



WEBINAR

10-11AM, 4th March 2026

AI in Bid Writing

The risk, the reality, and how to get it right





The single platform to grow your public sector revenue



Create strategy



Build pipeline



Track tenders



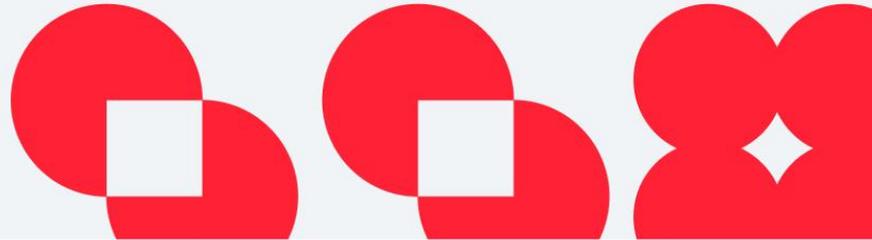
Win bids

Trusted by



What you'll leave with

- ✓ A clearer picture of the pressures shaping the market
- ✓ Practical guidance for responsible AI use in bids
- ✓ A live look at what this means for your team





Audience Q&A

01.

The Catch-22 suppliers face

More bids, less time, and two pressures landing at once.

Lots of change with the new era of AI

 **Pace of change has never been higher**



 **Confusion, rumours, & uncertainty**



 **Risk in not knowing where buyers stand**

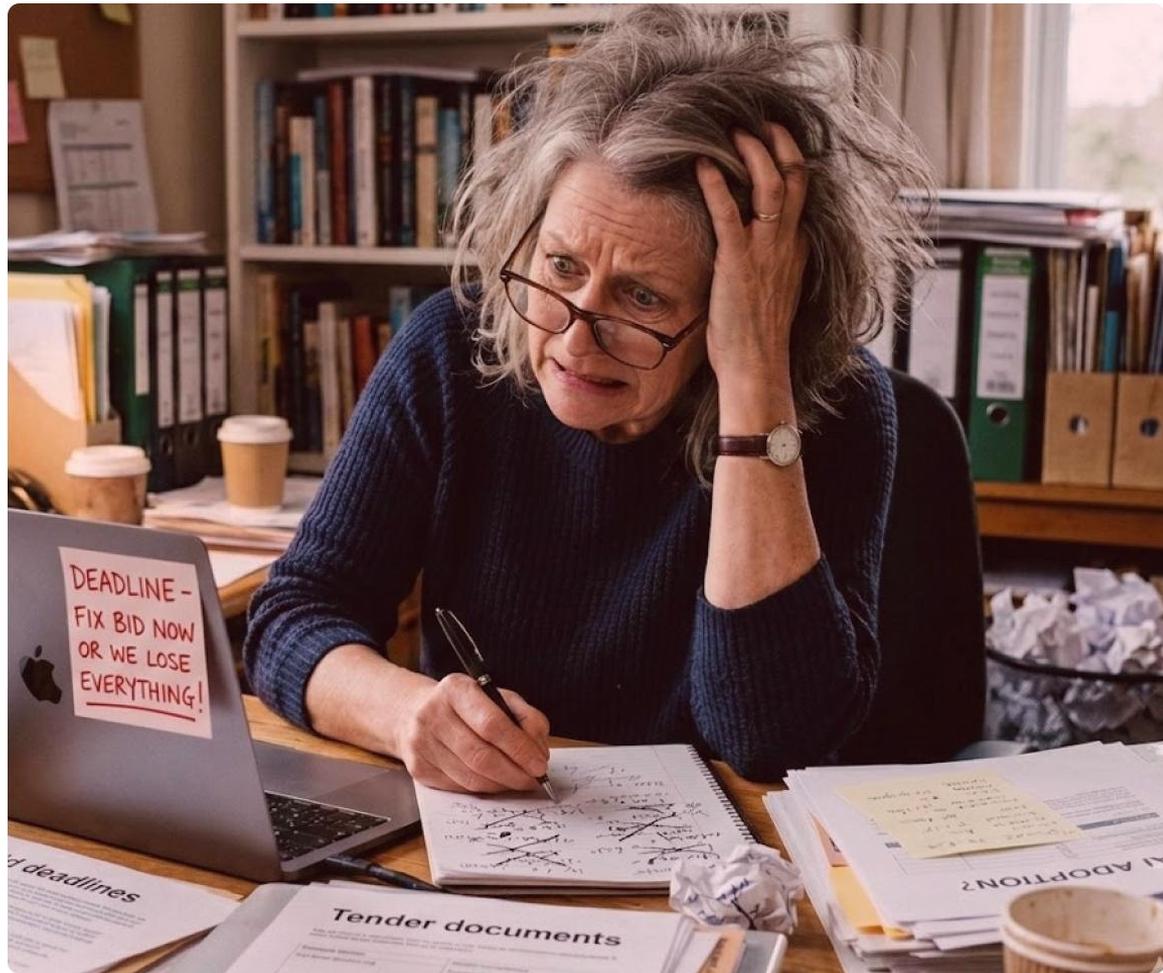


How do you think buyers feel about suppliers using AI in bidding?



Market pressure to use AI

The reality suppliers are dealing with right now: More bids, less time, less resources, competitors moving faster.





How is your team currently using AI to bid?



Don't use AI

Feels like you are falling behind

Will you be able to keep up with the internal pressures? The external competition?

The Catch-22

Public sector teams are feeling squeezed between two factors.



Use AI

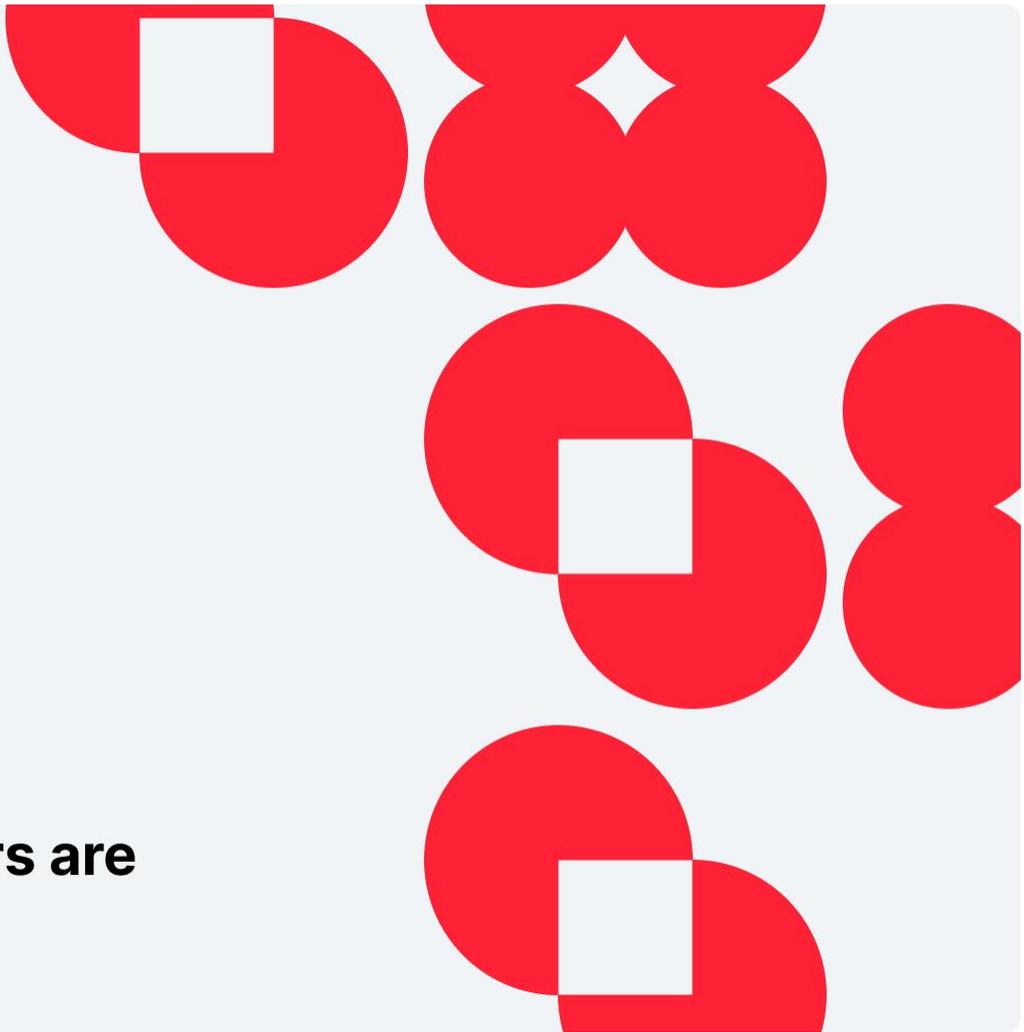
Feels like a risk of penalty from evaluators

Am I hurting my chances of winning bids? Am I risking my company's reputation?



02.

What's allowed & how buyers are thinking about it



The letter of the law from PPN017

It is important to note that suppliers' **use of AI is not prohibited** during the commercial process.

Extract from PPN017 a procurement policy note issued by the cabinet office titled, Improving the transparency of AI use in procurement

Who it applies to

Applies to all central government departments, their executive agencies and non-departmental public bodies

Extract from [PPN017](#) a procurement policy note issued by the cabinet office titled, Improving the transparency of AI use in procurement

What can buyers do

Ask for disclosure of AI usage in the creation of the bid, if it was checked for accuracy, and if it will be used for delivery.

Extract from [PPN017](#) a procurement policy note issued by the cabinet office titled, Improving the transparency of AI use in procurement

What buyers should do

Expect more time for due diligence and an increase in volumes of responses.

Extract from [PPN017](#) a procurement policy note issued by the cabinet office titled, Improving the transparency of AI use in procurement

In the real world

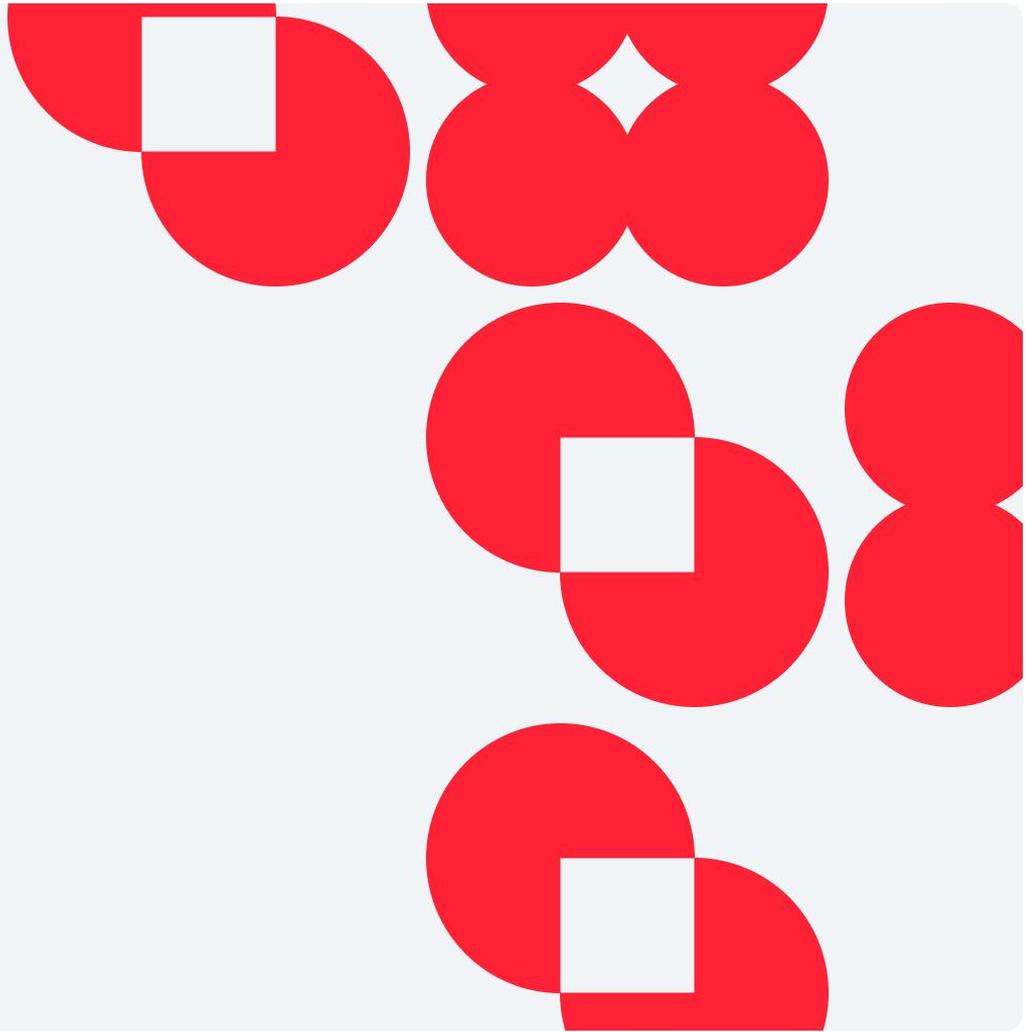


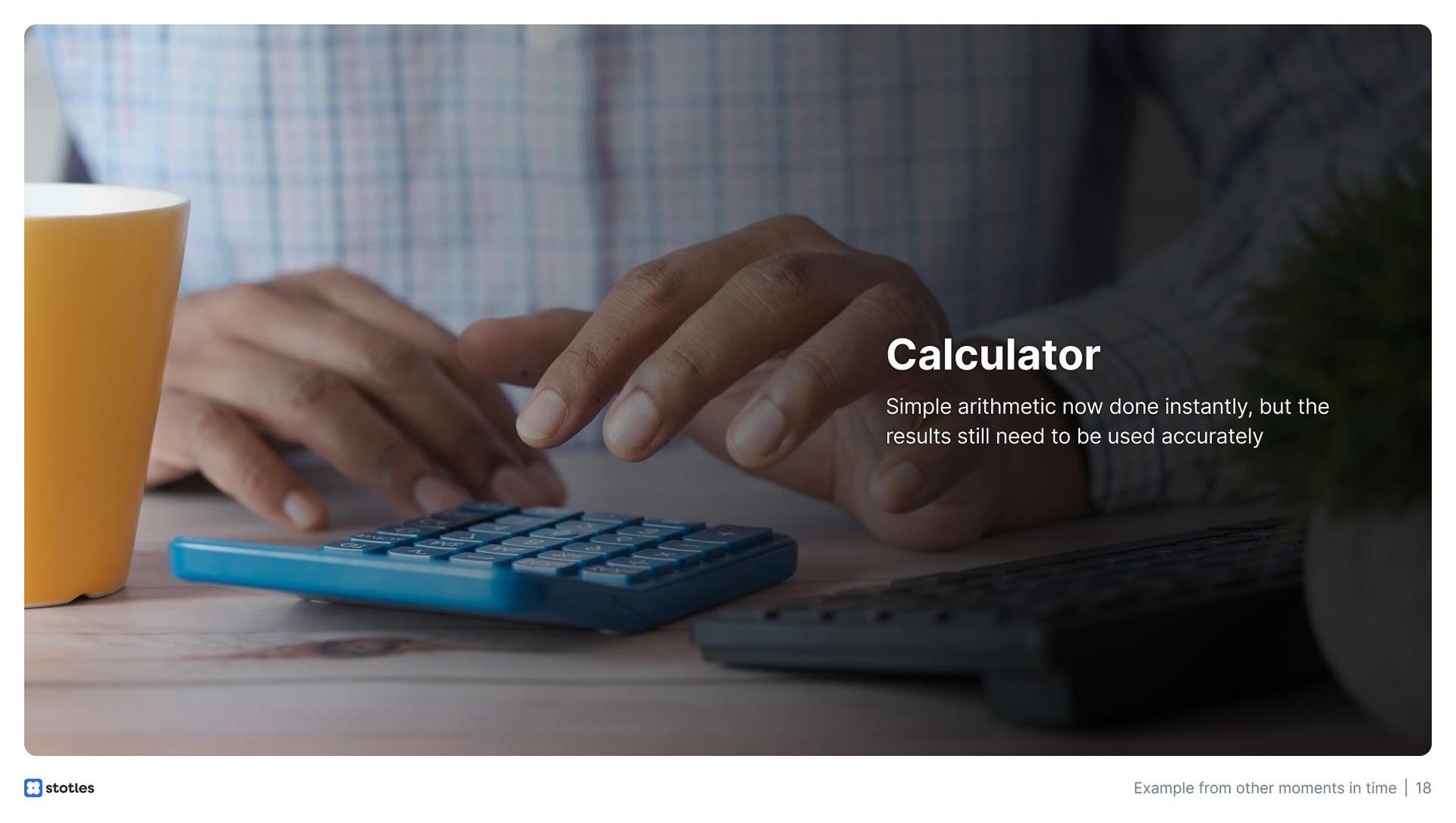
In recent procurement activities we have noted an increase in the use of Generative AI for submissions. While **we do not restrict the use of Generative AI**, we would like to caution suppliers that **generic and incorrect responses will result in lower scores.**

– Communication from PS buyer to suppliers

03.

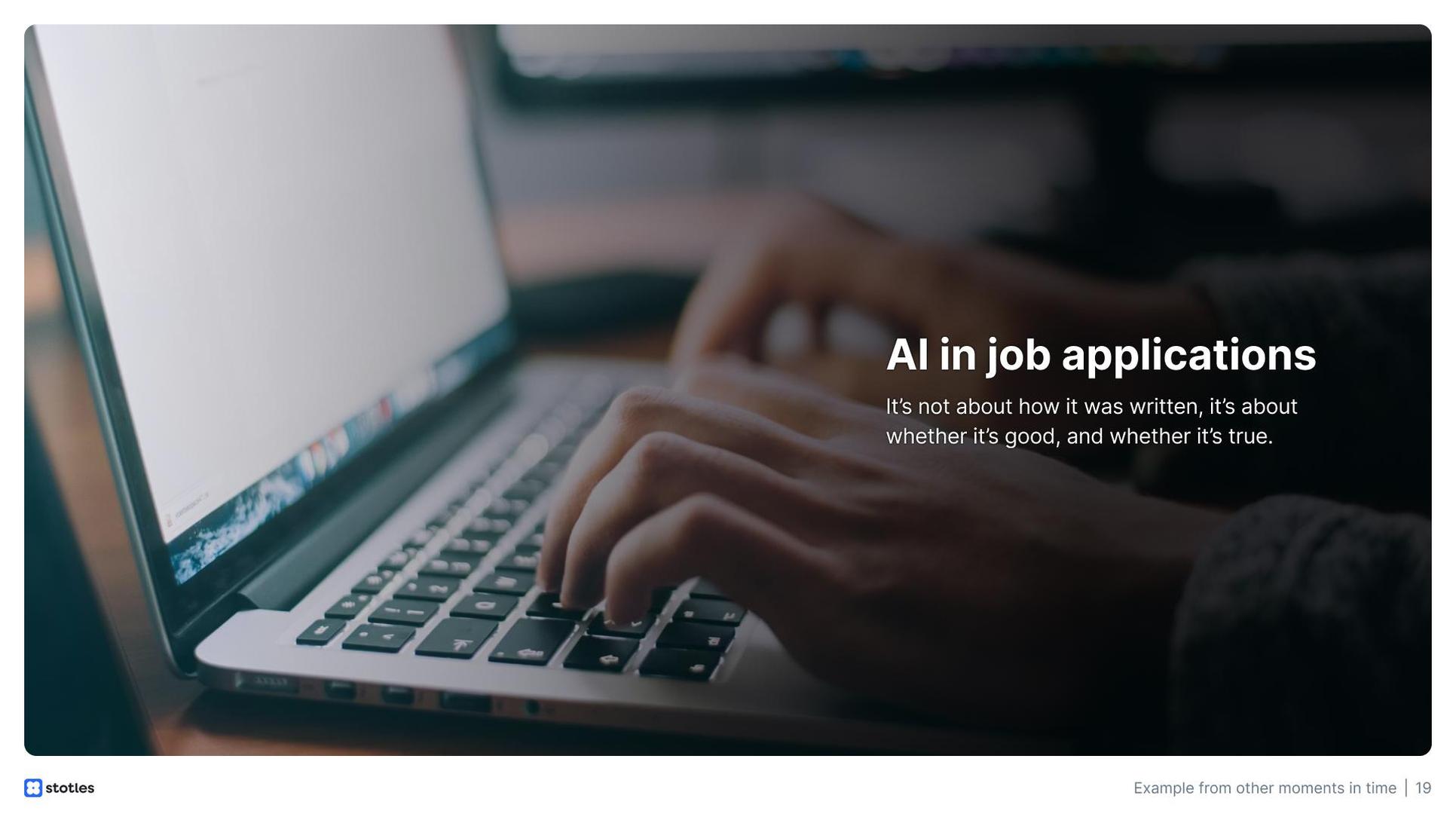
**Examples from other
moments in time**



A close-up photograph of a person's hands using a blue calculator on a wooden desk. To the left is a yellow cup, and to the right is a laptop keyboard. The background is a blue and white checkered shirt. The image is dimly lit, with the calculator and hands being the primary focus.

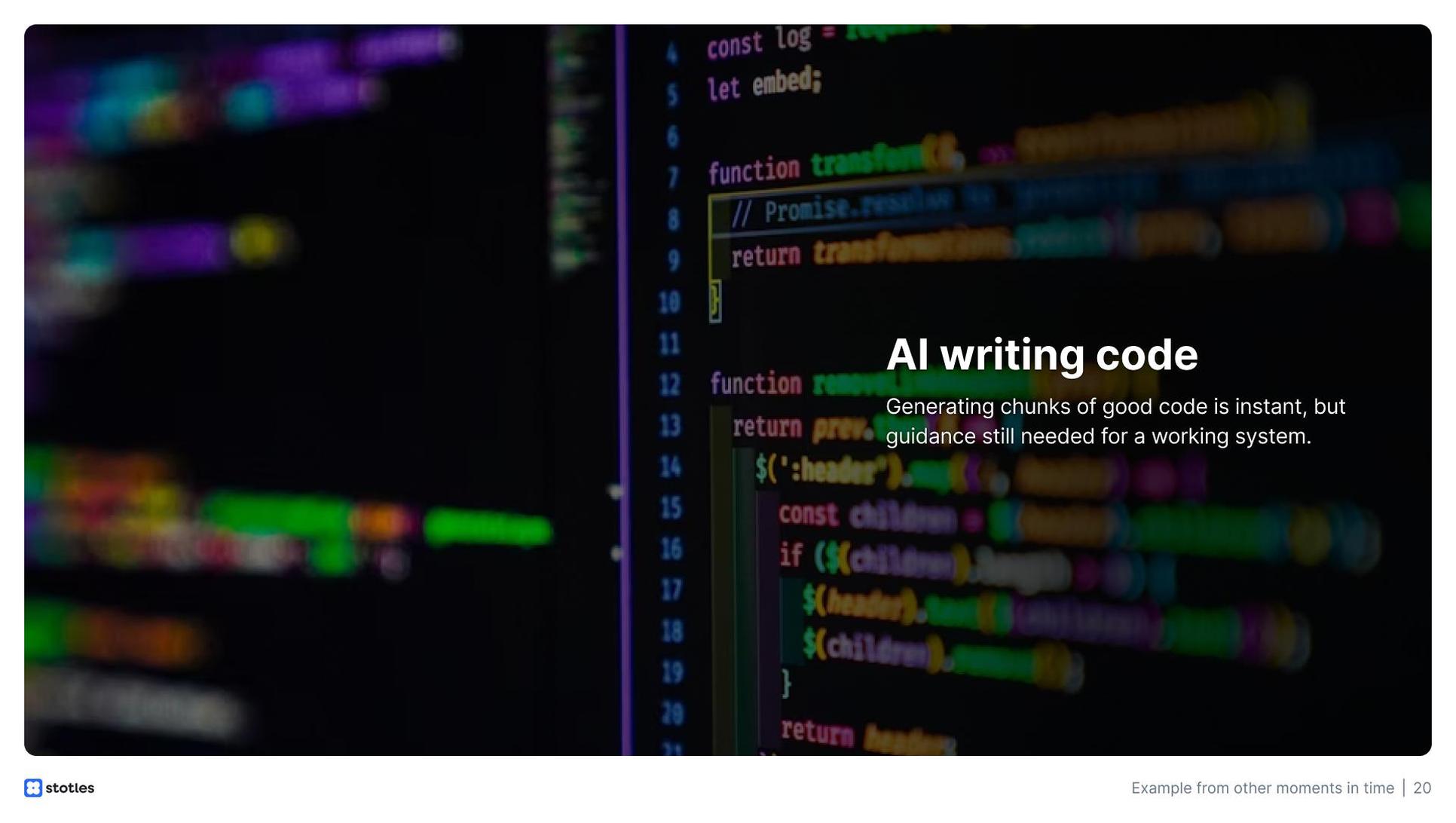
Calculator

Simple arithmetic now done instantly, but the results still need to be used accurately

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The scene is dimly lit, with the primary light source coming from the laptop screen, which is visible on the left side of the frame. The background is dark and out of focus, suggesting an office or home workspace at night. The overall mood is professional and focused.

AI in job applications

It's not about how it was written, it's about whether it's good, and whether it's true.



AI writing code

Generating chunks of good code is instant, but guidance still needed for a working system.

```
4 const log = require('log');
5 let embed;
6
7 function transform(t, m) {
8   // Promise.resolve to ensure it's a promise
9   return transformPromise(t, m);
10 }
11
12 function removeChildren(header) {
13   return prev.header.children.map((child) => {
14     $(':header').append(child);
15     const children = child.children;
16     if (children) {
17       $(header).append(children);
18       $(children).append(children);
19     }
20     return header;
21   });
22 }
```

**The risk isn't from using AI.
It's from using it poorly.**

Key principles

Principle 1

Grounded in evidence

Every claim needs to be backed up by *your* case studies, evidence, and statistics. No hallucinations.

1. FMS Document 1 - Instructions.docx

Viewing 1 of 2 matches Previous Next

6.4.2 If the Bidder declares the existence of any grounds for exclusion, there is an opportunity for the Bidder to explain the background and the measures the Bidder has taken to rectify the situation (referred to as "self-cleaning").

6.4.3 In these circumstances, Bidders must demonstrate to the Customer's satisfaction that they have taken effective remedial action. In order for the evidence provided to be sufficient it must, as a minimum, demonstrate that the Bidder has "self-cleaned" by doing the following:

- (a) Paid or undertaken to pay compensation in respect of any damage caused by the criminal offence or misconduct;
- (b) Clarified the facts and circumstances in a comprehensive manner by actively collaborating with the investigating authorities; and
- (c) Taken concrete technical, organisational and personnel measures that are appropriate to prevent further criminal offences or misconduct.

6.4.4 The actions agreed on Deferred Prosecution Agreements may be submitted as evidence of self-cleaning and will be assessed by the Customer as described in the following bullet points:

- (a) The measures taken will be assessed taking into account the gravity, the circumstances of the criminal offence or misconduct and the action taken. If the Customer considers such evidence as sufficient, the Bidder will continue in the Procurement; and
- (b) If the Bidder cannot provide evidence of self-cleaning that is acceptable to the Customer, it will be excluded from the competition. The Customer will provide an explanation to the Bidder setting out the reasons for self-cleaning to be found to be lasting.

6.5 The Customer's decision is final.

6.6 **Economic and Financial Standing**

6.7 A Bidder's economic and financial standing risk will be evaluated on a 'Pass/Fail' basis.

6.8 A Bidder will be excluded from the procurement if it does not have sufficient evidence of financial stability to perform the Contract. The Customer will assess a Bidder's economic and financial standing risk as follows:

6.9 Annual turnover of not less than £1,500,000 for the last two full financial years.

6.10 Demonstrated profitability for the last two full financial years.

6.11 Account will also be taken of a third-party credit reference agency's (Credit Safe) latest credit report and any concerns identified will be discussed with the Bidder as to whether these can be addressed appropriately, to demonstrate sufficient evidence of financial stability.

6.12 Where Bidders are unable to meet 6.11 and/or 6.12, further evidence may be requested for an assessment to be made by the Customer on the Bidder's financial stability.

6.13 For a Bidder's Tender submission to 'Pass', sufficient evidence shall be presented to demonstrate financial stability as per 6.11 and 6.12, or with further evidence from the Bidder as above, with any risks identified by Credit Safe, satisfactorily addressed.

16

between the Customer and Bidder. The Customer shall consider the Tenderer to be financially stable and viable, given the nature and size of the Contract.

6.14 For a Bidder's Tender submission to 'Fail', the Customer will consider the Bidder to not have sufficient financial standing, with the Bidder considered to be an unsuitable risk for the Contract, or the Bidder has failed to provide the financial information requested, so that the financial evaluation could not be completed.

6.15 **Confidentiality and References**

6.16 The Customer reserves the right to contact the named customer contacts identified in response to Question 6.1 of the Assessment Questionnaire by email to take up references. The named contact provided should be able to provide the evidence requested in Question 6.1 to confirm the accuracy of the information provided in response to that question. The Customer reserves the right to seek clarification from Bidders in line with paragraph 5.47, following the taking up of references.

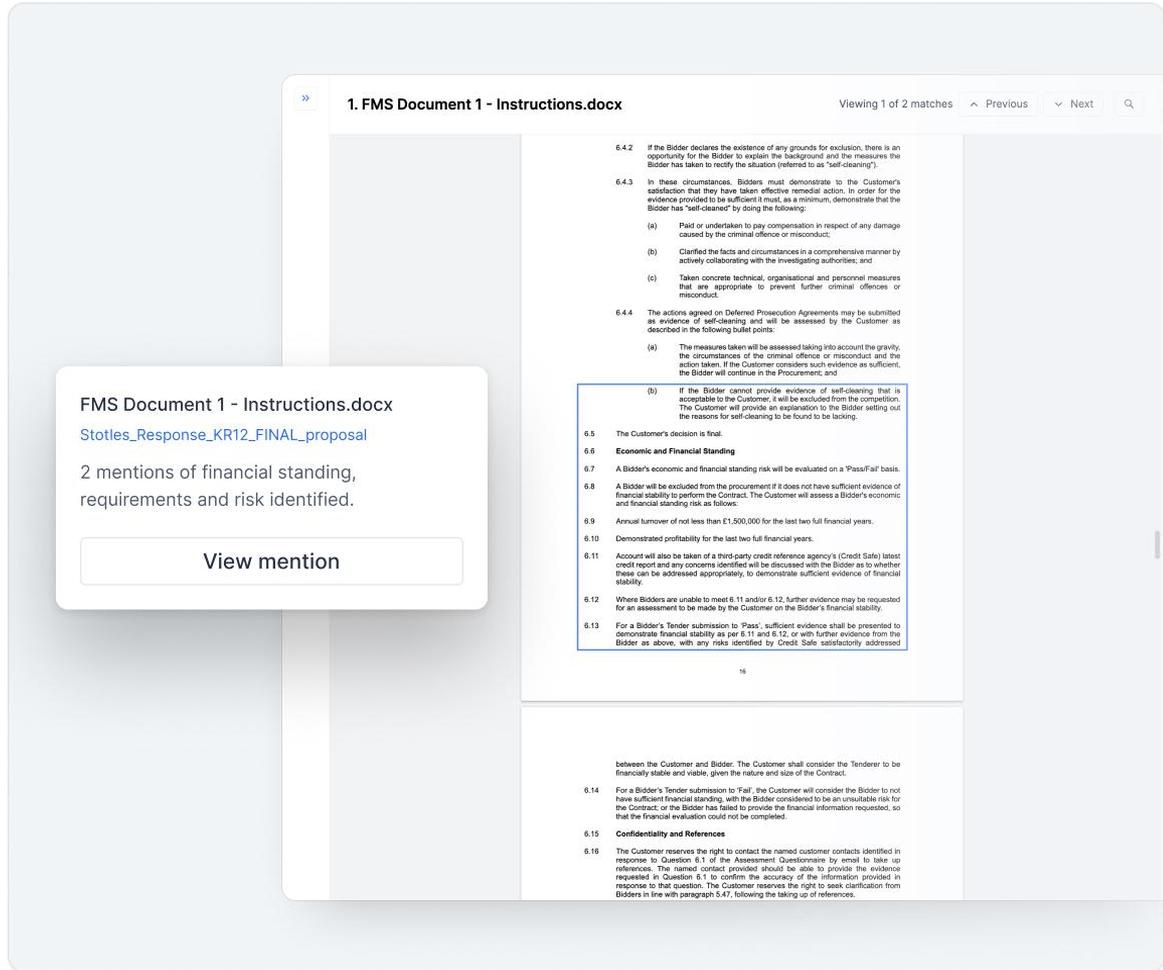
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Stotles always shows you the exact source material used. Verify instantly.



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FMS Document 1 - Instructions.docx
[Stotles_Response_KR12_FINAL_proposal](#)

2 mentions of financial standing, requirements and risk identified.

View mention

Principle 2

Tailored to you, the bid, & the buyer

Generic fails. If you can swap out the buyer, supplier, or bid, you should swap the message too.

 5 similar notices identified 

 AI summary of this buyer's historic activity 

Based on [5 similar notices](#) published between 2021 and 2024

 Contract awards to Suppliers who have worked with this buyer in similar areas

 Partners who have worked with this buyer

Principle 2

Tailored to you, the bid, & the buyer

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Stotles uses a combination of your own data and buyer data to tailor responses and avoid generic responses.



5 similar notices identified



AI summary of this buyer's historic activity

Based on 5 similar notices published between 2021 and 2024

Buyer's commitment to this type of product/service:

- IPO prioritises IT security investments, with a focus on firewalls, data protection, and compliance with GovSec standards.
- Security Operations Centre (SOC) expansion includes enhanced incident response, vulnerability management, and insider threat monitoring, reinforcing network security needs.
- Data loss prevention (DLP) and cloud security initiatives suggest firewall renewals will continue to play a critical role in their infrastructure.

Likelihood of renewal:

- Previous Palo Alto firewall contracts were awarded via Computacenter (UK) Limited & Insight Direct (UK) Ltd, indicating an existing supplier preference.
- Long-term investment in IT security & digital transformation suggests renewal is likely, though potential vendor competition exists.



Contract awards to Suppliers who have worked with this buyer in similar areas



Partners who have worked with this buyer

Principle 3

Human in the loop

AI gets you 80% of the way there, but the expertise & judgment stays with the human.



Stotles equips you and empowers you. It doesn't replace you

Provide case studies to back up the answer to the this question



Evidence 1: UK Home Office case study

Service: Endpoint protection & IAM rollout across 11,000 users
Success: Completed 3 weeks early; 78% drop in unauthorised access incidents

Evidence 2: NHS Digital case study

Service: ML-powered threat detection & automation
Success: Cut detection time from 12 hrs to 90 mins; 42% more incidents mitigated

Evidence 3: Cyber Security certificate

Service: ML-powered threat detection & automation
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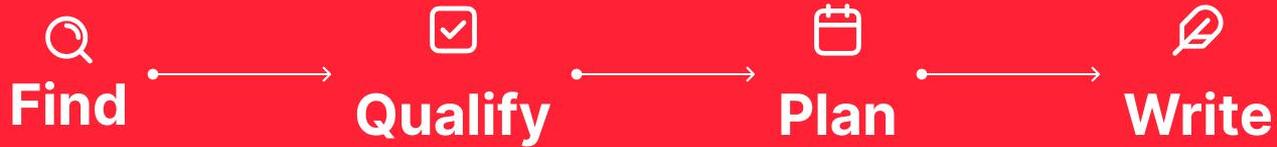
[3 references](#)

[← Add to response](#)

Ask Stotles AI



Bid Studio



06.

Q&A

Any questions?



Thank you for joining

Get in touch with Lucy

