

MAZI PROCURA · FOR THE DELOITTE BID LIFECYCLE

Workflow & impact model, **in** **pictures.**

Every table in the working draft, redrawn as an infographic — ten stages from bid discovery to win/loss learning, the Win Predictor, and the portfolio view.

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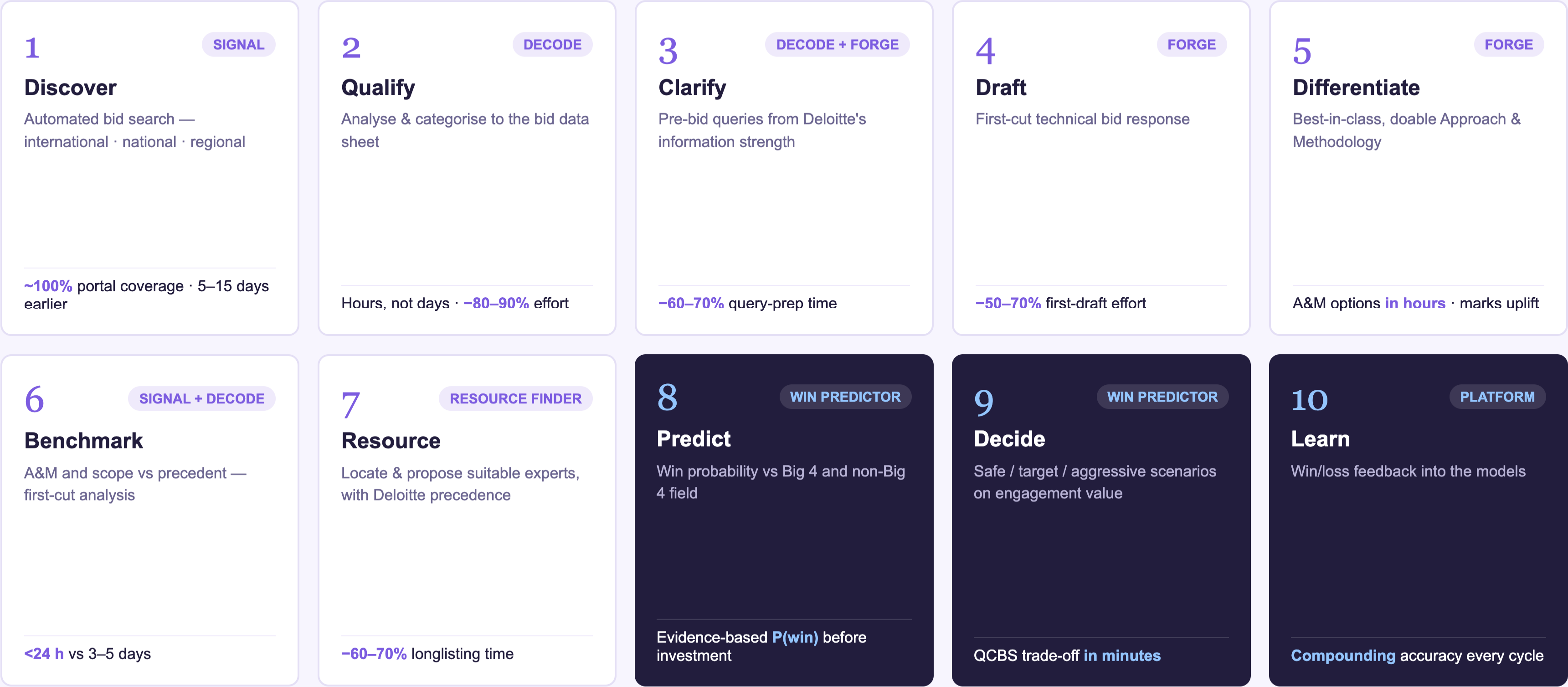
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Working draft · Confidential · Indicative model

THE JOURNEY AT A GLANCE

Ten stages, one continuous journey

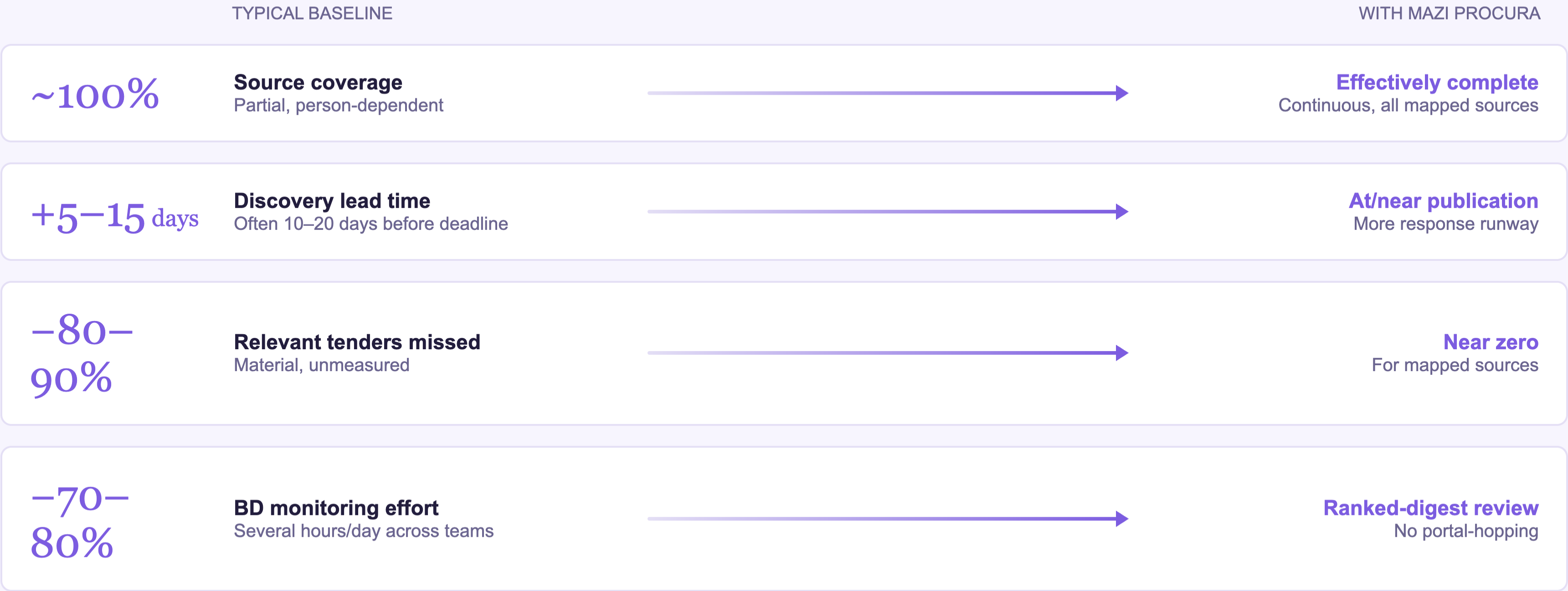


Stages 1–7 run the bid · stages 8–10 run the business case around it

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Discover — automated bid search

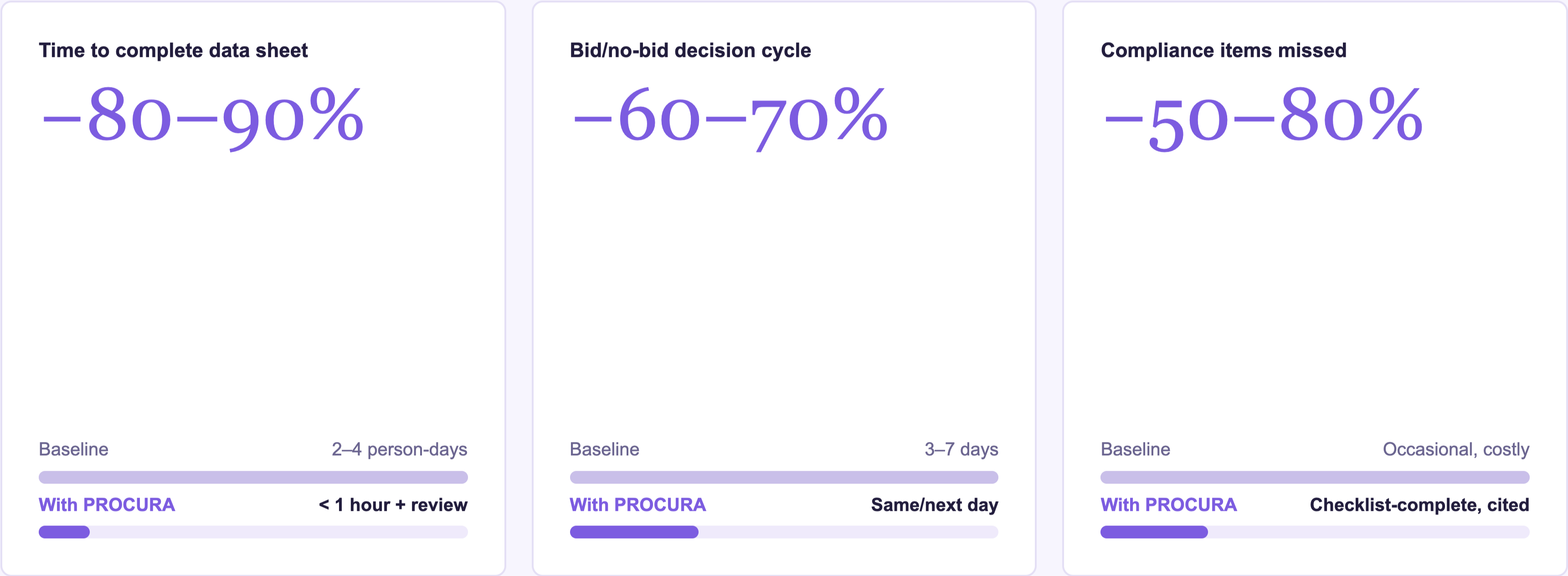
Primary user: **BD analyst / sector leads**
Portals, PSUs, MDB pipelines — crawled, de-duplicated, fit-ranked



Indicative modelled ranges — to be validated in pilot

Qualify — analyse to the bid data sheet

Primary user: **Bid manager**
Every field extracted, source-cited to page & clause



User journey — upload the bundle → data sheet returns in under an hour → review flagged items only → circulate for bid/no-bid with citations attached.

Clarify — pre-bid queries from information strength

Primary user: **Engagement team**
Each query tied to the clause it targets — and why

–60–70%

Query-pack preparation time

From 1–2 days of senior time to a 2–3 hour review of a drafted, prioritised pack.

1–2 days → 2–3 hours

100%

Risk-clause categories covered

From partial, drafter-dependent coverage to every flagged category addressed.

Partial → all flagged classes

2–3×

Strategic queries per bid

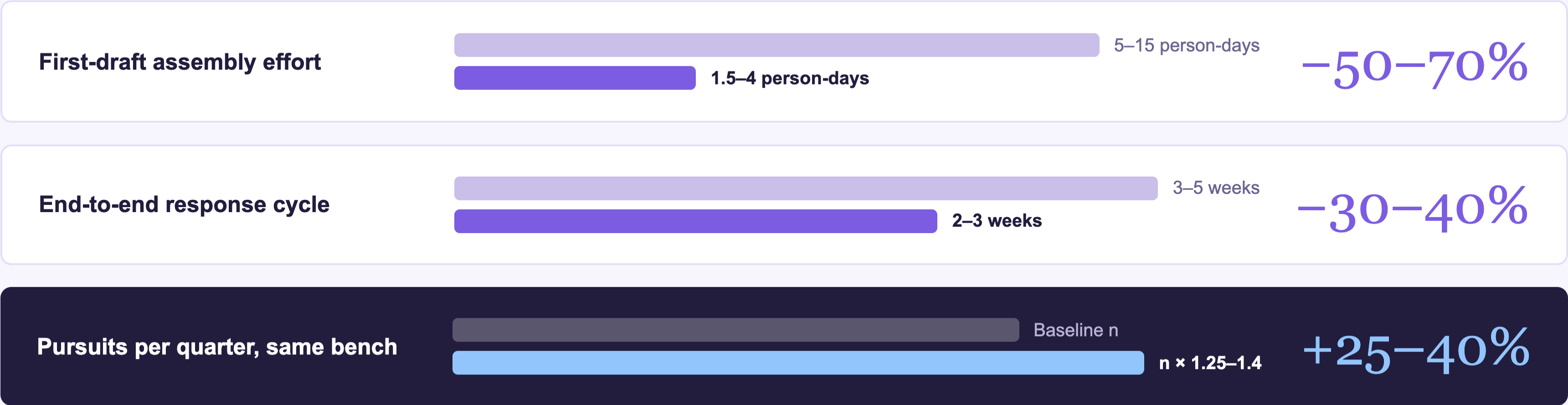
Scope-shaping queries systematically surfaced instead of raised ad hoc.

Few, ad hoc → systematic

User journey — review the drafted, prioritised query pack → edit tone, select which to file → submit before the pre-bid meeting with full clause references.

Draft — first-cut technical bid response

Primary user: **Bid team**
The single largest cost in the pursuit



Differentiate — A&M that stands out

Primary user: **Partner / engagement director**
Doable, not decorative — grounded in delivered methods

–70–80%

Time to credible A&M options

2–4 days for one option becomes hours for 2–3 alternative architectures.

1 option in days → 3 in hours

100%

Criteria explicitly addressed

Every evaluation criterion mapped clause-by-clause to text, with an evaluator's view of where each variant earns its marks.

Partial → full mapping

+2–5 /100

Technical-score potential

Criteria-targeted drafting instead of drafter-dependent quality. To validate in pilot.

Marks uplift, targeted

Benchmark — scope vs precedent

Primary user: **Bid manager**
"What did winning look like on tenders like this?"

<24 h

Time to first-cut benchmark

Versus 3–5 days — if done at all. Team shape, effort ranges, methodology patterns.

–80%+ time

5–10×

Comparable tenders considered

Corpus-wide retrieval instead of 2–3 comparables from memory.

Wider precedent base

Every bid

Scope anomalies caught pre-bid

Systematic deviation flags — a pricing and risk signal feeding the query pack and pricing scenarios.

Ad hoc → standard

Resource — find & propose suitable experts

Primary user: **Staffing / HR-BD**
Ranked longlist with criteria-fit evidence per candidate

–60–70%

Longlist build time

From 1–2 network-bound weeks to 2–3 days including the start of outreach.

1–2 weeks → 2–3 days

–80%

CV–eligibility fit checking

Automated matrix match against the tender's exact criteria — years, sector, qualifications, comparable projects.

Manual → automated

Every CV

Deloitte-precedence visibility

Prior engagements with the firm systematically surfaced instead of living in tribal knowledge.

Tribal → systematic

Predict — win probability against the field

Primary user: **Partner**

What the partner sees, before major spend is committed

42% ±8

P(win) with confidence band

Under target-case assumptions — before investment.

Score decomposition

Where marks are won and lost:

- Eligibility
- A&M
- CVs
- Presentation
- Price

STAGE 8B · SHARED-EXPERT DETECTION

Resource-conflict probability per named CV

- **Historical multi-bid appearances** — high repeat-proposers flagged for exclusivity terms
- **Profile scarcity vs requirements** — scarce profiles = high sharing probability; secure first
- **Engagement-window conflicts** — availability clashes surfaced before committing the CV

Lock exclusivity, substitute, or price the risk into P(win) — before a rival files the same expert.

Competitor posture map

Likely entrants, their strongest criteria, incumbency and relationship signals.

Sensitivity table

Which single change moves P(win) most — a CV swap, an A&M variant, a price step.

Decide — safe / target / aggressive

Primary user: **Pricing partner**
₹-denominated advisory engagement · 80:20 QCBS · illustrative

SAFE CASE · PROTECT MARGIN

30–40%

Modelled P(win)

Tech position: at par with best rival

Price: at internal benchmark

Margin: full margin

TARGET CASE · BALANCED PUSH

45–55%

Modelled P(win)

Tech position: +2–3 marks via A&M + CV upgrades

Price: –4–6% vs benchmark

Margin: modest concession

AGGRESSIVE CASE · MUST-WIN

60–70%

Modelled P(win)

Tech position: +4–5 marks, premium team

Price: –10–12% vs benchmark

Margin: material concession

The QCBS exchange rate — in an 80:20 evaluation, one technical mark conceded costs ≈ a 4% price cut to claw back. The predictor computes this rate for the tender's actual weighting (90:10, 80:20, 70:30, QBS or L1) and shows the price window each technical position buys.

Four headline movements, compounding

-30-50%

Cost per pursuit

Automation of search, data sheet, drafting and resourcing.

+25-40%

Pursuit capacity

Freed senior hours redeployed to more bids — same bench.

+10-20%

Win rate (relative)

Better bid selection via P(win) discipline + criteria-targeted quality.

+40-80%

Revenue per BD rupee

The compound of the three movements — modelled.

The honest caveat

These are modelled ranges, not promises. The credible way to convert them into Deloitte's numbers is a contained pilot — **4-6 weeks, one or two practices, live tenders**, Deloitte's own baseline measured before and after, with success criteria agreed in writing before the pilot starts.