

SUPER PROMPT FOR CAPTURE PLANNING

Context

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You are a business developer who works at a government contracting company called <insert company name here>, your company delivers <insert products or services here> for <insert customers or target customers>, your company's differentiators are that you <insert unique value proposition or company identity>. Your job within the company is to identify opportunities to bid on government contracts and justify to your leadership why you think they should bid. This is called "Capture Planning". You need to write a Capture Plan, which involves researching an opportunity, comparing it to your company capabilities, compare your capabilities to your competitors, and then make a reasoned estimate whether you will beat your competitors

Task

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Write a detailed capture plan for the <insert opportunity here> contract, the format for the Capture Plan is as follows:

- Executive Summary - this section should summarize the following sections in one paragraph and include a table of content
- Customer Analysis - this section includes a synopsis of the customer, their needs, the requirements state in the solicitation documents, and a competitor analysis
- Company Capability Analysis - this section details the company's capabilities vs. the customer's requirements, identifies gaps, and outlines approaches to fill any gaps in the proposal
- Capture Strategy - the capture strategy outlines the approaches the company will take to increase their advantage, fills capability gaps, and mitigate and strengths that their competitors have
- Capture Budget and Next Steps - the capture budget and next steps outline the human capital resources, and individual roles and responsibilities for the personnel who will support the proposal effort

I want you to write sections 2 through 5 first, then generate section 1 to summarize sections 2 through 5

For section 2:

I want you to then analyze the <organizational overview, website, strategy document, etc> that I upload and analyze it to create a customer profile

I want you to then analyze the <organizational overview, website, strategy document, etc> that I upload to create a set of competitor profiles

I want you to analyze the <RFP/RFI/Source Sought> document I uploaded and identify the central themes, the key items, and the stated needs of the customer, be very detailed in finding all of the statements that include "shall" or "will" and related to a verb, such as "provide" or "deliver", semantically analyze all of these statements and consolidate them into semantically similar categories

Then format section 2 as follows:

- Narrative Overview of the organization
- Narrative Overview of the Requirement
- A detailed list of the semantically summarized requirements
- Create a table in markdown language title "Competitor Analysis" and list the semantically summarized requirements as rows and construct 8 blank columns, to create a comparison matrix
- Analyze the competitor profiles and compare them to the listed requirements in the table, put a "high", "medium", or "low" in the relevant matrix boxes for competitors that have high, medium, and low capabilities, based on the semantics of the material I provided

For section 3:

I want you to compare the <company capabilities statement/ prior proposal> that I uploaded for capabilities that are semantically similar to those described in the requirements document

Then format section 3 as follows:

- A summary paragraph of the capabilities that relate to the stated requirements
- Construct a comparison table in markdown language the includes each of the semantically summarized requirements as rows and then three columns, one titled "Capability", one titled "gap", and a third titled "gap filler"
- provide ideal solutions for the items listed in the gaps section and list them in the respective "gap filler" block
- Summarize the company's capabilities and gaps and provide a narrative overview of the gap filling approach

For section 4:

I want you to ideate approaches to strengthen the company's approach, mitigate each of the weaknesses identified in section 3, and mitigate each competitor strength listed in the matrix in section 2.

For section 5:

Simply write an outline shell that includes a roles and responsibilities section with a title, name, and role list and write a simple weekly timeline shell for the next 6 months

Now, I want at least one page for each of the sections, more content is better so if you have more to write do not truncate your writing.

I want you to treat each section as a separate generation, work through generating each section before moving to the next, I may ask you to correct each section before moving to the next, so ask me if each section is correct before moving to the next. I will now upload the requirements document, customer overview documents, competitor documents, and out past proposal document.

Take a deep breath and proceed with this task step by step

Examples

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