# How a Managed Procurement Desk Turned 332 Opportunities Into a $29M Submitted Pipeline

A results case study of the BidEngine program — AI-driven opportunity analysis backed by a human bid desk. All figures below are pulled directly from live program data between November 2025 and August 2026. Client identities are withheld.

| 332 | 142 | $29.0M | 12.1% | $3.9M |
|---|---|---|---|---|
| Opportunities processed | Bids submitted | Submitted pipeline | Win rate (decided) | Contract value awarded |

Win rate is measured against decided bids (won + lost). Losses where the prime contract itself was never awarded are excluded, because that outcome is outside any bidder's control.

## The Problem We Solve

Contractors and service firms lose work for reasons that have nothing to do with their ability to perform: opportunities never get read in time, compliance items get missed, pricing takes a week that the calendar doesn't have, and submitted bids go quiet with nobody chasing them. Most companies bid whatever lands in the inbox and hope.

BidEngine runs that entire function as a service. Every opportunity is ingested, analyzed by AI against the client's trade, geography and cost basis, scored GO / NO-GO, priced bottom-up, packaged into a proposal, submitted, and then followed up on a fixed cadence until an award decision is on record.

## Program Volume

| Metric | Result | What it means |
|---|---|---|
| Opportunities processed | 332 | Across 8 client organizations in ~9 months |
| AI analyses run | 307 | Full requirement, compliance and pricing extraction |
| Documents parsed | 10,068 | RFPs, specs, drawings, addenda, wage decisions |
| Average per client | 2.5 bids / week | Sustained throughput, no seasonal drop-off |
| Highest-volume client | 6.1 bids / week | A subcontractor scaling coverage, not headcount |
| Upload to submission | 5.9 days avg | Including pricing, review and client approval |

For a single client, 2.5 qualified bids per week is roughly 130 shots on goal a year — a volume that typically requires one to two full-time estimators plus an administrator.

## What We Bid On

| Segment | Volume | Notes |
|---|---|---|
| Commercial / private | 287 (86%) | GC-issued subcontract packages, national retail rollouts, facility work |
| Government | 45 (14%) | Municipal, state and federal solicitations, IFB / RFP / RFQ |
| Distinct issuing bodies | 211 | No single-agency dependency; risk is spread wide |
| Top trades | Painting (182), Drywall (144), Demolition (91), Roofing (42), Flooring (34), Overhead doors (28), Plumbing (23), Acoustic ceiling (23) | Scope-specific pricing per trade, not one generic template |

Client mix is deliberately narrow in count and deep in volume: specialty subcontractors and general contractors, with the platform now extended across 22 industry verticals beyond construction.

## Win Rate and Margin

| 12.1% | $977K | 15.6% | 13.6% |
|---|---|---|---|
| Win rate on decided bids | Average win size | Avg bid margin (285 estimates) | Realized margin on wins |

Two numbers matter more than the headline win rate. First, margin discipline: bids are priced bottom-up from RSMeans production rates and, where available, the client's own price list — not by shading a competitor's number. Across 285 priced estimates the average built-in margin was 15.6%, and the jobs actually won came in at 13.6% realized margin. The program does not buy work at a loss to inflate a win rate.

Second, loss quality: of 80 recorded losses, 51 were cases where the prime contract itself was never awarded — dead projects, not lost competitions. Only 3 losses were confirmed head-to-head defeats where the prime won and our client did not. That distinction is why we report win rate on decided bids and track every loss reason.

| Loss reason | Count | Read |
|---|---|---|
| Prime contract not awarded | 51 | Project cancelled or shelved — excluded from win rate |
| No feedback received | 12 | Award went elsewhere, no debrief obtained |
| Prime awarded, we lost | 3 | True competitive losses |
| Lost with feedback | 1 | Debriefed and fed back into pricing |
| Unrecorded | 13 | Legacy records prior to structured loss tracking |

## The Follow-Up Strategy

Most bids are not lost at submission — they are lost in the silence afterward. Every submitted bid enters an automated follow-up clock the moment it goes out the door:

- Day 7 — confirm receipt with the estimator or buyer and verify nothing is missing from the package.
- Day 14 — check award timing and whether scope or budget has moved.
- Day 24 — position for value engineering or alternates while decisions are still open.
- Day 31 — request an award decision or a debrief on record.
- Past 60 days — the bid is flagged stale and escalated for a final disposition call, so nothing sits in limbo.

Follow-up dates never land on a weekend — they roll to the next business day — and every touch is logged against the bid. Across the program, 171 follow-up contacts are on record. Where a client submits to multiple general contractors on the same project, each GC is tracked on its own independent timeline (1.5 GCs per bid on average) rather than as a single lumped submission.

## How the Engine Works

| Stage | What happens |
|---|---|
| 1. Intake | Opportunity uploaded or sourced; every document parsed, including drawings and addenda |
| 2. Classification | Opportunity type and industry identified; trade scope pulled directly from the plans |
| 3. Requirements | Registrations, insurance, bonding, licensing, forms and submittals extracted into a checklist |
| 4. GO / NO-GO | Scored on win probability, competition, risk, complexity, profit and strategic value |
| 5. Pricing | Bottom-up labor, material, equipment and overhead build with regional rate adjustment |
| 6. Proposal | Branded proposal generated, reviewed by the bid desk, sent for client approval |
| 7. Submission | Package delivered to every relevant GC or agency, each tracked separately |
| 8. Follow-up | Fixed 7 / 14 / 24 / 31-day cadence through to award or debrief |
| 9. Compare & Learn | Awarded contract price is diffed against our estimate; the variance trains future pricing for that client |

Step 9 is the compounding piece. Every completed job feeds measured pricing variance back into the client's own model, so the estimate gets sharper the longer the relationship runs.

## What a Prospect Should Expect

| | Typical first-year picture |
|---|---|
| Bid volume | ~2.5 qualified bids per week, ~130 per year |
| Turnaround | Analyzed within hours; submitted in under 6 days on average |
| Pipeline created | \$3M–\$5M+ in submitted bid value per active client |
| Expected win rate | 10–12% of decided bids, improving as pricing calibrates |
| Margin protection | Bids priced to a 15%+ target margin, never bought down to win |
| Coverage | No hiring required — the desk absorbs intake, pricing, submission and follow-up |

*“We do not replace your estimator. We give one estimator the output of a full procurement department.”*

Ready to see your own numbers?
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All metrics reflect actual platform records from 22 Nov 2025 through 13 Aug 2026 across 8 client organizations and 332 opportunities. Client names, project identities and pricing detail are withheld.