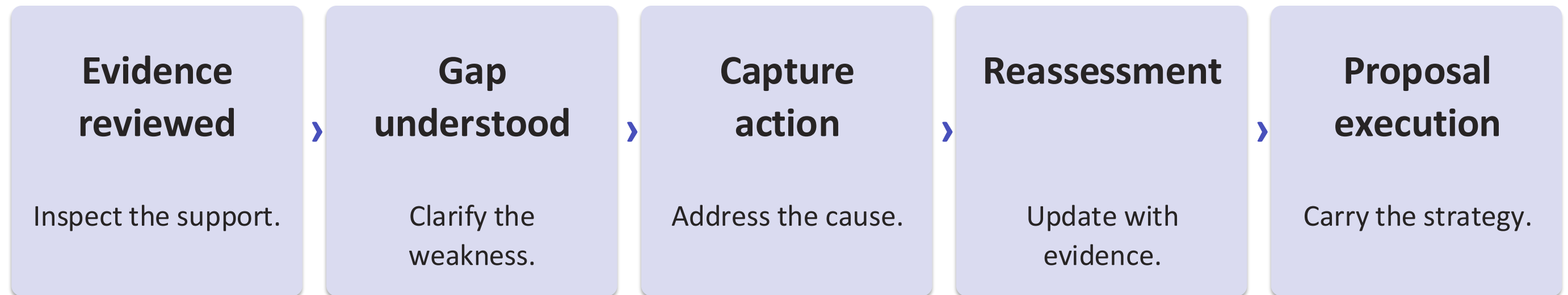
Capability

Past performance, experience, and support for the solicitation.

Cost / Value

Evidence informing the value discussion and pricing position.

From identified gaps to stronger positioning



The goal is a stronger competitive position and not simply a better-looking draft.

How to tell whether the approach is working

Dimension	What to examine
Assessment discipline	Material ratings are supported; uncertainties are visible; assessments change when evidence changes.
Forecast learning	Recorded assessments versus eventual outcomes for comparable pursuits assessed at the same stage.
Business outcomes	Changes in qualified pursuit capacity, proposal effort, and actual win results.

Use comparable pursuits and consistent assessment stages when learning from outcomes.

Three practices for your next gate review

1

Bring the evidence behind the assessment.

Use structured factors and the customer's perspective. Separate what is known from what is assumed.

2

Explain what changed.

Revisit customer insight, competitive intelligence, solution findings, and pricing assumptions. Move down or up.

3

Leave with actions tied to the gaps.

Name the action, owner, and review date. Use AI to support evidence review and execution.

Audience Q&A

15 minutes with Vishwas Lele and Eric Gregory

Questions about evidence, capture decisions, reassessment, and AI-supported execution.