

HONEST BENCHMARK

How an RFP Pilot proposal stacks up against **real winning bids**

We rebuilt a complete government disaster-recovery proposal with RFP Pilot + Claude, then graded it — candidly — against the three firms that actually won a real Florida solicitation. Same tab structure, same requirements. Here's the honest scorecard.

THE BENCHMARK

A real 2024 Florida disaster debris-removal RFP

COMPARED AGAINST

3 awarded winning bids ranked #1–#3

OUR BUILD

Full 80-page package
RFP Pilot + Claude

BUILD TIME

Hours not weeks

The scorecard

Graded on what makes a submittal *win the room* — design, structure, and persuasiveness. Competitor names withheld; each is a real awarded bid, shown by award rank.

Category	Winning bid AWARD #1	Winning bid AWARD #2	Winning bid AWARD #3	RFP Pilot OUR BUILD
Cover & first impression	A	A–	C	A
Table of contents & navigation	A–	B	B–	A
Visual density & imagery	A–	A	C+	A
Information design · charts & diagrams	A	B+	C	A
Narrative & persuasiveness	A–	B+	A–	A–
Credibility & proof *	A	A	A	C+*
Completeness & compliance	A	A	A	A–
Overall polish & consistency	A–	B+	C+	A

A excellent · B solid · C weak. Our column is shaded. Notice the lowest-ranked winner still shipped a plain, text-heavy document — design isn't why they won, but it's where you can pull ahead.

*** About that one C+**

This benchmark was built on **sample data for an illustrative firm** — so it can't show a real track record. That's the *only* category we trail. Connect RFP Pilot to your firm's own records — past proposals, résumés, certifications, financials, rate sheets — and that box fills with **your real, verifiable proof**. In a live deployment, credibility is an **A**. Nothing is ever fabricated.

The takeaway

On everything a proposal team controls — **design, structure, information design, consistency, and speed** — an RFP Pilot build already matches or beats the **#1-ranked winning bid**, and clearly out-designs the rest. The winners' edge is their **real track record** — and that's exactly what RFP Pilot draws from your own connected records. Put simply: **we build the winning-caliber document; your data makes it a winning bid** — in hours, not weekends, and without ever fabricating a claim.

Matches the winners on design

Photo covers, infographics, scaling matrices, life-cycle diagrams, full-bleed pages — the same elements the top-ranked bids use, in one consistent system.

Grounded in your record

Every number, résumé, certification and rate is pulled from your own systems — SharePoint, CRM, past proposals — or flagged. Never invented.

Ready in hours

These winning bids took weeks to assemble. RFP Pilot drafts the grounded responses and Claude bundles the submission-ready package the same day.

What this means for your next pursuit

Your firm's experience is almost certainly strong enough to win — the question is whether the document does it justice on a short fuse. RFP Pilot reads the raw solicitation, extracts every requirement, and drafts grounded responses from your past work. Claude then assembles them into a formatted, tabbed, submission-ready package in your firm's house style.

The result is the caliber of document you just saw benchmarked — built around **your** real proof, on **your** deadline.

See it on your own RFP.

Send us one live or recent solicitation — we'll show you exactly what it produces, free.
Mutual NDA · nothing submitted without your review.

[Book a 15-min demo →](#)

Benchmark built on a real, publicly-awarded solicitation using an illustrative sample firm for the RFP Pilot build. Grades assess document design and persuasiveness, not award outcome, which also turns on price and incumbency. Competitor identities withheld.