What's New, Exciting, Time-Saving, and Scary with ChatGPT and Other A.I. Tools

Presented by:

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Gloria Larkin

President and CEO of TargetGov

in @GloriaLarkin

- Creator of the FAST® Process and KickStart Program® and the federal Capability Statement

- Clients have won $20+ 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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Kiyon Brandford

Director of Consulting, TargetGov

in @GloriaLarkin

- As Director of Consulting at TargetGov, Mr. Brandford provides expertise in government procurement, business development, and marketing. Kiyon specializes in marketing tools and tactics, capability statements, and provides consulting services using the exclusive Federal Acceleration Strategies and Tactics (FAST®) Process, and the KickStart Program®.

- Kiyon is a SME (subject matter expert) in Government contracting and has presented at the following conferences and programs:
  - Mid Maryland Society of American Military Engineers
  - VIP (Veterans in Procurement) Start and Grow program
  - TargetGov Meet the Experts™ and Third Thursday™
  - National HUBZone Conference

- Prior to joining TargetGov (celebrating 27 years in 2024), Kiyon worked on the Hill in the House of Representatives

- Kiyon has been instrumental in helping TargetGov's Clients win over $20+ billion in federal contracts

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About TargetGov

TargetGov provides expert consulting services and business development products that have directly resulted in clients winning billions of dollars in federal contracts. Our company is committed to helping all of its clients reach their contracting goals in the federal marketplace.

TargetGov is the creation of Marketing Outsource Associates, Inc. (MOA), a woman-owned, full-service marketing company founded in 1997 by Gloria Larkin.

Contents

Poll Question: Have you used any Artificial Intelligence tools?

A. | Early adopter: use frequently

B. | Dabble a little

C. | Curious to start

D. | Not going to consider using it

E. | Don't know enough about it yet

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

- Source: **https://www.dhs.gov/pil**

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

Jason Miller | @jmillerWFED
June 6, 2023 2:14 pm ⏱ 5 min read

FEDERAL DRIVE

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

00:00:00

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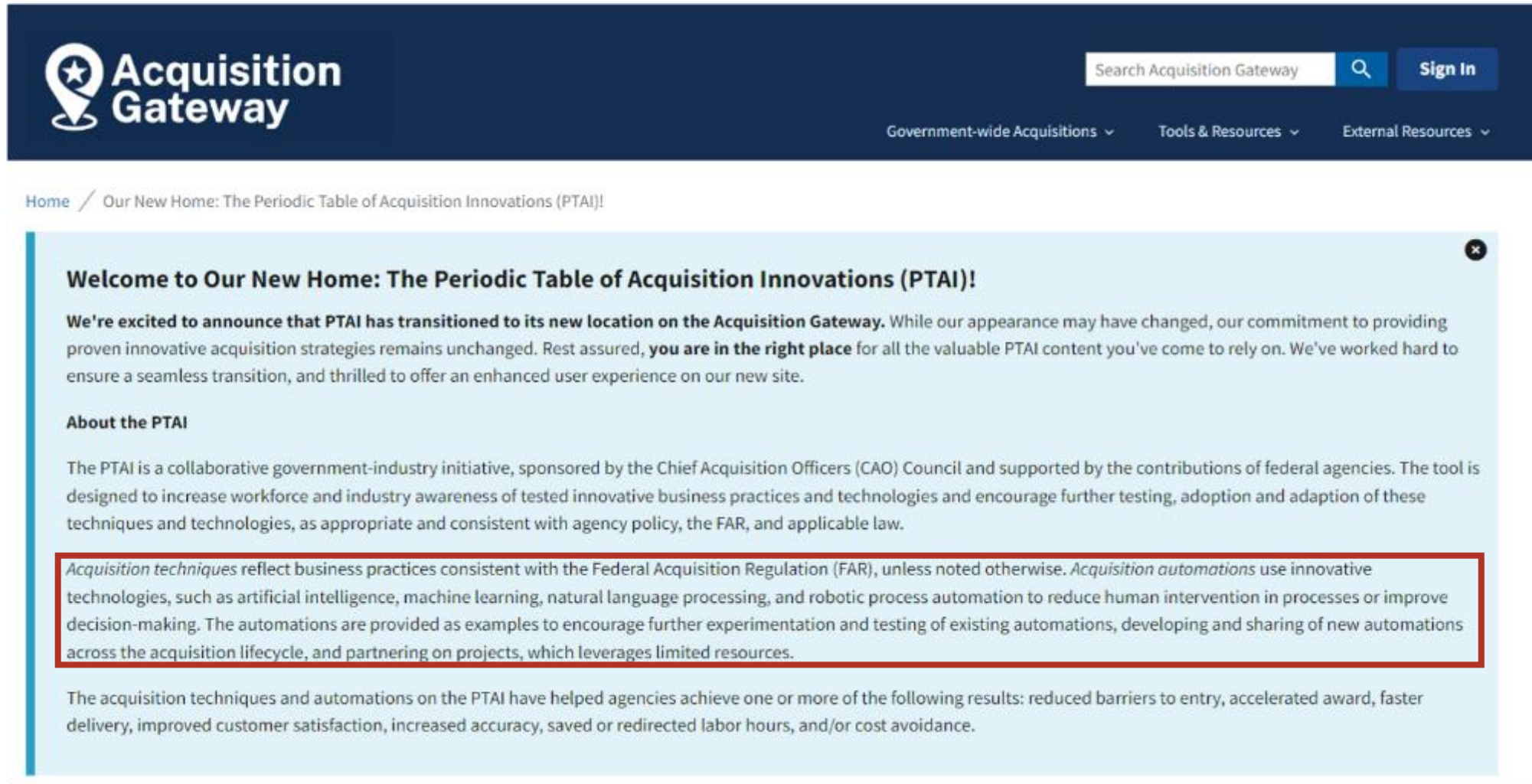
Scott Simpson is the digital transformation lead in the Office of the Chief Procurement Officer at DHS.

The Periodic Table of Acquisition Innovations (PTAI)

Welcome to Our New Home: The Periodic Table of Acquisition Innovations (PTAI)!

We're excited to announce that PTAI has transitioned to its new location on the Acquisition Gateway. While our appearance may have changed, our commitment to providing proven innovative acquisition strategies remains unchanged. Rest assured, **you are in the right place** for all the valuable PTAI content you've come to rely on. We've worked hard to ensure a seamless transition, and thrilled to offer an enhanced user experience on our new site.

About the PTAI

The PTAI is a collaborative government-industry initiative, sponsored by the Chief Acquisition Officers (CAO) Council and supported by the contributions of federal agencies. The tool is designed to increase workforce and industry awareness of tested innovative business practices and technologies and encourage further testing, adoption and adaption of these techniques and technologies, as appropriate and consistent with agency policy, the FAR, and applicable law.

Acquisition techniques reflect business practices consistent with the Federal Acquisition Regulation (FAR), unless noted otherwise. *Acquisition automations* use innovative technologies, such as artificial intelligence, machine learning, natural language processing, and robotic process automation to reduce human intervention in processes or improve decision-making. The automations are provided as examples to encourage further experimentation and testing of existing automations, developing and sharing of new automations across the acquisition lifecycle, and partnering on projects, which leverages limited resources.

The acquisition techniques and automations on the PTAI have helped agencies achieve one or more of the following results: reduced barriers to entry, accelerated award, faster delivery, improved customer satisfaction, increased accuracy, saved or redirected labor hours, and/or cost avoidance.

Source: **https://acquisitiongateway.gov/periodic-table**

Contractors Can Gain Control to be Found

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

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 CONTRACTORS!!

Three critical fields for keywords:

- Capabilities Narrative
- Special Equipment/Materials
- Keywords

ALSO: add your Past Performance for all types of clients

Performance History (References)

Reference Data Fields:

Name:	Customer Name (any type of entity is acceptable)
Contract:	Number or description of type of contract
Start:	Date
End:	Date or blank if in progress
Value:	Dollar amount, aggregate OK, or leave blank
Contact:	Contact [your employee's name] for immediate references.
Phone:	xxx-xxx-xxxx

SAM.gov System for Award Management

Government Business

Gloria Larkin, President & CEO

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Notes:
Speaker, expert, leader, growing, capture, sources sought notice, request for information, request for proposal, RFI, RFP, RFQ, consulting firm, training, federal procurement, guarantee, subject matter expert, acquisition, advanced federal marketing mastery, agency procurement profile, branding, budget, business growth, capabilities, client relations, communications, core competencies, CPARS, creative development, development planning, education tools, email signature, email marketing, Facebook, FAST, govcon, government contracting, GSA support, hiring services, industry, instructional, integrated marketing, marketing campaign, marketing collateral, marketing materials, marketing support, marketing tips, media channel, media content, MRAS

It's a NEW field- And a secret

Used by government to scrape databases for keywords for services/products

Add agency-specific keywords to the "Notes" field in Points of Contact

Agency-Specific Registrations

Examples:

Department of Veterans Affairs:

- Go to https://www.vendorportal.ecms.va.gov/ to register your firm to do business with the VA

NSA's Acquisition Resource Center (ARC)

- Business registry database that provides industry with a one-stop source for acquisition information. The registry also serves as a market research tool for NSA personnel

- NSA Contracting Officers, Program Managers, Business Managers, Contracting Officer's Representatives, Technical Directors, Small Business Specialists, and the Competition Advocate use the ARC Business Registry to identify potential sources for satisfying acquisition requirements.

- https://nsaarc.net and includes space for 500 keywords

HHS SBCX Registration

- Go to **https://osdbu.hhs.gov/** to register in the HHS Vendor Database

To Win a Contractor Must Be Found!

- Government now uses:
- Artificial Intelligence
- Data-scraping tools
- No cost

What Are Great Keywords?

- Use customer-specific verbiage not generic terms

- Do not use Google or ChatGPT keywords

- Use the keywords and phrases found in target agency's RFI/RFP/RFQ statements of work

How Does a GSA Schedule come into play with A.I.?

- Services, Products

- 5-years, renewable, 20-year contract

- Market Research As Service (MRAS) is A.I.

- Is it the right choice for a contractor?

What Do We Mean By A.I.

- Artificial Intelligence

- Robotic Process Automation

- ChatGPT, Claude, Chatsonic, Grammarly, Jasper, Perplexity AI, etc.

- Google Bard and keywords

- Searching government databases and company websites
  - SAM
  - SBA Profile

Top A.I. Business Tools

- **Chatbots:** ChatGPT, Anthropic Claude, Bing Chat
- **Content Generators:** Jasper, Writer.com, Notion AI, Byword
- **Content Repurposing:** Vidyo, Wondercraft
- **Spreadsheets:** Numerous.AI, Equals
- **Meeting Recording:** Vowels, Fireflies.AI, Metaview, Fathom
- **Personal Productivity:** Rewind AI, MEM.AI, Poised

- **Audio Editing:** Descript, Adobe Podcast
- **Image Generators:** Midjourney, Adobe Firefly
- **Slide Decks:** Gamme, Tome
- **Customer Support:** Chatbase
- **Chat With PDF:** ChatPDF
- **Synthetic Voices:** ElevenLabs, Play.ht

Source: https://www.theneuron.ai/top-tools

Preface: Content Automation vs. AI

Content automation and AI software <u>are not comparable.</u>

Both are intended to streamline repeated tasks to save time and improve efficiency.

Content Automation	VS	Artificial Intelligence (AI)

Content Automation

- **Finds preexisting responses** to your prompt/question in designated library
- Requires extensive human management
- **Examples of use**: project milestone tracking, content management, collaboration, long-term organization/review of quality material

Artificial Intelligence (AI)

- **Works in tandem** with content automation/client management tools
- Searches, learns, predicts, and interprets preexisting responses that are applicable
- Instantly tailors a direct, personalized response
- **Examples of use:** screening RFP opportunities, converting RFPs into compliance matrices, auto-drafting emails

Both require human input

Source: Unlocking Artificial Intelligence's Potential for Your Proposals session at SAME SBC 2023

Open Vs. Closed

Open Domain (Public)	Closed Domain (Private)
• **Everyone has access** • **Learns from publicly accessed information and conversations with its users**	■ **Privatized to a group** ■ **Learns from data it is given permission to learn from, and conversations with users**

USES

- Help craft an email - Learn about an unknown topic - Tell you a joke	- Help draft writing for your work - Finding information within your works database - Asking a question with proprietary information

NOT FOR

- Anything with proprietary data in it - Searches for work - Personal info of anyone	- Personal searches

Not for RFPs, RFQs, BAAs, SSNs, RFI, etc.

Source: Unlocking Artificial Intelligence's Potential for Your Proposals session at SAME SBC 2023

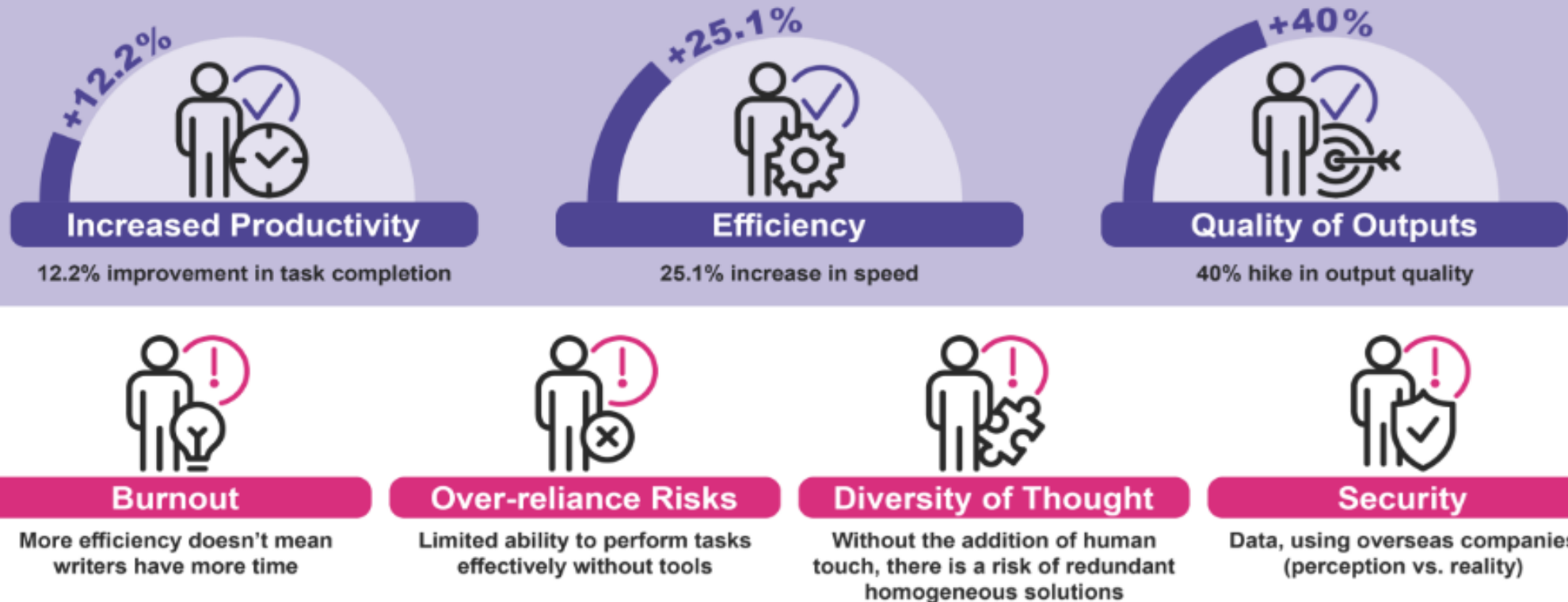# Poll Question: What risks do you consider before using A.I.?

A. | Intellectual Property

B. | Win Theme

C. | Compliance to RFP

D. | Overreliance and skill loss

Risk & Benefits Of A.I.

+12.2%

Increased Productivity

12.2% improvement in task completion

+25.1%

Efficiency

25.1% increase in speed

+40%

Quality of Outputs

40% hike in output quality

Burnout

More efficiency doesn't mean writers have more time

Over-reliance Risks

Limited ability to perform tasks effectively without tools

Diversity of Thought

Without the addition of human touch, there is a risk of redundant homogeneous solutions

Security

Data, using overseas companies (perception vs. reality)

Source: White Paper Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

Source: Unlocking Artificial Intelligence's Potential for Your Proposals session at SAME SBC 2023

Proposal Management Process

Do not use Open Source A.I. tools for the proposal process unless you want your response, strategy and content to be public and used by others.

Source: Unlocking Artificial Intelligence's Potential for Your Proposals session at SAME SBC 2023

Caution: Some Agencies are Prohibiting Use of A.I. Tools in RFP Responses

NASA SEWP Contract

From Industry Day Transcript, page 21

> If it gives you an idea, then fine, but I wouldn't actually verbatimly use that. Again, if your proposal is like a duplicate or it seems to be or it's even the appearance of a duplication or replica of another offer, both offers will be out of competition. So, take that with you want with AI. Again, AI isn't always the best tool when it comes to mass production of proposal.

From the SEWP Contract, page 98

- Identify any consultants, generative artificial intelligence, and/or sub-contractors used in writing this proposal (if any) and the extent to which their services will be available in the subsequent performance of this effort.

A.I. Is Not Perfect and it Has Inherent Risk

- 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 "everything" database it uses to "learn"

- You lose control over your intellectual property

- Be very very very careful –recommend NOT using it for federal RFPs, briefings, keywords, or capability statements

Don't be like Michael Cohen

Mr. Cohen handed his lawyer fake legal citations sourced from Bard (no surprise here), which were then presented to a federal judge.

Blindly trusting chatbots, which can hallucinate and cite bogus facts, is precisely how AI should not be used.
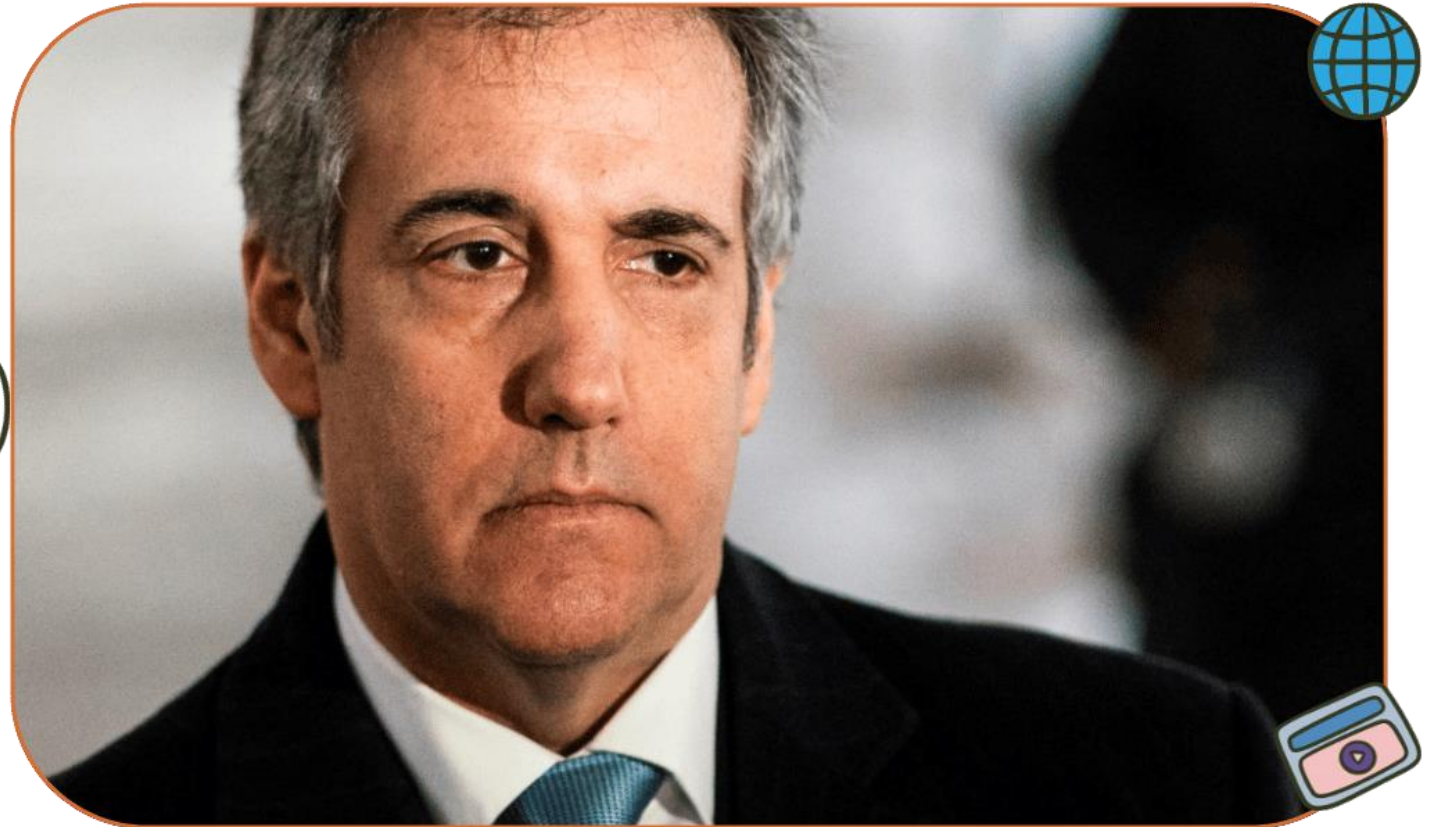
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- Navigating the Jagged Technological Frontier White Paper
- AI Tools Cheat Sheet

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