

# 18 Projects. One Foot in the Door.

How a veteran strategic venture designer used one Audity session to win a first non-profit engagement under a fixed procurement cap — and set himself up for the competitive bids that follow.

<b>18</b> PROJECTS AUDITY SURFACED	<b>1</b> FIRST PROJECT WON (UNDER CAP)	<b>17</b> OPPORTUNITIES STILL OPEN	<b>~2 mo</b> DEMO TO PROJECT WON
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## 01 The Setup

The consultant referenced in this case study runs a strategic venture design and transformation consulting practice. He signed up for Audity's trial and wanted to see what the tool could do on a real opportunity — not a sandbox. The prospect was a non-profit organization consolidating eight different spreadsheets into one annual report every year. He had almost no time to prepare.

## 02 The Session

<b>UPLOAD</b>	A discovery-call transcript + 2 annual reports.
<b>ANALYZE</b>	Audity produced 18 prioritized recommendations — with direct quotes and strategic rationale for each.
<b>SCOPE</b>	He picked the recommendation that fit the client's procurement reality (a fixed non-competed supplier cap) and scoped around it.
<b>CLOSE</b>	Roughly two months and some sharpened sales chops later — project won.

*Paraphrased from his follow-up message: he won the first project Audity surfaced — out of 18. The non-profit's funding compliance limits what one supplier can be paid in a year without going to a competitive bid, and the project fit under that cap. That foothold positions him for every competitive bid that follows.*

*His own framing: it took a couple of months and some additional sales skills, but it worked.*

— PARAPHRASED · 2026

*Paraphrased from his in-session walkthrough: the output took the discovery-call conversation, walked into the annual reports, surfaced figures even when buried inside charts, and tied every recommendation to where the client wanted to move the numbers — including the specific outcomes they had said they wanted to reduce.*

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## 03 Why It Worked

**The ranked list = pipeline, not a to-do.** He picked one opportunity that fit the procurement threshold. The other 17 stay on the table as competitive bids — pre-scoped, pre-quoted, pre-sold.

**Traceable quotes made it defensible.** Every Audity recommendation came anchored to a direct quote from the source docs. He disclosed the AI assist; the evidence held up.

## 05 The Pattern — Why This Is Replicable

<b>18 recs = 18 shots on goal</b> Audity doesn't hand over one answer. It hands over a ranked opportunity map. The consultant picks the one that fits procurement reality first.	<b>Let the cap be the on-ramp</b> Procurement thresholds aren't blockers — they're a way in. Scope the first engagement to clear the bar, not exceed it.	<b>Sales still closes the deal</b> His own take: a couple of months and some extra sales skills. Audity accelerates the front of the funnel. The close is still yours.
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*Name, geography, client identity, exact figures, and direct quotes have been withheld and paraphrased pending case study sign-off. The mechanics, ratios, and outcomes described are accurate to the underlying engagement.*

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