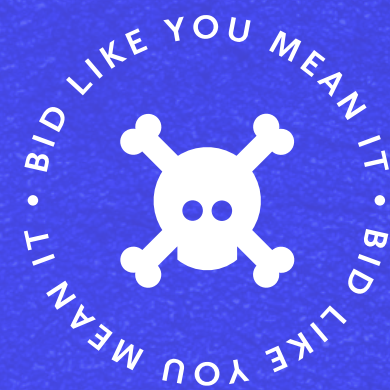




Are you ready to bid like you mean it?

Avoid losing must-win deals by consistently
crafting compelling bids your clients deserve.



June 2026



**We guide companies to win complex
public sector bids and improve
their bidding capabilities.**

The problems we solve

If winning large public sector deals is essential for driving your company's growth, then going through the motions and hoping for the best isn't an option.



Do you have a compelling deal strategy?



Are you familiar with procurement procedures?



Do you know what your win prospects are?



Do you know why you might lose?

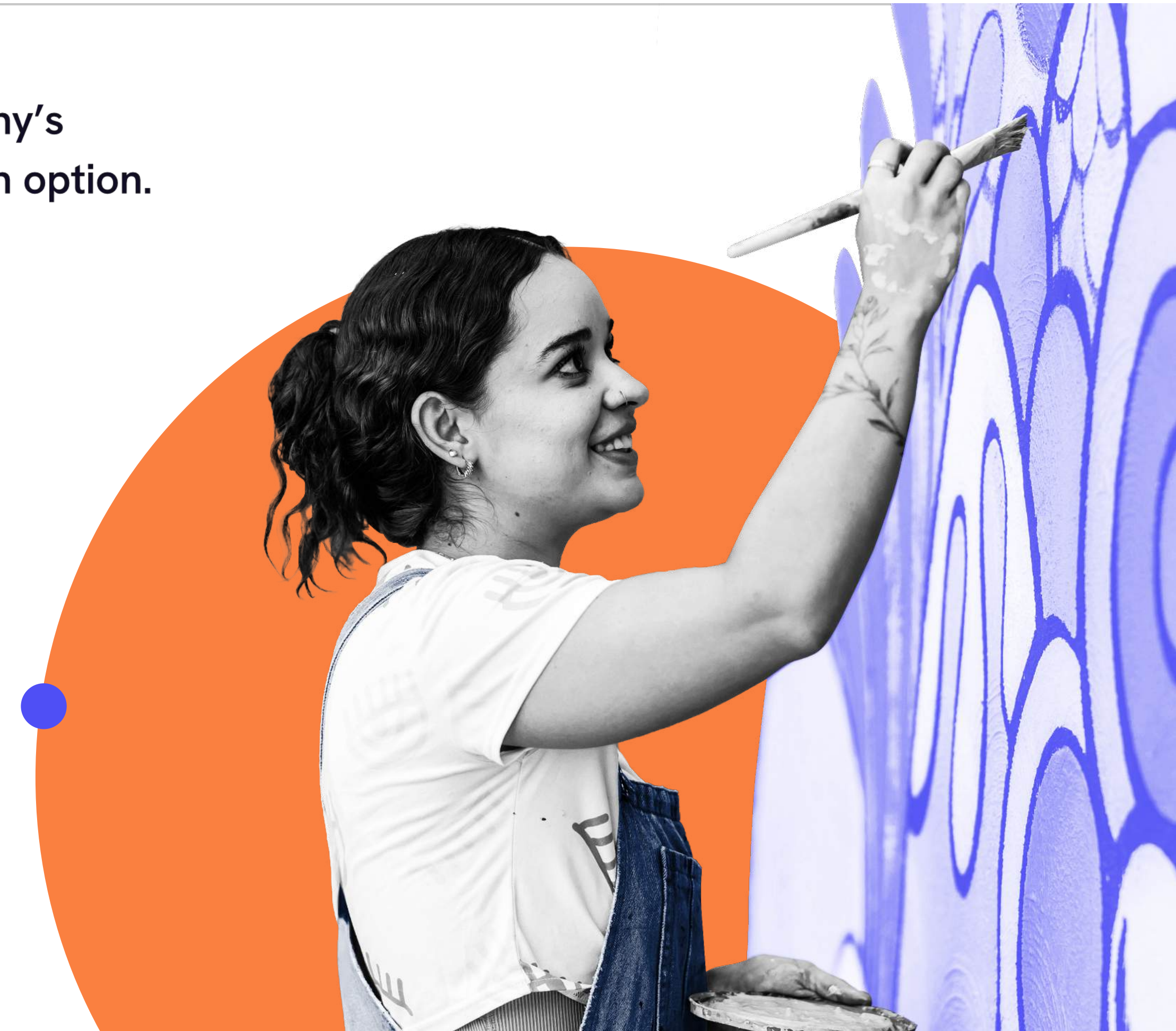


Do your teams have the skills and know-how to craft high-quality bids?



Do you have enough of the right resources to bid the pipeline?

Failing to address these questions risks losing winnable deals to your competitors. Our job is to prevent that happening.



Who we solve them for



We work with curious-innovators, plate-spinners or must-winners who lead businesses, client accounts, bid functions or major deals in companies spanning:

- » Strategy & Consulting
- » Technology
- » IT Services
- » Healthcare & Life Sciences
- » Aerospace & Defence
- » Facilities Management.

They choose to partner with us because winning matters.



Head to our website to learn more about who we help.

[bidcraft.com](https://www.bidcraft.com)

How we solve them

Page 5

As your independent guide, we empower you to shape winning deals, upskill your teams, and develop the functional capabilities that are right for you.



BidEdge™ | Deal focussed

High-impact targeted interventions across the full deal lifecycle - helping you to avoid losing.



BidSkills™ | People focussed

Training courses to equip your people with the skills, know-how and confidence to master the craft of bidding - helping you to help yourselves.



BidChange™ | Function focussed

Change programmes to investigate, baseline and transform your functional bidding capability - helping you become the next version of you.

Our core services are delivered directly by the BidCraft crew - what you see is what you get with no drop-off from sales to delivery. We can also call upon a network of trusted partners who are experts in social value and bid writing.

Head to our website to learn more about how our services transform your bidding results.

 bidcraft.com

The BidCraft Ethos



Craft
Deliberate work shaped by judgement and experience, rather than defaulting to process or templates.



Advice
We're the critical friend who tells it like is, but only because they care.



Leaders
We are a company of leaders who all step up and contribute if they're best placed to do so.



Social conscience
Kindness, empathy and sharing are fundamental characteristics that make a big impact on the people we work with.



Doing the right thing
Earning trust before we expect anything in return.

Diversity
Different perspectives and lived experience that strengthen how we think and the decisions we make.

Our mission is to improve bidding best practices and make them accessible to everyone.

Change makers

Page 7

Based in the UK and Australia we're a team with expertise in every aspect of bidding.

Setting the standards

In 2023 we identified a crucial gap in the bidding industry and acted on it by leading a collaboration with the British Standards Institution (BSI) and the Association of Proposal Management Professionals to author PAS 360:2023, the international code of practice for bid and proposal management.

In 2020, we received APMP's Industry Innovation award for introducing Pre-Mortems as a new bidding technique and also became accredited to deliver certification training on APMP's behalf.

Leading the profession

We believe in making a difference and have voluntarily served on the board of APMP, helping shape the bid and proposal profession for the benefit of everyone.

In 2023 we launched the International Day for Bids and Proposals to recognise the valuable contributions bid and proposal professionals make to economic growth through their commitment and expertise.

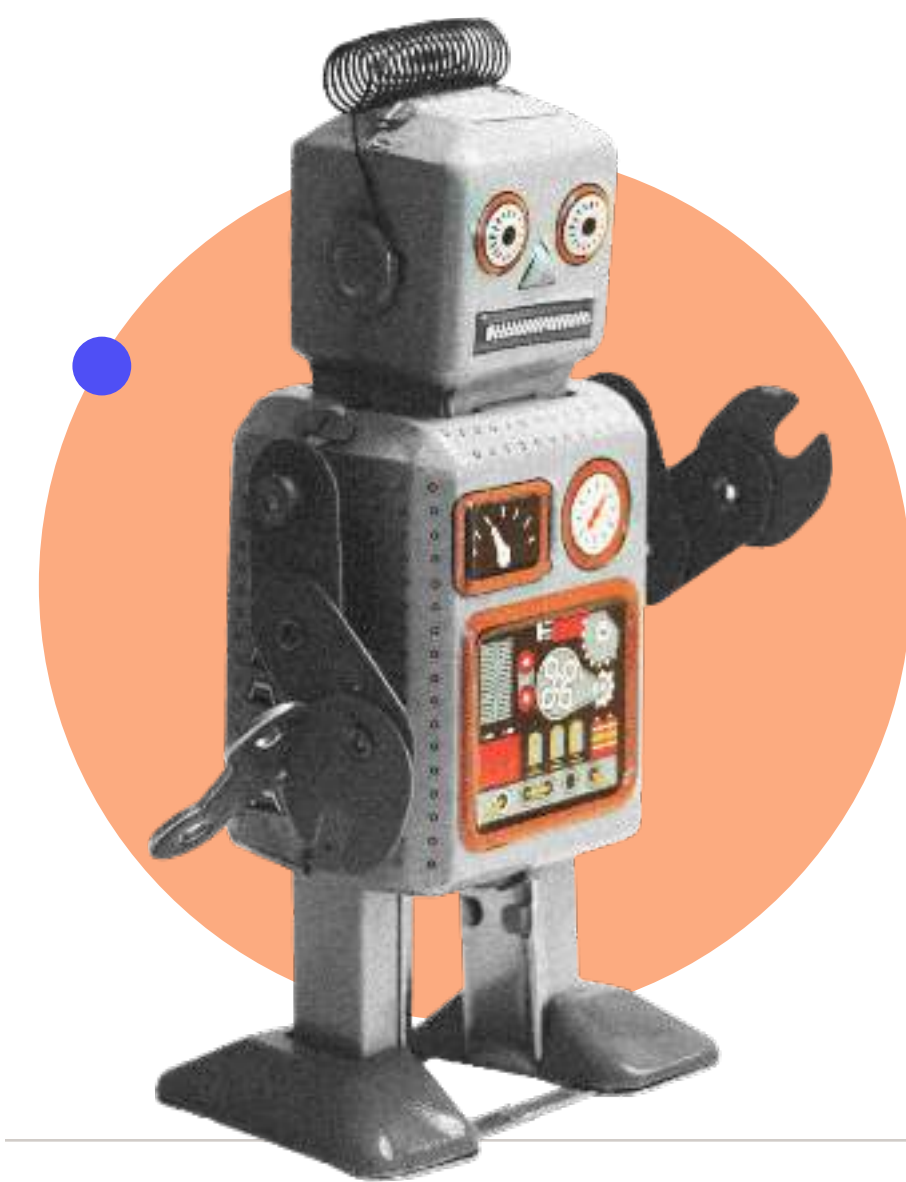
Head to our website to learn more about what makes us different.

 [Learn more](#)



Who we are

We're a team of
craftspeople who care
about how people value
and enjoy our work.



The Craft Promise

Many of our clients return for more support because, as well as being easy to work with, we are:

- 

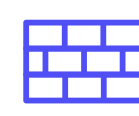
Responsive,
not complacent.
- 

Empathetic,
not lecturing.
- 

Pragmatic, not
overwhelming.
- 

Coaches, not
mercenaries.
- 

Hands on,
not hands
in pockets.
- 

Leaders,
not followers.
- 

Legacy builders,
not one hit
wonders.

Meet the team

Our core services are delivered directly by
craftpeople - what you see is what you get with
no drop-off from sales to delivery. We can also
call upon a network of trusted partners who are
experts in bid writing and social value.

Head to our website to learn more about us.

 bidcraft.com



Jon Darby



Eve Upton



Paul White



Andre Martin



Tom Wicks



Filipa Silverio



Carolina Costa

The testimonials

Page 9



“

We invited BidCraft to support us with a major Higher Education bid in early 2024, the first time we have used them. Since then, they have gone on to provide extensive training to the team and carried out a business wide assessment against the new BSI bid code of practice PAS 360. This left us with a clear plan which has formed the basis of major investment in our people and processes. Their work has been instrumental in helping us develop a blueprint for future development that is opening up new growth prospects particularly amongst Public Sector customers. What started off as a request for help has resulted in the beginnings of a major transformation for our business that has enhanced skills amongst our colleagues who now approach new bids with a renewed sense of confidence and optimism. Thank you BidCraft."

[Andrew Foster, Managing Director - Public Services, North](#)

[Read more](#)

Did you know

We are...

- » Based in the UK and Australia
- » Responsible for authoring BSI PAS 360:2023 Bid and Proposal Management code of practice
- » A Make UK Defence 'Fit for Defence' partner
- » The only Preferred Supplier for bidding skills training for the Career Transition Partnership
- » Awarded the Armed Forces Covenant bronze award
- » JOSCAR registered
- » An accredited training organisation for APMP's certification programme

★ DESIGNED BY
BidCraft

Find out more

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bidcraft.com

[@BidCraft](https://www.linkedin.com/company/bidcraft)

