



WEBINAR

10-11AM, 30th September 2025

# How Stotles AI Bid Studio will increase your win-rates



**John Witt**  
CEO & co-founder, Stotles



**Georgia McMillan**  
Account Executive, Stotles



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Analyst, 4OC



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CPO & co-founder, Stotles



**Paul Marray**  
CEO, 4OC



**Michelle Martin**  
Bid Manager, Westfield  
Health

# Agenda

## Section 1: The Stotles journey so far

Introducing ourselves

## Section 2: The future of bidding

Why we built Bid Studio

## Section 3: Live demo of Bid Studio

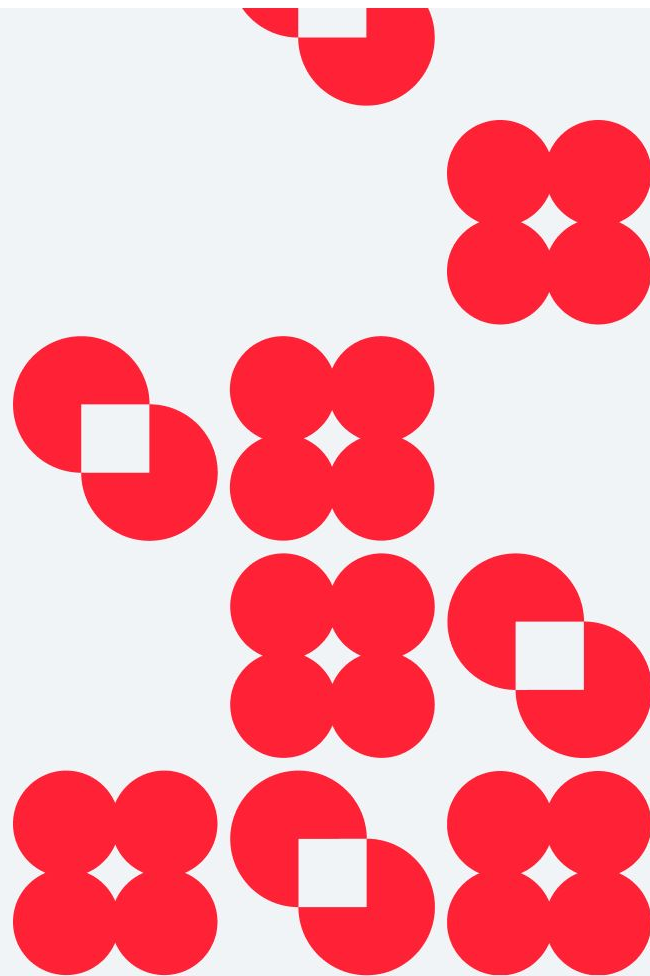
The first-ever public reveal

## Section 4: Q&A with co-developers

Open to audience collaboration

## Closing remarks

Wrap up & a special offer for everyone in the room





# 01.

Our journey so far



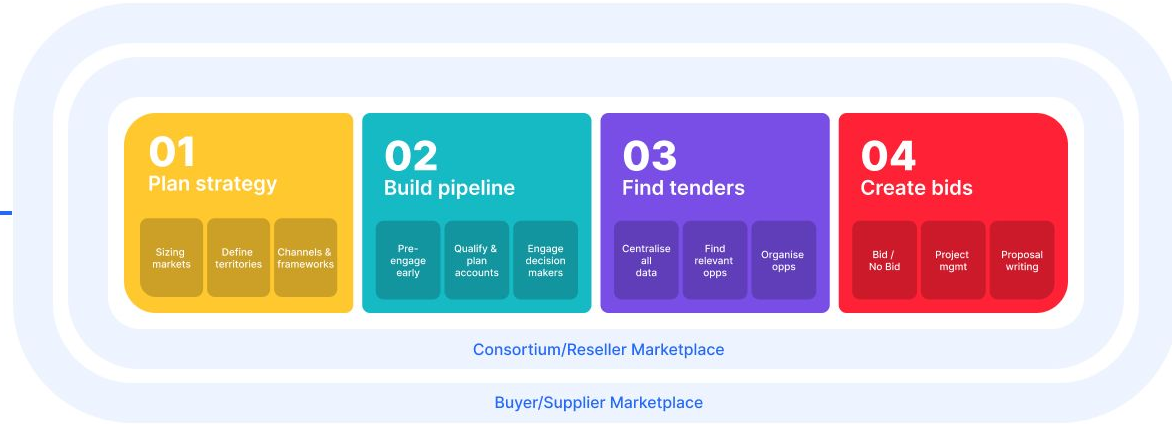






The platform to run your public sector business

2m+  
Suppliers



\$13tn+

Public sector  
contracts





# Track tenders

Home

Search

Ellie

Open tenders

All open tenders matching your signals

Open tenders Expiring contracts Competitor activity Partner activity All views

Search Filters Edit columns Export All (4299)

4299 Results • Sorted by Published date • Filtered by Qualification Signals Stage Clear Filters

	Score	Title & Buyer	Stage	Value	Submission d...	Publish date	Actions
<input type="checkbox"/>	3	IT services: consulting, software development, Internet and su... University of Suffolk	Open tender	£ 100,000,000	23 Oct 2025	23 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>
<input type="checkbox"/>	3	Dashboard and clinical portal maintenance for CYP CEW Clinics NHS England	Open tender	£ 20,235	24 Oct 2025	24 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>
<input type="checkbox"/>	3	Publication Distribution Service Centre for Process Innovation	Open tender	£ 3,900,000	25 Oct 2025	25 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>
<input type="checkbox"/>	3	Google Cloud Platform (GCP) Services and Google Licensing 2... HM Revenue & Customs (HMRC)	Open tender	£ 440,300	27 Oct 2025	27 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>
<input type="checkbox"/>	2	001142 - Digital Market Place NHS England	Open tender	£ 9,210	28 Oct 2025	28 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>
<input type="checkbox"/>	1	NHSE Data Visualisation Dashboard NHS England	Open tender	£ 75,000	22 Oct 2025	22 Sep 2025	<input type="button" value="Bookmarks"/> <input type="button" value="Close"/>



2022



2024



2025

2021







2021

# Build Pipeline


Home

...

Search

🔔

👤 Elie



**Opportunities**

[Workflow setup](#) [+ Create opportunity](#)

Create, develop, and track opportunities using data sourced from Stoties.

ListBoard

Search opportunitiesFilter

To engage73

Meeting booked17

To bid2

Bid submitted0

IT Consulting for University of Suffolk

£1,237,000

University of Suffolk

50% complete

Last updated 3d

Email fraud defence for Department for Health...

£1,098,000

Department of Health and Social Care

100% complete

Last updated 3d

Cloud Services for Ministry of Defence

£1,412,000

Ministry of Defence

75% complete

Last updated 3d

Cybersecurity Assessment for H...

£920,000

Home Office

50% complete

Provision of core firewall for Buckinghamshire c...

£762,000

Buckinghamshire council

25% complete

Last updated 3d

Digital Strategy for Department for Education

£345,000

Department for Education

75% complete

Last updated 3d

Software Development for Department for Wor...

£276,000

Department For Work and Pensions (DWP)

100% complete

Last updated 3d

Devon council fraud defence contract

Data Analytics for NHS England

Total£48,890,000Total£12,048,000Total£1,690,000Total

2024

2025





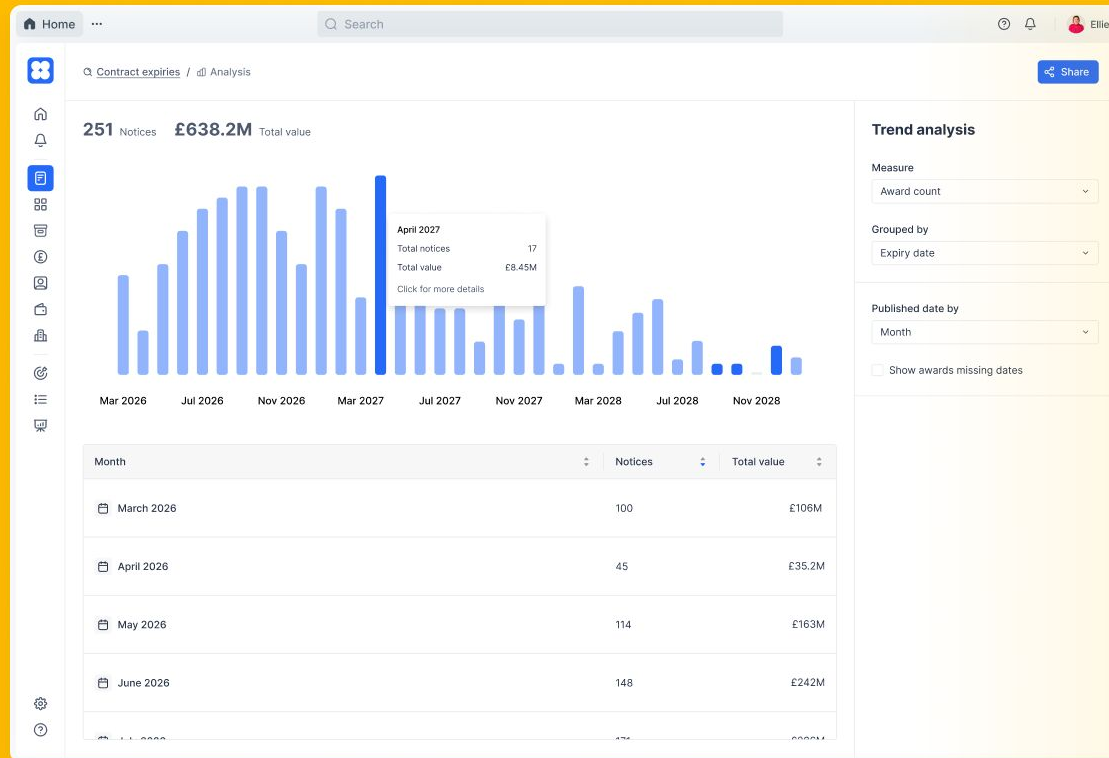
2021



2022



# Create Strategy



2024



2025









2021



2022



2024



2025

# Win Bids

Home

...

Search

Ellie

Bid / Provision of Digital Specials...

Details Comments Attachments

Bid Project

Provision of Digital Specialist Resources for DWP Digital Services

Send Upload files More

Bid / No-bid report

Qualify this bid smarter, faster, and with confidence.

Save 10+ hours reviewing RFPs

Boost win rates with AI

Defend every decision with clarity

View & edit report

Requirements for this Tender

Overview

Key dates

Strategic fit

Register requirements

Bid responses

Extract questions, assign owners, and craft winning responses

Extract all bid questions instantly

Draft responses with AI

Collaborate in real time

Manage & draft responses

Tender documents (8)

Upload

Appendices 3-4\_Specification\_Method Statements Response Document.docx

Appendices 3-4\_Specification\_Method Statements Response Document.docx

Details

Stage Bid / no-bid

Owner John

Buyer Department For Work a...

Incumbent supplier Click to add

Value £500,000

Location London

Contract duration 1 year

Framework Click to add

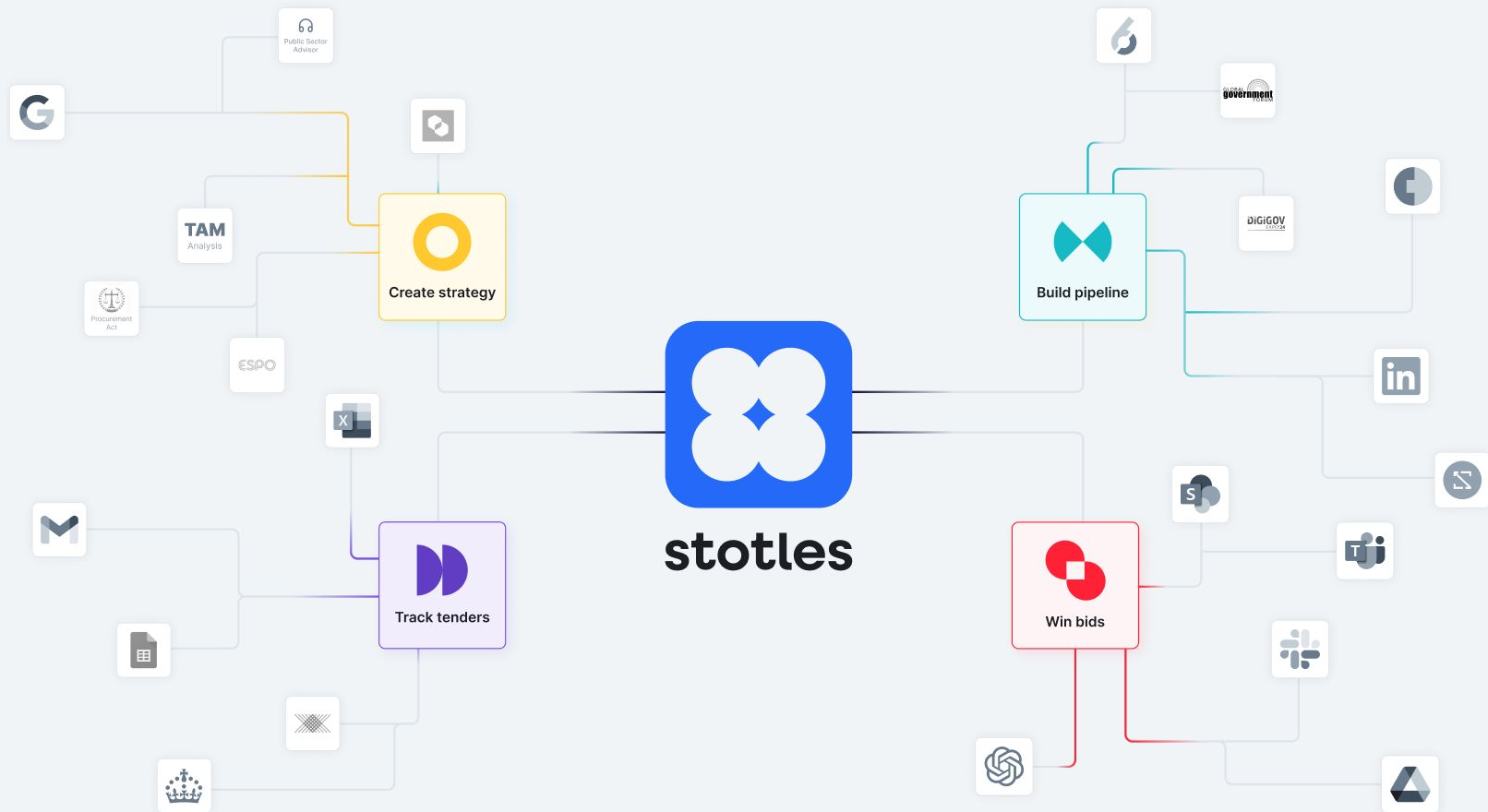
Related opportunity Provision of Digital Spect...

Key dates

Clarification deadline Click to add

Submission date 12th May 2026

Award announced Click to add



# Go from disjointed tools...

Strategy  
consultants

 GlobalData.

Market  
intelligence

 BIP  
SOLUTIONS

tussell

Framework  
monitoring

 framespan

Sales  
enablement

 zoominfo

 Excel

 Google Sheets

Tender & contract  
trackers

 contracts  
advance

Bid & proposal  
solutions

AutogenAI

 responsive  
formerly RFPIO

## ...to a single source of truth.



the single place to grow your public sector business.



Plan  
clear strategy



Build  
earlier pipeline



Find  
relevant tenders



Create  
winning bids



The single platform to grow your public sector revenue

Trusted by







# 02.

**The future of public  
sector bidding**

# Our approach

Working closely with co-developer to make a product that solves the real problems.

“

The process felt genuinely collaborative... The platform delivers immediate value through scouting opportunities, summarising requirements, and kick-starting responses.

**4OC**

“

The Bid Responses tool has made accessing boilerplate content and stats far more efficient... Overall, Stotles' Bid Studio has reduced our manual effort and saved us valuable time.

**W** Westfield  
Health

“

We have found this super useful and an absolute time saver - dropping in multiple, large bid documents and having an easily accessible, organised summary in minutes is awesome. The time saving on this cannot be underestimated.

**20** Scott Logic



ModularData



boxxe  
Tech Solutions



cds















beam




Triad


# Qualify opportunities


Helps you qualify opportunities in seconds.



[Opportunities](#) / [Title of opportunity](#) / Qualification

 Share

 Bid / no-bid



## Qualification Report

Project and Programme Management Services  
The Open University

AI-generated responses may be inaccurate. Verify important information.

### Overview

<b>Procurement summary</b>	The Open University is procuring consultancy services for project, programme, and change management through a multi-provider framework. The services will support internal capabilities in areas such as digital transformation, business processes, and compliance. <a href="#">Appendices 3-4_Speci...</a>
<b>Framework</b>	The framework is for the Provision of Project and Programme Management Services for the Open University, specifically under the OU Framework Agreement with the tender reference OUPA10830. <a href="#">Appendices 3-4_Speci...</a>
<b>No. of suppliers</b>	Up to 5 suppliers <a href="#">Appendices 3-4_Speci...</a>
<b>Budget / value</b>	£500k - £1m+ per annum <a href="#">Appendices 3-4_Speci...</a>
<b>Contract duration</b>	Initially 2 years with two further 12-month extension options <a href="#">Appendices 3-4_Speci...</a>
<b>Location</b>	London, UK
<b>Weighting</b>	<ul style="list-style-type: none"><li>Quality: 70%</li><li>Cost: 30%</li></ul> <a href="#">Appendix 2(a) Requir...</a>
<b>Key dates</b>	

### Tender documents (5)

[Appendix 1\\_Supplier Questionnaire.docx](#)

[Appendix 2\(a\) Requirements.docx](#)

[Appendices 3-4\\_Specification\\_Method Statements Response Document.docx](#)














[Appendix 5 Finance Schedule Response Document.xlsx](#)

[Appendix 6b\\_Supplier Code of Conduct.docx](#)

[+ Upload](#)

# Manage responses

Helps you manage your projects and your team in one place.



... / Provision of Digital Specialis... / Bid responses

## Bid responses

All statuses

All users

10 questions

Response title	Ref	Question	Status	Assigned to	Reviewer
Understanding the requirements and context	1.1	Demonstrate clear and thorough understanding of the requirements of the specification. <ul style="list-style-type: none"><li>Weighting: 25%</li><li>Minimum score: 3/5</li><li>Word/page limit: 4 sides of A4, Arial 11pt, single line spacing, normal margins (2.54 cm)</li></ul>	To do	Jane Cooper	Brooklyn Sim...
Methodology and approach	1.2	Clearly explain and justify the proposed methodology and approach to achieving the objectives and delivering the outputs. Include: <ul style="list-style-type: none"><li>Detailed description of methods, resources, and justification for chosen methodology</li><li>How methods meet project objectives</li><li>Techniques to be used, strengths and limitations</li><li>Use of existing datasets or alternative sources, sample size and composition, justification</li><li>Weighting: 30%</li><li>Minimum score: 3/5</li><li>Word/page limit: 6 sides of A4, Arial 11pt, single line spacing, normal margins (2.54 cm)</li></ul>	In progress	Kristin Watson	JW Jenny Wilson
Ability to deliver	1.3	Demonstrate skills and knowledge to ensure successful delivery, including project team expertise and project management skills. Explain how ability to deliver will be maintained and risks mitigated. <ul style="list-style-type: none"><li>Weighting: 25%</li><li>Minimum score: 3/5</li><li>Word/page limit: 6 sides of A4, Arial 11pt, single line spacing, normal margins (2.54 cm)</li></ul>	In review	EP Eleanor Pena	Ralph Edwards



# Draft proposals

Helps you craft responses that speak to your customers.

Training strategy & user support

Details Comments Co-pilot

Paragraph B I U Word count

## Training strategy & user support

Progress John Judy

Define the training and support approach for personnel, ensuring users across technical, administrative, and support roles understand and can securely operate the new cyber security system.

Identify training and refresher training methods (in-person, digital, self-serve)  
Specify content for technical vs. non-technical users  
Define support, helpline/ticketing system availability  
Identify resources for remote workers and third-party vendors

1000 words Weighting: 5% Appendices 3-4\_Spec...

Overview of the project and its objectives  
Statement of commitment to meeting the specification

### Understanding of the Buyer's Context

Summary of Hartlepool College of Further Education's strategic aims and priorities  
List of recent and related projects (e.g., digital infrastructure, educational technology initiatives)  
Alignment with the College's mission, values, and stakeholder needs

### Understanding of the Specification

Key deliverables and outcomes required  
Technical, operational, and compliance requirements  
Standards and performance expectations  
Key milestones

### Delivery

Approach for meeting each requirement

Find related work or projects the buyer has done before

- London Borough of Hackney has undertaken several related projects and procurements in recent years, including:
- Server and storage infrastructure solutions (2024, awarded to NG-IT) [Award notice](#)
  - Financial accounting software and support (2025, awarded to IRIS Software Limited) [Award notice](#)
  - Matrix and security [CA15392 - London Borough of Hackney - Financial Accounting Software and Support...](#)
  - Webster College Financial accounting software and support services for London Borough of Hackney
  - IP tele Further Education.
  - Scotia award

View source

Draft me a storyboard with headings and sections.

### Introduction

Brief overview of the project and its objectives  
Statement of commitment to meeting the specification

### Understanding of the Buyer's Context

Summary of Hartlepool College of Further Education's strategic aims and priorities

Ask anything

Settings





**03.**

**The first reveal: live demo**



# 04.

## Co-developer Q&A



Leading digital change consultancy for the public sector.

Helps organisations use technology to improve delivery, cut costs, and drive sustainable growth.

Actively explores new technologies to make bidding faster and more successful.

Co-developer of the Stotles AI bidding module, tackling the challenges of public sector bidding with AI.



**Paul Marray**  
CEO, 4OC



**Emma Christie**  
Business Development  
Analyst, 4OC





Westfield Health makes a healthy difference to the quality of life of their customers and the communities in which they live and work by delivering evidence-based health and wellbeing solutions

Vision of powering the world's most resilient businesses by transforming the mental and physical wellbeing of their people.

Donate up to 1% of our annual Group turnover every year to causes that align with our purpose to make a healthy difference to quality of life.



**Michelle Martin**

Bid Manager, Westfield Health

**What did bidding at  
your company look  
like before?**



**How has Bid Studio  
changed your  
processes?**



**What's one lesson  
you'd share with  
teams just starting  
their bidding  
journey?**



# 05.

Closing remarks

# Thank you for joining



## Special Offer

 20% Discount

Available to all attendees if you sign before October 31st,  
2025.

Cannot be combined with other deals

