



The Other Side of the Coin

Generative AI in Acquisitions



First, Let's Check in with AI

The AI market is worth **\$600 billion** in 2025

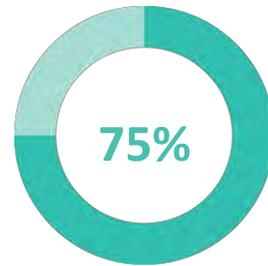
And expected to reach **\$1.811 trillion** by 2030

The AI industry is projected to increase in value **by over 5x** the next 5 years.

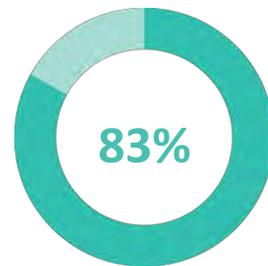
The AI market is expanding at a CAGR of **37.3%** between 2022 and 2030.

By 2025, as many as **97 million** people will work in the AI space.

AI is Transforming the Workforce:



The future of work is transforming. Recent data indicates that **75% of surveyed workers** were **using AI in the workplace** in 2024, with only 25% yet to adopt the technology.



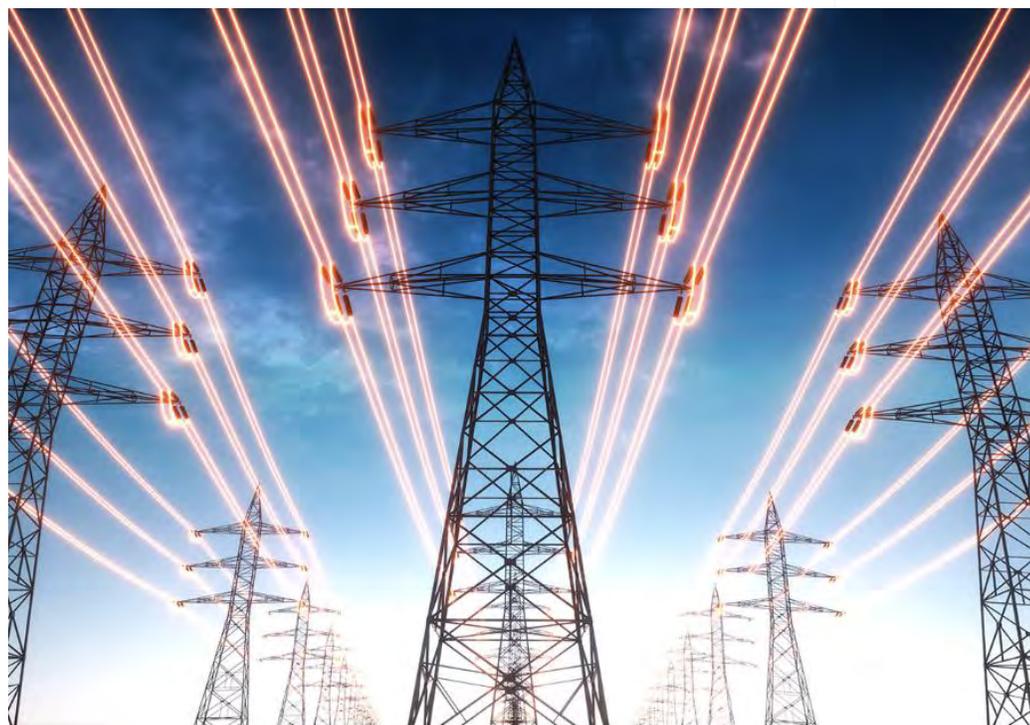
83% of companies claim that using AI in their business strategies is a top priority.



AI Is Becoming a Utility

UTILITY MODEL

LLM ECOSYSTEM



Electricity

Foundation Models

Power Grid

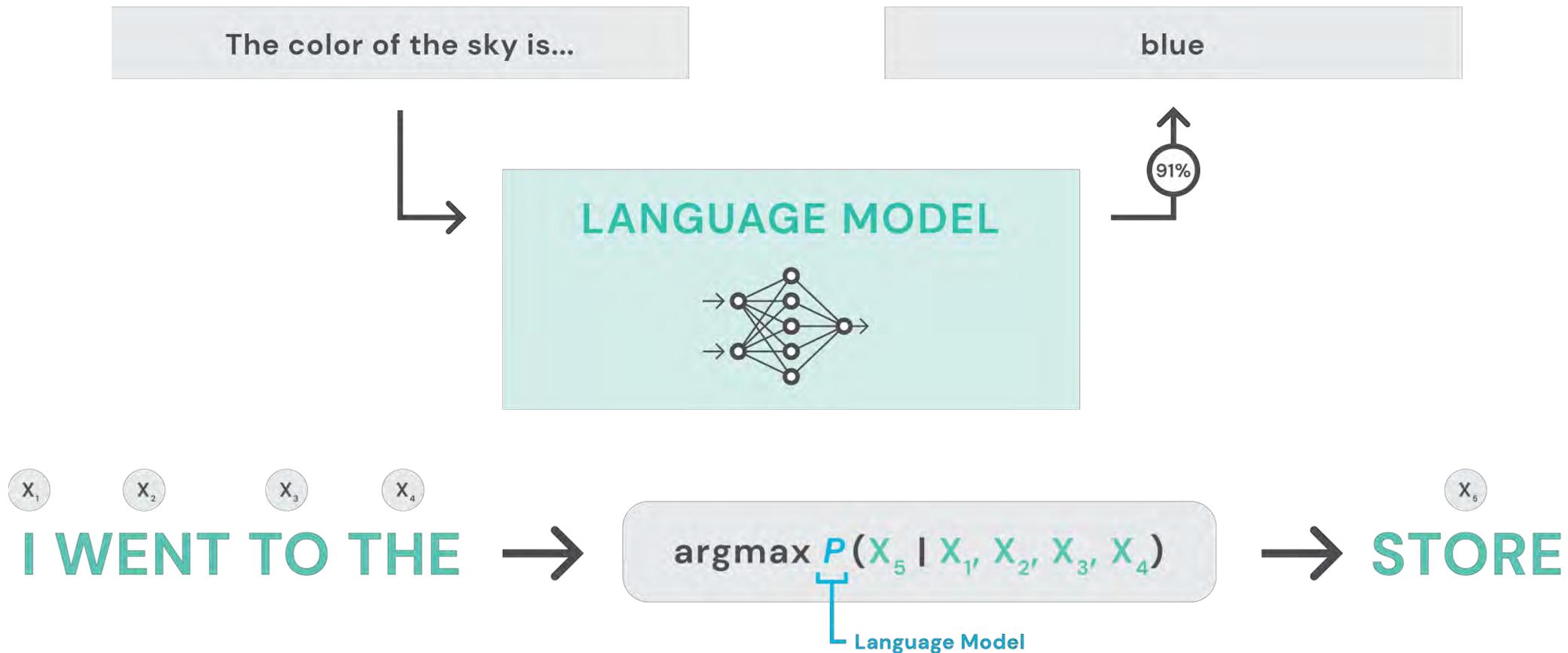
Cloud Platforms,
API's

Appliances &
Devices

Vertical LLM
Platforms (RohanRFP,
Harvey AI, Hippocratic,
Tome)



It took 17 years for Cloud technology spend to eclipse \$600 Bn USD. It took Generative AI two years. How? Why?



Answer: Rhetorical Understanding



Proposal Workflow vs Acquisition Workflow

LIFECYCLE PHASES



LIFECYCLE ACTIVITIES

<ul style="list-style-type: none"> • Pipeline Building and Structuring • Market positioning • Benchmark Capabilities Assessment 	<ul style="list-style-type: none"> • Industry Days • Customer Meetings • Competitive Intelligence • Historical Mission Data 	<ul style="list-style-type: none"> • Capture Plan • PTW • SWOT • Staffing Plans/ Resumes • Past Performance • Teammate Identification 	<ul style="list-style-type: none"> • Solution Readiness Review • Mock Ups (pre-pink) • Outlines 	<ul style="list-style-type: none"> • Kickoff • Compliance Matrices • Pink team • Red team • Gold team • Green team 	<ul style="list-style-type: none"> • Lessons Learned • Retrospectives • ENS/BAFOS 	<ul style="list-style-type: none"> • CPARS • Kudos and Accolades • Customer Needs • Mission Goals • Innovation
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most easily.

ACQUISITION LIFECYCLE PHASES



ACQUISITION LIFECYCLE ACTIVITIES

<ul style="list-style-type: none"> • Expand Requirements • Initial Market Sounding • Deep Research • Capabilities Assessment 	<ul style="list-style-type: none"> • FAR vs CSO or OTA • Clause Banks • RFP Drafting • Acquisition Planning 	<ul style="list-style-type: none"> • Parse Vendor Responses • Missing Signatures • Omission Check • Verbatim Text Analysis • Page Limit Check • Unmet Criteria 	<ul style="list-style-type: none"> • Readability Scores • Jargon Detection • Inconsistency / Contradiction Analysis • Flag Ambiguous Statements 	<ul style="list-style-type: none"> • Isolate Response Text • Auditable Rationale 	<ul style="list-style-type: none"> • Scoring Disagreements • Collaborative Evals • Consensus Reviews 	<p>Prompt Patterns (Copy-Build New Activities Fast)</p> <p>Why: Once you like the structure of a prompt (inputs, outputs, guardrails), you can generate a new prompt framework for a different activity—without starting from scratch.</p>
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Goal: Generate correct and non-conflicting requirements!

What the evaluator's AI does

- Parse the RFP (L & M) + all attachments; extract atomic requirements.
- Build a requirement → response coverage map; flag omissions or under-addressed items.
- Detect page/format violations, missing forms, boilerplate/verbatim reuse of RFP text.

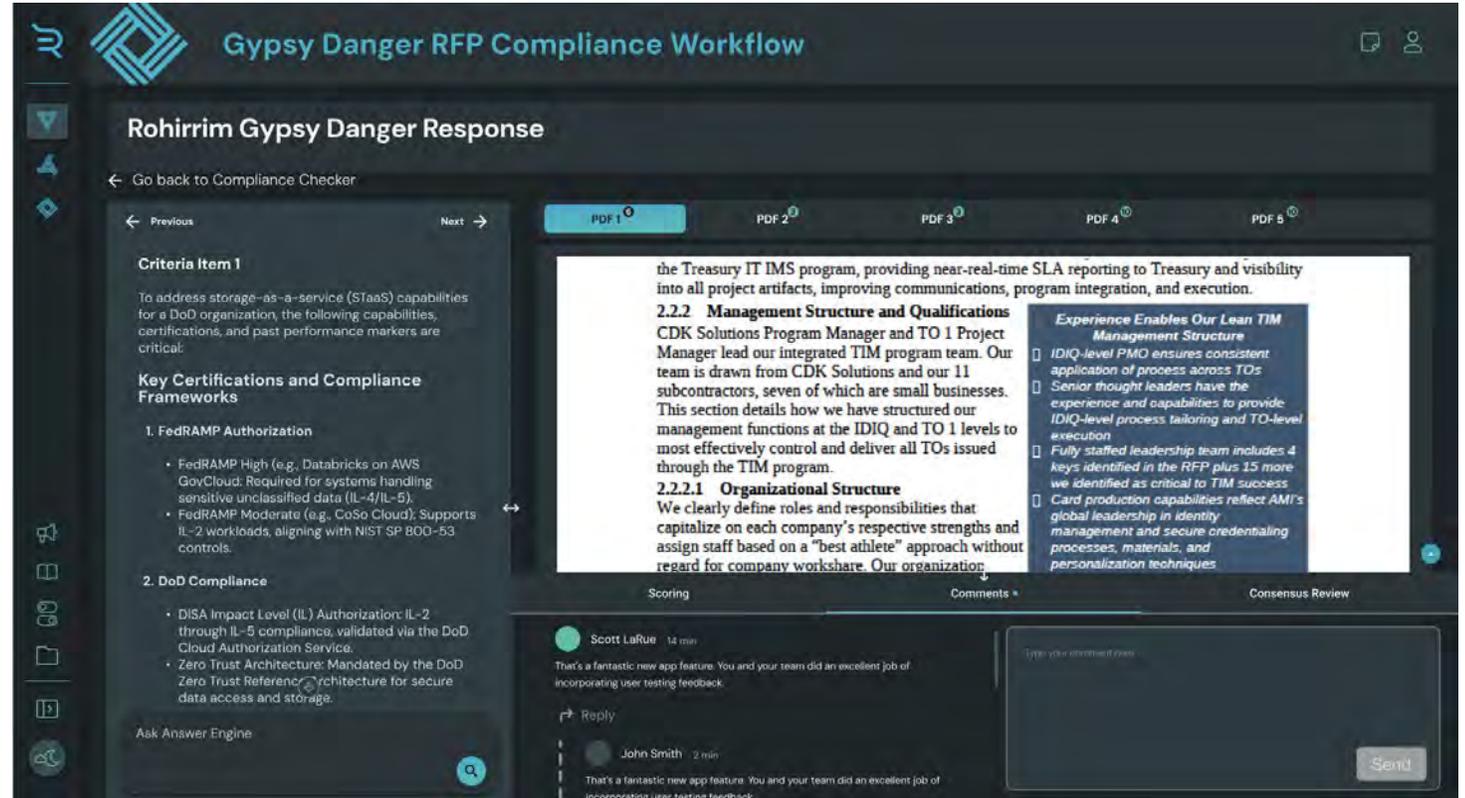
The screenshot displays the 'Acquisition Center' software interface. The main content area is titled 'Market Research Analysis' and features a progress bar with four steps: 1. Context, 2. Market Research, 3. Draft Acquisition Document, and 4. Vendor Analysis. The 'Context' step is currently active, with instructions: 'Define the requirement or capability area you want to explore and/or upload relevant documents - this sets the foundation for your tailored market research.' Below this, there is a text input field labeled 'Describe your acquisition context'. Further down, there is a section for 'Enter up to 5 vendors' with a text area 'Add vendors here' and a toggle switch for 'Do you want the Assistant to research and include additional vendors?' which is currently turned on. A sidebar on the left contains a 'Collapse Sidebar' button and a list of 'MRA Draft Document' sections: '(U) Objective and Background', '(U) Identification of Requirements and Survey Matrix', and '(U) Survey Results'. At the bottom of the sidebar is an 'Export Draft' button. The main content area has a 'Next Step' button at the bottom right.



Goal: Issue clear, evaluable, and protest-resilient solicitation language.

What the evaluator's AI does

- Generate writer-facing **templates** (page limits, file conventions, volume structure, forms) and checklists.
- Validate **plain language & clarity**; flag ambiguity, jargon, and double-barreled requirements; propose rewrites.
- Stress-test **Section M** for over-weighting/overlap; ensure no hidden criteria or unstated preferences.



Goal: Verify conformance to instructions (Section L), evaluation factors (Section M), page limits, forms, certifications, and mandatory clauses.

What the evaluator's AI does

- Parse the RFP (L & M) + all attachments; extract atomic requirements.
- Build a requirement → response coverage map; flag omissions or under-addressed items.
- Detect page/format violations, missing forms, boilerplate/verbatim reuse of RFP text.

Role & Objective

You are an **Acquisition Compliance Analyst** assisting a source selection team. Your job is to:

- (1) **extract atomic compliance items** from the solicitation (RFP + amendments + attachments),
- (2) **cross-check** our uploaded **proposal package** against those items, and
- (3) produce **actionable remediation** to reach 100% compliance.

Inputs (I will upload/provide):

RFP_FILES (PDF/Word/HTML): base RFP, all **amendments**, Q&A, attachments (forms, pricing models), and referenced manuals.

RFP_METADATA (optional): procurement path, sections/factors map if provided by the buyer.

PROPOSAL_PACKAGE: all volumes (Technical, Management, Past Performance, Pricing), cover letters, representations & certifications, signed forms, resumes, matrices, subcontractor/teaming docs, price spreadsheets.

SUBMISSION_INSTRUCTIONS: any separate packaging/email/portal instructions.

..... (this prompt framework goes one for quite a while. So let's dig in)



Goal: Make the document easy to read, navigate, and evaluate.

What the evaluator's AI does

- Score readability; flag jargon, passive voice, nested/ambiguous claims.
- Check outline mirrors RFP; verify heading labels match factor/element names.
- Detect cross-doc inconsistencies (numbers, acronyms, commitments).

Evaluator Readability, Clarity, and Jargon Diagnostic Engine Objective

Evaluate and enhance the clarity of a proposal or technical document by:

1. Calculating multiple readability indices (Flesch–Kincaid, Gunning Fog, SMOG, Coleman–Liau, ARI, Dale–Chall).
2. Identifying jargon, passive voice, nested or ambiguous statements, and wordiness.
3. Producing a section-by-section readability report with quantified metrics, flagged examples, and rewrite guidance.

INPUTS

RFP_TEXT: full RFP or outline (used for structural alignment and terminology context).

PROPOSAL_TEXT: proposal section(s) or full document to analyze.

DOC_METADATA: {volume, section names, page numbers, intended audience level (e.g., “Contracting Officer”, “Technical Evaluator”)}

STEP-BY-STEP ANALYSIS PIPELINE

Flesch–Kincaid Grade Level (FKGL)

Flesch Reading Ease (FRE)

Gunning Fog Index (GFI)

Automated Readability Index (ARI)

Dale–Chall Score



Acquisition Lifecycle

PHASE 5

Evaluation Process

Goal: Emulate technical/management/past performance evaluators applying Section M criteria.

What the evaluator's AI does

- Identify and isolate relevant text from compliance mapping and analysis
- Evaluators (humans) collaborate on each factor/sub-factor using the published rubric; discuss strengths / weaknesses / risks.
- Run multiple “personas” (e.g., Systems Engineer, PM, Cyber SME) to stress-test requirement coverage.

Gypsy Danger RFP Evaluation Workflow

Defense Company LSI

← Go back to Compliance Checker

← Previous Next →

Evaluation Criteria for Factors 1 and 2
Factor 1: Technical (Volume III):

Proposed Technical Approach: The Government will evaluate Offerors' narratives presenting comprehensive plans that convey understanding of the extensive scheduling and planning requirements likely to result in successful performance over the life of the contract. Offerors will be evaluated on their proposed ability to build and maintain databases, to facilitate exercises and exercise control group set up, to configure and manage workstation models and simulations, to demonstrate experience in U.S. Army and Joint models and federation management, and to manage exercise websites, portals, and accounts.

Offerors will also be evaluated on ability to demonstrate knowledge, understanding, and capability to apply US Army Hybrid Threat Doctrine IAW TC 7-100 series of publications and conduct analysis of unit training objectives to develop a suitable OPFOR plan to facilitate unit training outcomes. Proposals must show proficiency in Operation Environment and Scenario Design and an ability to develop relevant storylines and MSELs that are supported by comprehensive MSELs management system and proficiency in recruitment and

Ask Answer Engine

PDF 1 PDF 2 PDF 3 PDF 4 PDF 5

Solicitation 2012-R-050

a) Document all core processes used in this Contract along with the associated forms, routing and timelines. The resulting documentation shall be either a Procedures Manual for each of the services provided to the Senate or one manual for all services. Copies of these manuals shall be available at all times to the Contractor Program Manager (PM) and the Contracting Officer's Technical Representative (COTR) in hard copy and in electronic format. These manuals shall be readily available in electronic format to all Contractor staff in Washington, DC. These manuals, and all other required procedural documentation, shall be completed within ninety (90) days of the end of the transition period and updated at least annually thereafter unless otherwise specified. Once developed, the Procedures Manual shall be incorporated into this Contract by reference including any changes accepted and incorporated by mutual agreement. Contractor shall also recommend to the Senate any other quality forms deemed necessary to meet ISO 9001:2008 clauses. These may include an Internal Quality Audit, certificates of

Scoring

- Outstanding
- Good
- Acceptable
- Marginal
- Unacceptable

Comments

Consensus Review

Score Selection

Description: Proposal meets requirements and indicates an exceptional approach and understanding of the requirements. The proposal contains multiple strengths and no deficiencies.

Save Score



Influence vs Poisoning



Evaluation
Process

Implementing DevOps within an organization requires a comprehensive approach that encompasses technology, processes, and culture. At its core, DevOps integrates software development (Dev) and IT operations (Ops) to enhance collaboration and productivity, ensuring that products are delivered faster and more reliably.

Key to successful DevOps implementation is the establishment of Continuous Integration and Continuous Deployment (CI/CD) pipelines that automate the deployment process, allowing for the rapid iteration and deployment of new features while maintaining system stability. This automation is crucial for reducing manual errors and enabling teams to focus on higher-level tasks such as innovation and strategic improvements.

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Goal: Side-by-side comparisons and consensus-ready summaries

What the evaluator's AI does

- Identifies when evaluators are outside the mean score distance
- What might this evaluator be seeing in the text, and what might the opposite position be?
- How do we develop a consensus review to close the mean score distance

Evaluator Consensus Review & Variance Analysis Role & Purpose

You are the **Consensus Evaluation Facilitator** for a government source selection panel. Two or more evaluators have rated the same evaluation factor with **large variance**.

Your task is to:

- 1 Compare their scoring rationales and annotated text evidence.
- 2 Identify what each evaluator may have seen differently.
- 3 Highlight ambiguous, missing, or contradictory content that caused divergence.
- 4 Facilitate a professional consensus summary and propose a consolidated rating rationale that is **traceable, neutral, and protest-defensible**.



In practice....
It's quite
complicated!

$$\begin{bmatrix} V \\ D_c \\ r'_A \\ r'_B \\ R^* \end{bmatrix} = \begin{bmatrix} \frac{|r_A - r_B|}{U - L} (\alpha + \beta(1 - e) + \gamma a + \delta s) \\ (|r_A - r_B| - \tau) H(|r_A - r_B| - \tau) \\ r_A - \frac{1}{2} D_c \operatorname{sgn}(r_A - r_B) \\ r_B + \frac{1}{2} D_c \operatorname{sgn}(r_A - r_B) \\ \frac{(c_A e_A) r'_A + (c_B e_B) r'_B + \lambda r_{AI}}{(c_A e_A) + (c_B e_B) + \lambda} \end{bmatrix}$$





Why: Once you like the structure of a prompt (inputs, outputs, guardrails), you can generate a **new prompt framework** for a different activity—without starting from scratch.

The 3-Step “Pattern Handoff”

- 1) **Pick a source prompt** whose structure worked well (e.g., Phase 1 “Full compliance pass”).
- 2) **Run Deep Research or Thinking Model**
Hey, I love this prompt framework. But I want to build a new one for the use case and activity.
- 3) **Here’s the old one**, but perform deep research on { new use case / activity } and generate a completely new prompt framework to run this activity.

“I love this prompt on building personas and then having those personas evaluate my text. But now I need to build a prompt framework for **counting the number of keywords in proposal text and comparing it to keywords in the RFP**”





Acquisition Lifecycle Prompt Framework Reference

ROHIRRIM **APMP**

THE ANATOMY OF PROMPT FRAMEWORKS

Structure your sentences as you would in conversation with someone. In other words, instead of treating the model like a search that only requires identifying a subject (e.g., entering "AI/ML frameworks"), type your prompt as you would speak naturally when helping the respondent. Example: "Describe (Company Name) capabilities implementing AI/ML frameworks when working with DoD."

As a rule of thumb, prompts can generally be structured in two primary ways:

Question Prompt:

- Explain what, how, how?
- List our company name?
- Include any implemented, integrated, utilized, developed, advised.
- Indirect: Describe your program management, AI/ML frameworks, data security practices, regulatory compliance expertise?
- Be family or topic, DoD, DoU or project type (e.g., POWER Project Pipeline).

Instructional/Prompt Prompt:

- [Describe, provide, detail, assess, write, evaluate]
- [How, when]
- Use action verb: implemented, integrated, utilized, developed, advised.
- [Subject, Describe your program management, AI/ML frameworks, data security practices, regulatory compliance expertise]
- Be family or topic, DoD, DoU or project type (e.g., POWER Project Pipeline).

Any variation of a prompt with this structure will garner some favorable and usable results. This method focuses less on instructions or more advanced prompting topics and more on simply understanding how to ask the ground team, most easily.

3 PRIMARY TYPES OF PROMPTS

Reductive Operations	Transformative Operations	Generative Operations
SUMMARIZE Distill Remove redundancy Pin the best	REFORMAT Change the presentation Test an alternative Rephrase to action	DRAFTING Has structure Has outline
EXTRACT Pulling specific information Keep the best	REFRATOR Fix the same thing Act differently	PLANNING Start an outline Start with outlines Editors, instructions, constraints
CHARACTERIZE Description of the context and/or project intent	RESTRICTURE Constrain or narrow For input form	BRAINSTORMING Ideas, explore possibilities, prompt ideas, hypothesis
ANALYZE Look for patterns Where the best	MODIFY Review copy Change tone, format, etc.	AMPLIFICATION Exaggerate something further Expand or extend
VALIDATE Feasibility feedback on the best	CLARIFY Need something More comprehensive	

PROMPT ENGINEERING IMPACTING THE LLM OUTPUT

- Clarify + Direction**
 - An ambiguous, unstructured prompt causes the model to generate an issue, or nothing at all (due to the model's inability to guess what you want).
 - The results may be less than you want, or not at all.
- Reduce Ambiguity**
 - Ambiguous prompts can lead to unclear, inconsistent, or incorrect results, or nothing at all (due to the model's inability to guess what you want).
 - The results may be less than you want, or not at all.
- Response Quality**
 - A well-structured prompt can increase the quality of the response, or nothing at all (due to the model's inability to guess what you want).
 - This means the output address the correct needs and outcomes that you're looking for in a specific way.

ACQUISITION LIFECYCLE PHASES

- 1 Market Research + Requirements Analysis
- 2 Acquisition Plan, Task, and Drafting
- 3 Compliance Screening
- 4 Response Quality (Risk Control)
- 5 Evaluation Process
- 6 Consensus Reviews
- 7 Prompt Framework Development

ACQUISITION LIFECYCLE ACTIVITIES

- Expand Requirements
- Initial Market Sounding
- Deep Research
- Capabilities Assessment
- FAR vs CSO or OTA
- Clause Banks
- RFP Drafting
- Acquisition Planning
- Parse Vendor Responses
- Missing Signatures
- Discrepancy Check
- Verbatim Text Analysis
- Page Limit Check
- Limit Criteria
- Readability Scores
- Jargon Detection
- Inconsistency / Contradiction Analysis
- Flag Ambiguous Statements
- Scoring Disagreements
- Collaborative Evals
- Consensus Reviews

Prompt Patterns (Copy-Build New Activities Fast)

Why: Once you like the structure of a prompt (inputs, outputs, guardrails), you can generate a new prompt framework for a different activity—without starting from scratch.

AI ALIGNMENT

- Market Research + RFP Drafting**
Use the Rohirrim platform as a critical bridge your internal information and provide quality across the business transition for production-ready planning and execution.
- Compliance + Quality**
With Rohirrim, your team will have the capability to prepare and change all your proposal artifacts and submit elements to ensure they make it into your final proposal set to avoid any errors and concerns when placing your bid.
- Evaluation Process**
Align the way you score your team by leveraging the ability to score all of your proposals and proposal data within activities, or across total score of contract and other required proposals.
- Consensus Reviews**
Continuous improvement across the entire proposal process and ensuring proposal artifacts to flow, consistent and can include all the necessary details and instructions by using Rohirrim.
- PROMPT**
Conduct Lessons Learned and Internal Retrospectives and Use Rohirrim to Review and Store Feedback.

Acquisition Lifecycle Prompt Framework Full Document

ROHIRRIM
Acquisition Prompt Frameworks

Acquisition Compliance Analyst Prompt Framework

Role & Objective
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- PROPOSAL_PACKAGE: all volumes (Technical Management, Past Performance, Pricing), cover letters, representations & certification, signed forms, resumes, matrices, subcontractor/teaming docs, price spreadsheets.
- SUBMISSION_INSTRUCTIONS: any separate packaging/email/portal instructions.

Authoritative structure you must recognize (choose what exists; don't assume all):

- **UCF (DoD/FAR Part 15)**: Sections A–M. Instructions typically Section L, **Evaluation** Section M, **Forms** often Section A (e.g., SF-33/SF-1449) or attachments.
- **Non-UCF / Commercial / State & Local**: instructions & criteria may be embedded, treat headings, checklists, and forms appendices as sources of compliance.

Rules of engagement

1. **No unstated criteria**. Extract only what the RFP/amendments require; **quote each source** with page/section/paragraph IDs.
2. **Atomize** requirements (smallest unit that can be satisfied).
3. **Map** each atom to where it belongs in the proposal (volume/section/table/appendix).
4. **Validate**: present **Full / Partial / Missing** coverage, with evidence quotes and file paths.
5. **Forms & signatures matter**. Verify presence, **signature/name/title/date**, and any **acknowledgment of amendments**.

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