

A score, not an opinion

Six fixed criteria, scored 1–5 and weighted to match the RFP's own evaluation section. Shown: a fictional managed IT provider's response to a fictional city's managed IT & cybersecurity RFP, as typically written and after V1's rebuild.

CRITERION	WHAT IT ASKS	WEIGHT	BEFORE	AFTER
Responsiveness	Does every answer respond to the question actually asked, in the RFP's order?	20	2	5
Compliance	Every requirement, form, addendum, and page limit met?	20	2	5
Buyer focus	Is it about the City's priorities, or about the bidder's history?	15	1	4
Clarity	Can a tired evaluator find and understand each answer in one pass?	10	3	4
Proof	Is every claim backed by a number, a reference, or a certification?	25	2	4
Presentation	Visual hierarchy, tables, and design that win the scan	10	3	4
Weighted total (out of 100)			41	88

Why these weights: the RFP puts 20 points on experience and 15 on service levels, both won or lost on evidence, so *Proof* carries the most weight. Weights change with every RFP. Scores are illustrative, for a fictional document.

The 5 critical fixes (as delivered in a free review)

- 1 Two requirements are unanswered.** 3.4.2 (notify the City within one hour of a security incident) and 3.6.1 (sample monthly report). Either one can mark the response non-responsive before it's scored.
- 2 The executive summary is a company history.** The City named two priorities in Section 1.2. Neither appears in the first page.
- 3 Claims with nothing behind them.** "Fast response" and "industry-leading security" score zero. Replace them with the measured median response time and the audited security report you already have.
- 4 Answers are out of order.** The evaluator has to hunt. Reorder to the RFP's numbering and put a compliance matrix up front.
- 5 The transition plan is one paragraph.** It's worth 30 points. Build a 90-day roadmap with dated milestones the City signs off on.

Fictional sample — not a client result. All companies, names, figures, and scores are invented for demonstration.

EXHIBIT 2 · THE COMPLIANCE MATRIX

Every requirement, mapped to its answer

The Teardown stage turns the RFP into this table. It rides at the front of the final response, so the evaluator can check every box without hunting. Excerpt: 12 of 64 rows.

RFP §	REQUIREMENT	ANSWERED IN	DRAFT AS RECEIVED	AFTER V1
3.1.1	24/7/365 help desk with stated response times	§2.1	Partial — hours stated, no times	Met
3.1.2	Tiered response and resolution table by priority	§2.2, Table 1	Missing	Met
3.2.1	Onsite support within 4 hours at all six listed sites	§2.3	Met	Met
3.3.1	Endpoint detection and response on all devices	§3.1	Met	Met
3.3.2	Multi-factor sign-in for all remote and admin access	§3.2	Partial — admin access not addressed	Met
3.4.1	Daily, offsite, unchangeable backups; quarterly restore test	§3.4	Partial — no test schedule	Met
3.4.2	Notify the City within 1 hour of a security incident	§3.5	Missing	Met
3.5.1	90-day transition plan with milestones	§4, Figure 2	Partial — no dates	Met

RFP §	REQUIREMENT	ANSWERED IN	DRAFT AS RECEIVED	AFTER V1
3.6.1	Sample monthly service report	Appendix C	Missing	Met
4.1	Three public-entity references, last 5 years	\$5	Partial — 2 given, 1 private	Met
5.2	Signed acknowledgment of Addenda 1 and 2	Cover letter	Missing	Met
5.4	25-page limit, excluding appendices	Whole response	Exceeded — 31 pages	Met — 24 pages

Across all 64 rows of the fictional draft: 41 met, 14 partial, 9 missing or out of compliance. After the rebuild: 64 met. The matrix lives with the client, so the next RFP starts from it.

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EXHIBIT 3 · BEFORE / AFTER

The same company. The same facts.

The executive summary as typically submitted, then rebuilt. No new facts were added. Every fact in the "after" already existed in the bidder's files and was confirmed by the bidder in writing.

BEFORE — AS TYPICALLY SUBMITTED

Executive Summary

Kestrel Ridge Technology is pleased to submit our proposal for Managed IT Services for the City of Marlow Creek. Founded in 2009, Kestrel Ridge has over 15 years of experience providing IT solutions to organizations throughout the region.

We are a full-service managed service provider offering help desk, network management, cybersecurity, cloud, and backup services. Our team of certified technicians is committed to providing best-in-class support and industry-leading security, and we use the latest tools to proactively monitor your network 24/7.

We have worked with many types of organizations, including government, healthcare, and manufacturing. We believe our experience makes us the ideal partner for the City. We appreciate the opportunity and look forward to working with you.

Buried lead

The bidder serves 11 municipal and county clients. That's its single best fact, and it never appears.

All "we," no "you"

Every sentence is about Kestrel Ridge. None is about the City, its six sites, or what it said it needs.

Commodity language

"Full-service," "best-in-class," "industry-leading": every competitor in the stack typed these words.

Zero evidence

Nothing an evaluator can score. No response time, no retention, no audited security report.

AFTER — REBUILT BY V1

Six sites, one standard of response — and a recovery plan the City can prove.

The City of Marlow Creek asked for two things: dependable response across six sites, including the after-hours water plant office, and a backup program that will hold up at your cyber insurance renewal. Kestrel Ridge delivers both today for 11 municipal and county clients in the region.

Response you can measure. Over the past 12 months, our median first response was 9 minutes, around the clock. The City will see that number every month in the report shown in Appendix C.

Recovery you can prove. Daily offsite backups that can't be altered, with a restore test every quarter documented in writing: the evidence your insurer asks for (Section 3.4).

A transition with dates on it. Our 90-day plan (Section 4) moves all six sites with no planned downtime during business hours, at milestones the City signs off on.

97% of our clients have renewed with us over the last three years. We'd like Marlow Creek to be next.

Leads with the buyer

The first sentence restates the City's two priorities from Section 1.2, in the City's words.

Proof a committee can score

9-minute median response, 97% renewal, 11 public clients: numbers, not adjectives.

Maps to the scoresheet

Each paragraph lines up with a scored criterion and points to the section where it's answered in full.

Verified, not invented

Every figure comes from the bidder's own records and was confirmed by the bidder before submission.

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