

Acquisition Hour
Navigating AI: Practical Tips for Federal Contractors

March 19 | Noon – 1:00 pm

**Presented by:
Marc Violante, Wisconsin Procurement Institute**





Assisting Wisconsin businesses compete in the government marketplace.

WPI is Wisconsin's APEX ACCELERATOR

The APEX Accelerators program, under management of the Department of Defense (DOD) Office of Small Business Programs (OSBP), plays a critical role in the Department's efforts to identify and engage with a wide range of businesses entering and participating in the defense supply-chain. The program provides the education and training that all businesses need to participate to become capable of participating in DOD and other government contracts.

WPI provides services and training to all of Wisconsin's 72 counties

- Individual counseling at our offices, client's facility or virtually
- Small group training – webinars and workshops including Acquisition Hours, Cyber Fridays, Evening FAR sessions, Federal Market Insights and Local Government Sales Opportunities
- Conferences the Governors Marketplace, The Contracting Academy (TCA), WEDCs Small Business Academy, Wisconsin Federal Contractor Forum [DC and in-state], Government Opportunities Business Conference GOBC) with WI military bases, End of Year Federal Contractor Update, Annual DOD Contract Management Update, and more.....

www.wispro.org

WPI OFFICE LOCATIONS

- **MILWAUKEE**

- *Technology Innovation Center*

- **MADISON**

- *FEED Kitchens*
- *Dane County Latino Chamber of Commerce*
- *Wisconsin Manufacturing Extension Partnership (WMEP)*
- *Madison Area Technical College (MATC)*

- **CAMP DOUGLAS**

- *Juneau County Economic Development Corporation (JCEDC)*

- **EAU CLAIRE**

- *Western Dairyland*

- **FOND DU LAC**

- *Envision Greater Fond du Lac*

- **GREEN BAY**

- *NWTC Startup Hub*

- **LACROSSE**

- *Veterans in Professions*

- **MANITOWOC**

- *Progress Lakeshore*

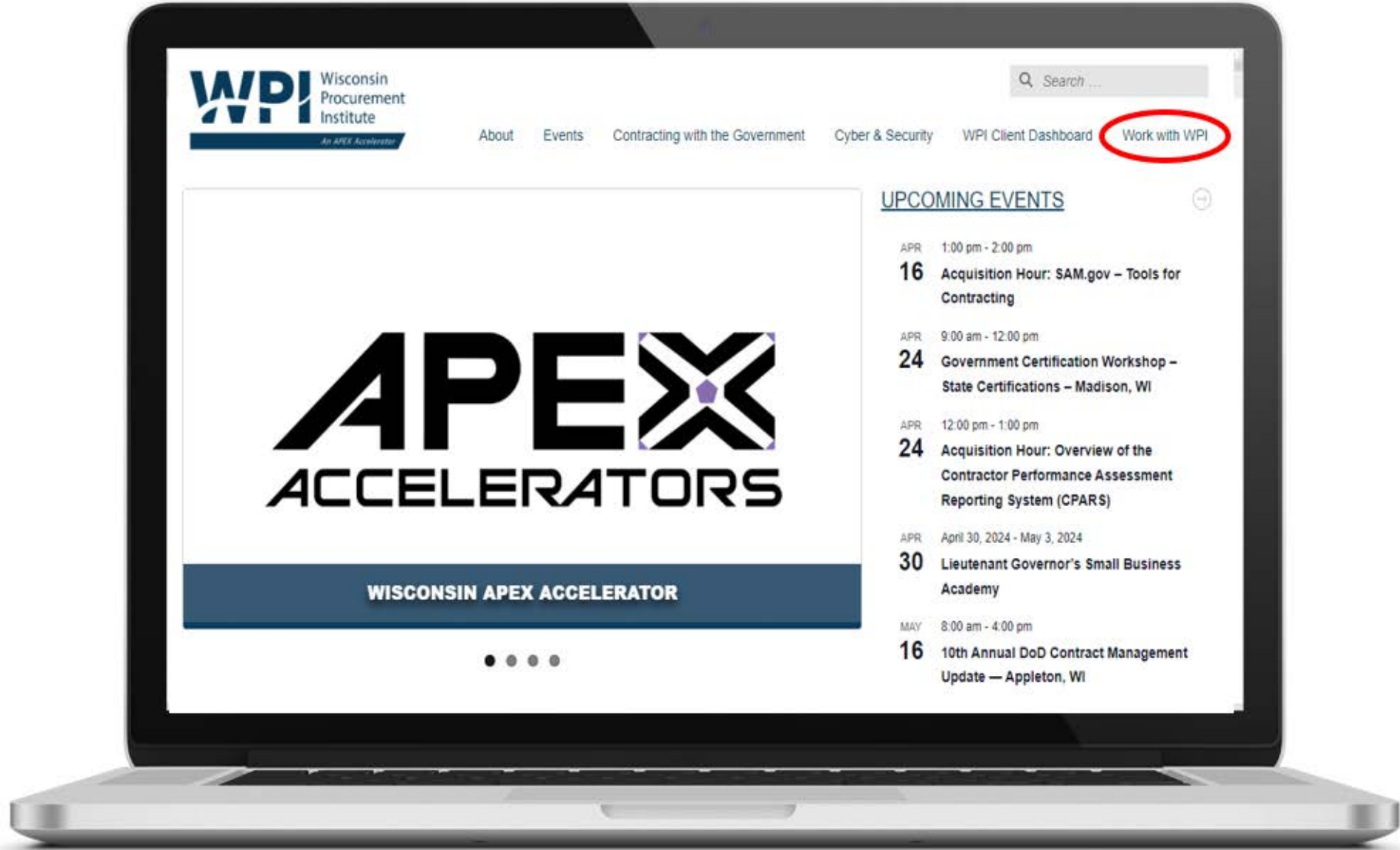
- **OSHKOSH**

- *Greater Oshkosh Economic Development Corporation*

- **SUPERIOR**

- *Small Business Dev Center; UW Superior*





WISCONSIN APEX ACCELERATOR

UPCOMING EVENTS

- APR 1:00 pm - 2:00 pm
16 Acquisition Hour: SAM.gov – Tools for Contracting
- APR 9:00 am - 12:00 pm
24 Government Certification Workshop – State Certifications – Madison, WI
- APR 12:00 pm - 1:00 pm
24 Acquisition Hour: Overview of the Contractor Performance Assessment Reporting System (CPARS)
- APR April 30, 2024 - May 3, 2024
30 Lieutenant Governor's Small Business Academy
- MAY 8:00 am - 4:00 pm
16 10th Annual DoD Contract Management Update — Appleton, WI

Navigating AI: Practical Tips for Federal Contractors

Marc N. Violante

Wisconsin Procurement Institute

March 19, 2025

Today's session – elements



The WPI AI webinar will cover a range of topics designed to help federal contractors understand and utilize AI effectively. Some of the key topics include:



Overview of the technology



Prompt Engineering: What you ask and how you ask it makes a difference



Using AI for Market Research, Summarizing documents, and Creating web searches



Researching and understanding competitors, Identifying partners and subcontractors



Using AI to review and build Capability Statements, assist in reviewing solicitations, and drafting proposal sections



AI for SBLOs (Small Business Liaison Officers)



The webinar aims to provide practical tips and insights into how AI can be leveraged in various aspects of federal contracting¹.

Background

Why is AI useful and important.

AI and Government Contracting

- Game-Changing GovCon AI Tools (and Why Ownership Transparency Matters)
- January 23, 2025
- **The landscape of AI-powered tools for government contractors is evolving at breakneck speed.** With new products and platforms emerging to address the unique challenges of the GovCon space, it's more important than ever to stay ahead of the curve. Below, we spotlight a few of OrangeSlices favorite tools, followed by a critical discussion on ownership transparency and why it matters.

<https://orangeslices.ai/game-changing-govcon-ai-tools-and-why-ownership-transparency-matters/>

AI – view for the contracting community

“Artificial Intelligence (AI) is like having a highly skilled assistant that can quickly analyze vast amounts of information, make decisions, and generate new content based on patterns it has learned. Just as a contracting officer relies on their team's expertise to navigate complex acquisitions, AI systems can perform tasks that typically require human intelligence, such as understanding language, recognizing images, and making predictions.”

“By understanding and leveraging AI effectively, contracting officers can streamline processes, improve decision-making, and ultimately drive better acquisition outcomes for their agencies and the public they serve.”

Dell CEO

- [Dell-icious: Dell Founder Dishes on AI's Dominant Future – MeriTalk](#)

Dell Technologies Founder Michael Dell said today that artificial intelligence technologies “will be the dominant theme through the end of the decade,” and equated AI tech as “up there in the pantheon with the Industrial Revolution, electricity, and the internet” for its ongoing and lasting impact to government, business, and society.

- Moreover, “artificial intelligence will out-do humans in every cognitive task,” he predicted during a policy address at the National Press Club in Washington, D.C.

Customer Insights and Engagement

- AI-driven customer relationship management (CRM) platforms can help manage relationships with federal customers. They can track interactions, schedule follow-ups, and provide data-driven insights into customer needs and preferences.
- Chatbots can assist with initial customer inquiries or internal team questions about processes.

Prompt response: MS Copilot

Generative AI Used to Speed Up Defense Acquisitions

- 2/27/2025
- In late January, OpenAI unveiled **ChatGPT Gov**, a new tailored version of ChatGPT designed to provide U.S. government agencies with an additional way to access the company's frontier models.

<https://www.nationaldefensemagazine.org/articles/2025/2/27/generative-ai-used-to-speed-up-defense-acquisitions>

AI and time savings - Federal Government

Processing Vendor Information

- Innovations like the Army's Determination of Responsibility Assistant bot (DORA) have reduced the time contracting specialists spend gathering information from government databases and websites to create reports. What used to take an hour to complete manually now takes just five minutes using AI.
- The Internal Revenue Service (IRS) crafted the template for DORA through its own Contractor Responsibility Bot, and the U.S. Department of Health and Human Services has adopted similar AI-powered platforms to aggregate contract vehicles.

Defense Logistics Agency Develops AI Tool to Monitor Supply Chain Risk

- ORLANDO, Florida — Ensuring warfighters have the supplies they need to accomplish the mission is critical, and the Defense Logistics Agency is working on an artificial intelligence tool that **will allow it to identify potential pinch points in its supply chains.**
- In the agency and across the Defense Department, there is an increasing emphasis on the need to “highlight and heighten our awareness of risk and to shape our planning so we can protect our capability to sustain the fight,” said DLA Director Army Lt. Gen. Mark Simerly.

<https://www.nationaldefensemagazine.org/articles/2025/3/14/defense-logistics-agency-develops-ai-tool-to-monitor-supply-chain-risk>

Leveraging AI for Federal Procurement



- AI accelerates market research by analyzing vast data sets.
- Streamlined proposal development enhances efficiency and accuracy.
- Automated correspondence saves time and improves engagement.
- AI aids in idea generation for innovative solutions.
- Content creation for social media boosts online presence.

MS Copilot assist / used

AI is more than a Search Engine

- AI enhances decision-making with advanced analytics.
- It automates tasks, increasing productivity across industries.
- AI tools offer personalized assistance, adapting to user needs.
- Machine learning enables predictive capabilities for better outcomes.
- AI can generate content, creating unique solutions and ideas.

AI – status, today

- Improvement continues
 - Chips – speed, processing
 - Capability
 - Logic
 - Knowledge
- Tomorrow's models will likely be better than today's

AI and the future ...

“AI becoming the operating system for future industries”

Quote attributed to Jensen Huang, Nvidia CEO, Keynote speech GTC 2025

Anthropic's CEO view on AI

- Anthropic's CEO says that in 3 to 6 months, AI will be writing 90% of the code software developers were in charge of

<https://www.msn.com/en-us/money/other/anthropic-s-ceo-says-that-in-3-to-6-months-ai-will-be-writing-90-of-the-code-software-developers-were-in-charge-of/ar-AA1ATT86>

AI – Your mindset

- Embracing
- Welcoming
- Interesting
- Fearful
- Cautious
- Passing fad
- Threat

AI - Possible uses

- Conference email follow-up
- Twitter posts
- Solicitation Review
- Critique writing
- Create a list from documents
- Summarize documents
- Create bi-grams / tri-grams
- Create excerpts

Determine Need (Goal)

- Identify AI
- Develop Go / No-go criteria
- Understand limitations – ~~ AI is not a “magic wand”
- Identify Concerns, exercise caution, -- look before leaping
 - Hallucinations
 - Dated information
 - Check for nuances – “it sounds good”; “is close”; seems correct on first look
 - Leakage

Hallucinations - ~def

- “Hallucinations are a phenomenon wherein AI perceives patterns or objects that are nonexistent or imperceptible to humans, creating outputs that are nonsensical or altogether inaccurate.”

<https://www.securityweek.com/ai-can-supercharge-productivity-but-we-still-need-a-human-in-the-loop/>
<https://www.securityweek.com/chatgpt-hallucinations-can-be-exploited-to-distribute-malicious-code-packages/>

Confabulation

“AI systems may confidently state false or inaccurate information, which could lead to erroneous decisions in the contracting process. It is essential for contracting professionals to validate AI-generated information and maintain human oversight to prevent reliance on inaccurate data. Contracting professionals should be educated and trained on how to recognize inaccurate data that is presented confidently as accurate by the AI.”

AI Tools

- Microsoft Copilot
 - Free
 - Paid
- ChatGPT
 - Free
 - Paid
- Claude
- Perplexity
- Duck Duck Go
- Others – lot of others and selection is growing

DuckDuckGo's AI beats Perplexity in one big way - and it's free to use

I've been a fan of [DuckDuckGo](#) for a long time. I find the search engine to be far more trustworthy than Google and I do enjoy my privacy. But when I heard that the company was dipping its webbed feet into the AI waters, my initial reaction was a roll of the eyes.

- Then I gave [Duck.ai](#) a go -- and was immediately impressed. ([DuckDuckGo's AI features](#) launched in June 2024 and came out of beta last week.)
- Duck.ai does something that other similar products don't -- it gives you a choice. You can choose between the proprietary GPT-4o mini, o3-mini, and Claude 3 services or go open-source with Llama 3.3 and Mistral Small 3. Duck.ai is also private: All of your queries are anonymized by DuckDuckGo, so you can be sure no third-party will ever have access to your AI chats.

AI Agents

- Microsoft Flow
- Zapier
- Python
- Google Docs
- ChatGPT
- MS Copilot can create Agents

Search Engine v. AI

- Google/Chrome
- Yahoo
- Edge

Query

AI

Prompt

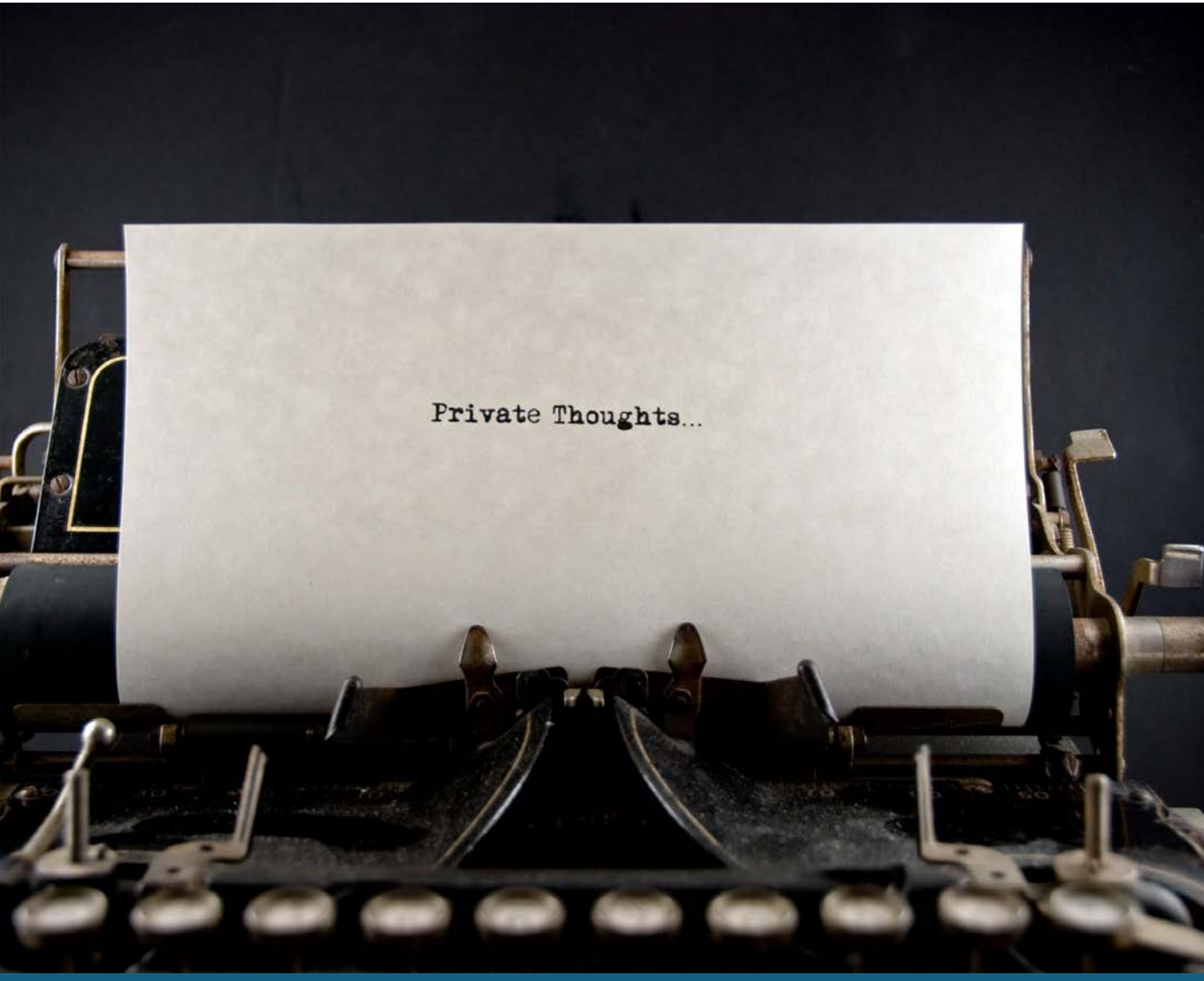
AI – general principles

- Interactive
- Not a magic wand
- Requires – push back, or repeated prompts
- Prompts are key
- “validated” prompts can be shared

Prompt Productivity: Using AI in Government Contract Work - December 11, 2024

- Enhancing contract analysis: AI can quickly review and extract key information from thousands of contracts, helping you identify potential risks and opportunities in current RFPs or proposals you're authoring or examining.
- Improving contract creation: Using NLP capabilities, AI assists in drafting contract RFPs and proposals by suggesting relevant clauses and terms based on historical data and industry standards.
- Streamlining negotiations: AI-driven platforms can compare contract versions, highlight discrepancies and suggest compromises—on both the agency and contractor sides—accelerating the negotiation process.
- Ensuring compliance: AI can support compliance requirements with the ever-evolving laws by continuously monitoring regulatory changes and contract terms.
- Predicting outcomes: Advanced AI models can forecast potential contract performance issues, allowing you to take proactive—and corrective—measures.

<https://www.deltek.com/en/blog/ai-government-contract-work>



Common Prompt Creation Errors

- Vague requests lead to unclear responses.
- Lack of context can confuse the AI's understanding.
- Overly complex questions can hinder effective answers.
- Failing to specify the desired format results in inconsistency.
- Ignoring examples limits the AI's ability to generate relevant content.

The Five Principles of Prompting

- Give Direction
 - Describe the desired style in detail, or reference a relevant persona
- Specify Format
 - Define what rules to follow, and the required structure of the response
- Provide Examples
 - Insert a diverse set of test cases where the task was done correctly
- Evaluate Quality
 - Identify errors and rate responses, testing what drive performance
- Divide Labor
 - Split tasks into multiple steps, chained together for complex goals

A Prompt – an example

- a company with less than 25 employees is interested in entering the federal marketplace. They understand that they must understand and apply regulations, work with federal customers, review, select and respond to federal requests for proposals. The company has talent and is experienced but is concerned that it does not have sufficient staff and resources needed to explore and engage in this market. They are looking to see if an AI tool may be able to bridge some of these gaps and help them with the initial steps needed to move forward. Provide suggestions on how AI can assist this company.

Learn from the AI (Copilot)

- **Critique and Suggestions:**

- Clarify the Specific Needs id: - which of these tasks the company finds most challenging or time-consuming.
- Highlight the Desired Outcomes: Specify what the company hopes to achieve with the help of AI (e.g., increased efficiency, reduced workload, improved proposal quality).
- Mention Any Existing Tools or Processes: Indicate if the company is already using any tools or processes that the AI tool should integrate with or replace.
- Include Examples of AI Tools: Providing examples of AI tools that could be relevant would help frame the suggestions more concretely.

Copilot assisted Revised Prompt

Prompt

- A company with less than 25 employees is interested in entering the federal marketplace. They understand that they must navigate and apply regulations, work with federal customers, and review, select, and respond to federal requests for proposals (RFPs). The company has talent and experience but is concerned about having sufficient staff and resources to explore and engage in this market effectively. They are looking to see if an AI tool can bridge some of these gaps and assist with the initial steps needed to move forward. Specifically, they need help with:
 - Understanding and applying federal regulations.
 - Identifying and prioritizing relevant RFPs.
 - Drafting and submitting high-quality proposals.
 - Managing communications with federal customers.
- Provide suggestions on how AI can assist this company, including examples of specific AI tools that could be beneficial.

Contracting Officer Chat - prompt

CONTRACTING OFFICER CHAT #1

Hello! Let's have a conversation. One that can be documented and used as a guide by United States Air Force Contracting Officers (CO) on how to effectively use generative artificial intelligence in their job. First, we need to make a plan. How about we go step by step as if you were helping me through a new requirement? I am a new CO and I have a customer who wants to procure a service to cut the grass at the local base. They have an independent government estimate that identifies a total cost of \$50M, that includes a base year, four option years, and a "-8" The PR is for 3600 funding and will cover the first year. They intend to use the same PWS they used in the last contract. Am I missing anything before we get started on pre-solicitation documents?

CLAUDE RESPONSE #1

Hello! I'd be happy to help guide you through the process of effectively using generative AI as a United States Air Force Contracting Officer (CO) for this requirement. Let's go through this step-by-step.

A Guide to AI for DAF Contracting Officers; DAU, page 17

Example of a Well-Constructed Prompt:

- "Given the rise of remote work, how can AI tools help companies manage employee productivity and engagement?"

Slide 1: Key Characteristics of Effective AI Prompts

Clarity

- **Definition:** The prompt should be clear and unambiguous, avoiding any confusion about what is being asked.
- **Example:** Instead of "Tell me about AI," use "Explain how AI can be used in healthcare to improve patient outcomes."

Specificity

- **Definition:** The prompt should be specific enough to guide the AI towards a focused response.
- **Example:** Instead of "What are the benefits of AI?" use "What are the benefits of using AI in financial fraud detection?"

Information Source: MS Copilot

Slide 2: Key Characteristics of Effective AI Prompts (Continued)

Context

- **Definition:** Providing context helps the AI understand the background and relevance of the query.
- **Example:** "Given the recent advancements in AI, how can it be applied to enhance cybersecurity measures?"

Relevance

- **Definition:** The prompt should be relevant to the user's needs and the AI's capabilities.
- **Example:** "How can AI tools help small businesses improve their marketing strategies?"

Conciseness

- **Definition:** The prompt should be concise, avoiding unnecessary details that could distract from the main question.
- **Example:** "List three ways AI can optimize supply chain management."

Information Source: MS Copilot

Prompt – Input

- Brainstorm a list of product names for a shoe that fits any foot size, in the style of Steve Jobs.
- Return the results as a comma-separated list, in this format:
Product description: A shoe that fits any foot size
Product names: [list of 3 product names]

##Examples

Product description: A refrigerator that dispense beer

Product names: iBarFridge, iFridgeBeer, iDrinkBeerFridge

-- Two more product descriptions

Output: Description/Product names

Prompt Engineering - resources

- Prompt Engineering: From Words to Art and Copy
 - [Saifrage.xyz/post/prompt-engineering](https://saifrage.xyz/post/prompt-engineering)
- OpenAI Guide to Prompt Engineering
 - [Platform.openai.com/docs/guides/prompt-engineering](https://platform.openai.com/docs/guides/prompt-engineering)
- The Complete Prompt Engineering for AI Bootcamp (2025)
 - Udemy.com/course/prompt-engineering-for-ai

Proposal Assistance

- AI-powered tools can analyze federal Requests for Proposals (RFPs) to identify the most suitable opportunities.
- Generative AI can assist in drafting proposals by providing templates, organizing content, and even proofreading for grammar, tone, and adherence to formatting guidelines.

Prompt response: MS Copilot

SAM - Solicitation

US Armed Forces Recruiting Center Janitorial

● ACTIVE

Contract Opportunity

Notice ID
W9123825QA003

Related Notice
W9123825QA003





Department/Ind. Agency
DEPT OF DEFENSE
Sub-tier
DEPT OF THE ARMY
Major Command
US ARMY CORPS OF ENGINEERS
Sub Command
ENGINEER DIVISION SOUTH PACIFIC
Office
W075 ENDIST SACRAMENTO

<https://sam.gov/opp/b4466b9c4f194f7db5a701964227f7d6/view>

Solicitation - attachments

[Download All Attachments/Links](#)

Attachments

Document	File Size	Access	Updated Date
 Solicitation - W9123825QA003 - FIN AL.pdf	3 MB	 Public	Mar 17, 2025
 PWS.pdf	366 KB	 Public	Mar 17, 2025

Solicitation Review

- analyze the attached statement of work. identify the top 5 requirements. Identify the NAICS code, size standard and PSC code. in a separate paragraph list the major milestones. Use the following format month - day. List each milestone on a separate line. in paragraph 3 list all required reports. ### PWS janitorial.pdf

Solicitation - 1

Top 5 Requirements:

1. Janitorial cleaning services shall be provided on a 3 (three) day per week schedule.
2. The Contractor shall provide all necessary labor, transportation, tools, materials, equipment, and supplies required to perform services.
3. The Contractor shall use environmentally friendly products for all maintenance and cleaning.
4. All contract personnel shall complete initial and annual refresher AT Level I awareness training.
5. The Contractor shall provide basic janitorial services described herein.

NAICS Code, Size Standard, and PSC Code:

- **NAICS Code:** 561720
- **Size Standard:** \ \$19.5 million
- **PSC Code:** S201

Solicitation - 2

Major Milestones:

- January - 28: Performance Work Statement (PWS) issued
- March - 01: Quarterly HVAC filter replacement
- June - 01: Quarterly HVAC filter replacement
- September - 01: Quarterly HVAC filter replacement
- December - 01: Quarterly HVAC filter replacement

Required Reports:

- Quality Control Program (QCP)
- Performance Evaluation Meetings
- Certification of Services
- Janitorial Services Checklist

Solicitation - 3

for the attached document provide a list of approved chemicals. In a separate list, list any chemicals or substances that are not permitted to be used.

Approved Chemicals:

1. Environmentally Friendly Products: All maintenance and cleaning must use environmentally friendly products.
2. Disinfection of High-Touch Surfaces: At minimum, alcohol solutions with at least 70% alcohol.
3. EPA-Registered Household Disinfectants: Most EPA-registered household disinfectants are allowed.
4. Clorox Disinfecting Wipes: Clorox disinfecting wipes are permitted.

Not Permitted Chemicals:

1. Pressure Washing: Do not use pressure washing to clean exterior windows.
2. Strong Solvents or Alcohol: Do not use strong solvents or alcohol for cleaning exterior perforated window wrap.

Capabilities Statement

Prompt: Identify the critical elements of a federal capabilities statement.

1. Company Information:

- **Company Name and Logo:** Clearly display your company's name and logo.
- **Contact Information:** Include your address, phone number, email, and website.
- **CAGE Code and DUNS Number/Unique Entity ID:** These identifiers are essential for government contracting ¹.

2. Core Competencies:

- Highlight your primary services or products.
- Focus on what sets your company apart in terms of skills and expertise ².

3. Past Performance:

- Provide examples of previous projects, especially those relevant to the government sector.
- Include details such as project scope, outcomes, and client testimonials if available ³.

4. Differentiators:

- Explain what makes your company unique compared to competitors.

Capabilities Statement – section examples

Prompt: Can you provide examples for each section?

Core Competencies

- IT Consulting and Support Services
- Cybersecurity Solutions
- Cloud Computing and Migration Services
- Custom Software Development

Past Performance

- **Project 1:** Implemented a comprehensive cybersecurity solution for a federal agency, resulting in a 50% reduction in security incidents.
- **Project 2:** Developed a custom software application for a state government, improving workflow efficiency by 30%.
- **Project 3:** Provided IT support services for a large federal contract, maintaining a 99.9% uptime for critical systems.
- **Client Testimonial:** "ABC Solutions Inc. has been instrumental in enhancing our IT infrastructure. Their expertise and dedication are unmatched." - John Doe, IT Director, Federal Agency

Capabilities Statement – tailoring steps

1. Research the Agency:

- Understand the agency's mission, goals, and current initiatives.
- Identify the specific needs and challenges the agency is facing.
- Review past contracts and solicitations to see what the agency values in a contractor ¹.

2. Align Core Competencies:

- Highlight the services or products that directly address the agency's needs.
- Use language and terminology that the agency uses in its communications and solicitations ¹.

3. Show Relevant Past Performance:

- Emphasize projects that are similar to what the agency requires.
- Include metrics and outcomes that demonstrate your success in areas important to the agency ².

4. Highlight Specific Differentiators:

Capabilities Statement – tailoring example

Core Competencies

- Cybersecurity Solutions tailored for defense systems
- IT Consulting and Support Services for military applications
- Cloud Computing and Migration Services for secure environments
- Custom Software Development for defense operations

Past Performance

- **Project 1:** Implemented a cybersecurity solution for a DoD agency, resulting in a 50% reduction in security incidents.
- **Project 2:** Developed a custom software application for a defense contractor, improving workflow efficiency by 30%.
- **Project 3:** Provided IT support services for a large DoD contract, maintaining a 99.9% uptime for critical systems.
- **Client Testimonial:** "ABC Solutions Inc. has been instrumental in enhancing our IT infrastructure. Their expertise and dedication are unmatched." - John Doe, IT Director, DoD Agency

Researching an Agency's needs

1.SAM.gov:

- Contract Opportunities:** Search for procurement notices, including pre-solicitation, solicitation, award, and sole source notices[1]. This will give you insights into what the agency is currently looking to procure.

2.USAspending.gov:

- Agency Profiles:** Dive into federal agency spending profiles to understand how each agency spends its funding[2]. This can help you identify areas where the agency is investing and potential needs.

3.Agency Websites:

- Strategic Plans and Reports:** Review the agency's strategic plans, annual reports, and budget justifications. These documents often outline the agency's priorities and upcoming projects[2].

4.Industry Days and Conferences:

- Attend events where agency representatives discuss their needs and upcoming opportunities. These events are great for networking and gaining firsthand information.

5.Federal Register:

- Monitor the Federal Register for notices of proposed rulemaking, public meetings, and other announcements that can provide insights into the agency's priorities and needs.

6.Networking:

- Connect with agency officials, contracting officers, and other stakeholders. Building relationships can help you gain insider knowledge about the agency's current and future needs.

7.Market Research:

- Conduct market research to understand the agency's past procurements and trends. This can help you anticipate future needs based on historical data.

Market Research prompts / preparation

- What are some key questions to ask at industry days?
- What should I avoid asking at these events?
- How to effectively network during Industry Days?

- Resources
 - The Ultimate Guide to Attending an Industry Day
 - [The Ultimate Guide to Attending an Industry Day | Lohfeld](#)
 - ACQNotes: Proposal Development > Industry Days
 - [Industry Day - AcqNotes](#)

Capabilities Statement - elements

1. Company Information
2. Core Competencies
3. Past Performance
4. Differentiators
5. Corporate Data
6. NAICS Codes
7. Certifications and Accreditations
8. Key Personnel

Capabilities Statement - partial

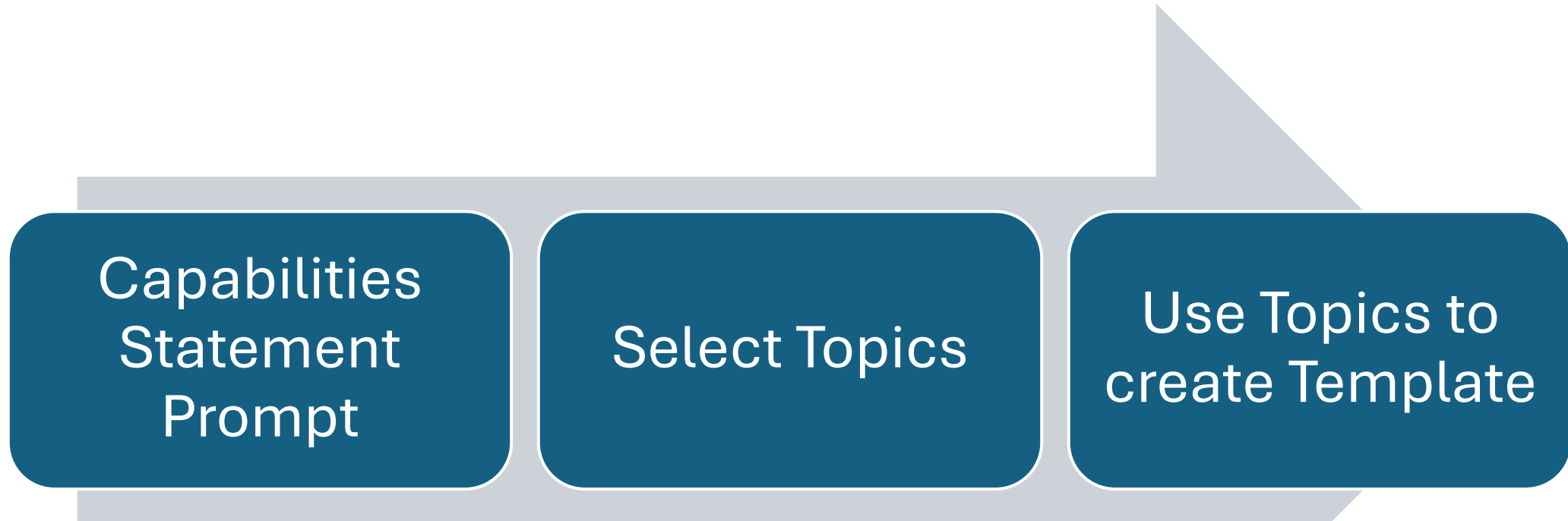
```
Company Name: [Your Company Name]
Logo: [Insert Logo]
Contact Information:
Address: [Your Address]
Phone: [Your Phone Number]
Email: [Your Email]
Website: [Your Website]
CAGE Code: [Your CAGE Code]
DUNS Number/Unique Entity ID: [Your DUNS Number/Unique Entity ID]
Core Competencies

[List your primary services or products]
[Highlight your key skills and expertise]
Past Performance

Project 1: [Brief description, scope, and outcome]
Project 2: [Brief description, scope, and outcome]
Project 3: [Brief description, scope, and outcome]
[Include client testimonials if available]
Differentiators

[Explain what makes your company unique]
```

Capabilities Statement - Flow



Capabilities Statement – raw information

Note: reference to DUNS : eg “old/incorrect reference”

1. Company Information:

- **Company Name and Logo:** Clearly display your company's name and logo.
- **Contact Information:** Include your address, phone number, email, and website.
- **CAGE Code and DUNS Number/Unique Entity ID:** These identifiers are essential for government contracting ①.

2. Core Competencies:

- Highlight your primary services or products.
- Focus on what sets your company apart in terms of skills and expertise ②.

3. Past Performance:



1. Company Information
2. Core Competencies
3. Past Performance
4. Differentiators
5. Corporate Data
6. NAICS Codes
7. Certifications and Accreditations
8. Key Personnel

from the prior response, select the eight topic areas and format them as a list



create a template using the eight topic areas

[Your Company Name]

Company Information

- **Company Name:** [Your Company Name]
- **Logo:** [Insert Logo]
- **Contact Information:**
 - **Address:** [Your Address]
 - **Phone:** [Your Phone Number]
 - **Email:** [Your Email]
 - **Website:** [Your Website]

Market Research - 1

Prompt: List the department of defense critical technologies

Response

The Department of Defense (DoD) has identified several critical technology areas essential for maintaining national security. These technologies are grouped into three main categories: Seed Areas of Emerging Opportunity, Effective Adoption Areas, and Defense-Specific Areas[2][1].

Seed Areas of Emerging Opportunity

1. **Biotechnology:** Leveraging living systems for various applications, including health and energy efficiency.
2. **Quantum Science:** Enabling advanced capabilities in computing, sensing, and encryption.
3. **Future Generation Wireless Technology (FutureG):** Developing next-generation wireless networks beyond 5G.
4. **Advanced Materials:** Creating materials with superior properties for defense applications.

Partial
copy

Market Research - 2

Prompt: identify any Wisconsin based companies that are conducting research and development into any of the technology areas previously listed.

Biotechnology

1. **Scientific Protein Laboratories** (Waunakee) - Specializes in the development and manufacturing of therapeutic proteins[1].
2. **Elephas** (Madison) - Focuses on cancer therapy research using advanced microscopy and AI[1].
3. **FUJIFILM Cellular Dynamics** (Madison) - Develops advanced cell-based solutions for drug discovery and regenerative medicine[1].

Quantum Science

1. **Dirac Labs** (Madison) - Engages in quantum sensing technologies[2].
2. **Inflection** (Madison) - Works on quantum computing, sensing, and communications[2].

Future Generation Wireless Technology (FutureG)

1. **UScellular** (Milwaukee) - Involved in the development and deployment of 5G networks[3].

Advanced Materials

Partial
copy



Regulation Research and Compliance



- AI can analyze vast amounts of legal and regulatory documents to help the company understand federal regulations relevant to their industry.
- Tools like natural language processing (NLP) systems can extract and summarize key compliance requirements from government documents and provide actionable insights.

Prompt response: MS Copilot

Twitter – “X” posting

create a twitter posting for the following information ### today, March 19, the xyz company was awarded a federal contract for janitorial services. The services are to be performed at the local recruiting office. the award is a three year award: a base and two option periods.

 Exciting News! 

Today, March 19, XYZ Company was awarded a federal contract for janitorial services at the local recruiting office.  

This three-year award includes a base period and two option periods. We're thrilled to serve our community!  

#XYZCompany #FederalContract #JanitorialServices #CommunitySupport

LinkedIn post

create a linked in post for the same information

🌟 Exciting News from XYZ Company! 🌟

Today, March 19, XYZ Company is proud to announce that we have been awarded a federal contract for janitorial services at the local recruiting office.



This prestigious three-year award includes a base period and two option periods. We are honored to have the opportunity to serve our community and contribute to a clean and welcoming environment. 📁 ✨

#XYZCompany #FederalContract #JanitorialServices #CommunitySupport
#ProfessionalServices

Email contacts

- One size – template doesn't fit all needs
 - General Follow-up
 - Follow-up with a Specific Proposal
 - Follow-up with a Resource
 - Follow-up with Meeting Request

General Follow-up

Subject: Great Meeting You at [Conference Name]!

Hi [Name],

It was a pleasure meeting you at [Conference Name]. I enjoyed our conversation about [Topic of Discussion]. I would love to stay in touch and explore potential opportunities for collaboration.

Looking forward to hearing from you.

Best regards,

[Your Name]

[Your Contact Information]

Follow-up with Specific Proposal

Subject: Following Up on Our Discussion at [Conference Name]

Hi [Name],

I hope this email finds you well. It was great meeting you at [Conference Name] and discussing [Topic of Discussion]. I wanted to follow up on our conversation and propose [Specific Proposal or Idea].

I believe this could be a great opportunity for both of us, and I would love to hear your thoughts on it.

Best regards,

[Your Name]

[Your Contact Information]

AI Can Supercharge Productivity, But We Still Need a Human-in-the-Loop

- “AI systems can sometimes struggle with complex or nuanced situations, so human intervention can help identify and address potential issues that algorithms might not.”
- “And while it’s crucial to recognize the [expanding attack surface that AI may bring](#), it also has the ability to supercharge human productivity, optimize processes and save costs. However, I caution that any AI technology still needs a safety net – a human-in-the-loop.
- I say this because despite all its advantages (and there are many) there are still technology issues, such as hallucinations, and human issues, such as trusting AI outcomes. “

<https://www.securityweek.com/ai-can-supercharge-productivity-but-we-still-need-a-human-in-the-loop/>

Upcoming Events

Acquisition Hour

The Acquisition Hour webinar series covers a range of topics from market entry, sales growth, small business certifications, compliance, and more. Attendees receive 1 CPE credit for attending.

- **March 19** – Acquisition Hour: Navigating AI: Practical Tips for Federal Contractors
- **April 15** – Government Property Management for Federal Contractors and Subcontractors

...More information and registrations at wispro.org/events



Cyber Friday

Cyber Friday is a series of one-hour webinars focusing on critical topics for DOD contractors and subcontractors in cyber security, data security, and CMMC. Attendees receive 1 CPE credit for attending.

- ~~February 28 – CMMC: Are You Ready for a C3PAO Assessment?~~
- **March 28** – CMMC: Federal Cybersecurity Requirements – Who Must Comply?
- **April 25** – CMMC: Maintaining Your CMMC Certification

...More information and registrations at wispro.org/events

Federal Market Insights

Federal Market Insights is an informal podcast designed to provide valuable information about the government marketplace for businesses interested in government contracting. Each episode is a concise 30-minute session, scheduled at the end of the week. We review noteworthy items published during the week, delve into key topics, and offer background information and perspectives relevant to the government contracting landscape. Stop by, settle in and take-in the conversation.

- ~~February 14 – Starting Your Federal Contracting Journey: Registering in SAM~~
- ~~February 21 – Getting Started with DoD Contracts: Essential Tips and Information~~
- ~~February 28 – Navigating DoD Sales: From Regulations to Strategic Planning~~
- ~~March 7 – Federal Certifications: Beyond Titles to Strategic Value~~
- ~~March 14 – The Language of Government Contracting: Why Definitions Matter~~
- **March 21 – Federal Information Security: Programs Every Contractor Should Know**

...More information and registrations at wispro.org/events

Upcoming Events



May 14

*Winning Government Business: Navigating Compliance
Risks to Drive Strategic Advantage*
Milwaukee, WI



May 15

11th Annual DOD Contract Management Update
Milwaukee, WI

...More information and registrations at wispro.org/events

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