



How the Government Uses A.I. in Procurement

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Gloria Larkin, CEO
TargetGov

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Gloria Larkin

President, CEO



- Creator of the FAST® Process, KickStart Consulting Program® and the government capability statement
- Clients have won \$10+ billion in federal contracts
- Nationally recognized federal contracting business development expert
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Author of “The Basic Guide to Government Contracting” and the “Veterans Business Guide”
- Educational Foundation Board Chair Emeritus and Legacy Circle Inductee at WIPP.org
- Follow me and TargetGov on social media



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Agenda

- Micro Purchases and Simplified Acquisition Threshold
- To Win You Must Be Found
- What Do We Mean By A.I
- A.I is Not Perfect
- What are Great Keywords?

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What size contract do you want to win?

Dollar Value	Type
\$1 - \$10,000	Micro Purchases
\$10,001 - \$25,000	Simplified Acquisition Threshold (SAT)
\$25,001 - \$250,000	
Over \$250,001	Sole Source, Set-aside or Competitive Bid
Over \$1,000,000	
Over \$5,000,000	
Over \$10,000,000	
Over+ \$50,000,000	

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The sky is the limit!

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Micro Purchases and Simplified Acquisition Threshold



- Credit or purchase card
- Paid instantly
- Or -
- Three bids
- Quick decision
- Paid quickly

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Opportunities over \$250,000: Process & Timeline

	Phase 0 Market Segmentation	Phase 1 Long-Term Positioning	Phase 2 Opportunity Assessment	Phase 3 Capture	Phase 4a Release DRFP	Phase 4b Release FRFP	Phase 5 Proposal Activities	Phase 6 Post-Submittal Activities	Phase 7 Kick Off & Transition	Phase 8 Execution & Closeout
	Strategic Plan	Campaign Decision	Identify Opportunity	Pursuit Decision	Preliminary Decision	Validate Bid Decision	Submit Proposal	Awaiting Award	Award Decision	
CUSTOMER MILESTONES	IDENTIFY NEED	DEFINE REQUIREMENTS	REFINE / VALIDATE REQUIREMENTS	RELEASE MS/RFI	RELEASE DRFP	RELEASE RFP	RECEIVE PROPOSAL	EVALUATE PROPOSAL	MAKE AWARD	ASSESS PERFORMANCE
Timeline	D - 2+ years	D - 1-2 years	D - 1 year	D - 9 months	D - 6 months	0 Day	D + 30 days	D + ½-2 years	1-60 days	5-12+ years

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To Win You Must Be Found!

Government now uses:

- Artificial Intelligence
- Data-scraping tools
- No cost to you





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What do we mean by A.I

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- Artificial Intelligence
- ChatGPT, Claude, Chatsonic, Grammarly, Jasper, Perplexity AI, etc.
- Google Bard and keywords
- Robotic Process Automation
- Searching government databases and company websites

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Can AI make market research easier? DHS is trying to find out

Jason Miller | @jmillierWFED
June 6, 2023 2:14 pm · 5 min read

Homeland Security Department contracting officers had a problem — conducting market research is a constant struggle.

And with the Biden administration's push to expand the industrial base, particularly with more small and disadvantaged businesses, acquisition workers needed some extra help.

Scott Simpson, the digital transformation lead in the Office of the Chief Procurement Officer at DHS, said the Procurement Innovation Lab's new artificial intelligence for market research tool is improving and accelerating the search for new contractors.

"The acquisition workforce kept coming to us and saying, 'Hey, we need help with market research. We don't know where to start. We've had a lot of tough customers out there that also don't know where to start. What can you do for us?'" Simpson said after speaking at a recent ATARC procurement event. "We had a couple of vendors on contract, and we said they're doing AI work for us already. Why don't we talk with them? Our users went through a discovery session with those vendors, and that led into development. The users were on board the whole time looking at mockups and wireframes, and all that kind of stuff. Users went into development and testing, and they came up with these three tools. The AI for market research tools, by the three companies, went live in September. We awarded three governmentwide contracts that anyone across federal government can use."

Scott Simpson is the digital transformation lead in the Office of the Chief Procurement Officer at DHS.

Department of Homeland Security's Procurement Innovation Lab created their own market research tool to find contractors.

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A.I. Is Not Perfect

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- Over just a few months, ChatGPT went from correctly answering a simple math problem 98% of the time to just 2%, a recent Stanford study found
- Researchers found wild fluctuations—called drift—in the technology's ability to perform certain tasks
- ChatGPT also creates “hallucinations”
- Everything you put into ChatGPT or other A.I. databases become part of the database it uses to “learn”
- You lose control over your intellectual property
- Be very very very careful –recommend NOT using it for federal RFPs or capability statements

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You Can Gain Control

Use your existing records in federal databases, start with SAM and SBA Profile

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SBA Dynamic Small Business Search Tool

- https://web.sba.gov/pro-net/search/dsp_dsbs.cfm
- **Mandatory search for DISA services Market Research Reports**
- **Help us FIND YOU!!**
- **Three critical areas:**
 - **Capabilities Narrative**
 - **Special Equipment/Materials**
 - **Keywords**

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FAST™ Process Keyword Resource Document

NAICS or Keywords	Targeted Customer	Keywords	Where to be Used
SAMPLE: 345123 123873 222453	Department of Agriculture	Global food security, organic, farming, feed America, homegrown, micro-farming	USDA website registration, Capabilities Statement and Briefing, monthly customer contact, social networking tags
	Agency name	Their specific keywords	
	Agency name	Their specific keywords	

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Remember When We Started?

What are *your* revenue goals for the next 1 yr, 3 yrs, 5 yrs
In new business, from the federal customer?

Write it down

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Questions?

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