

Interested in any of these...?



## Make evidence-based bid/no bid decisions

*Just think...* How many times you submitted a proposal without knowing enough and how much that cost you.

## Never miss a relevant opportunity

*Just think...* How many opportunities you missed because they were out of your CPV radar. Well, it's actually a lot more than you think.

## Be able to decide faster

*Just think...* How many times your bid decision came one week before the deadline.

## Build the pipeline of the year

*Just think...* How often you wished for a deadline extension for proposals to reach your quality standards.

## Discover your real potential

*Just think...* How expensive and time-consuming it is to have up-to-date information about your market and your real potential in it.

## Grow in new markets

*Just think...* How many times you thought about expanding but resisted because of potential risks and costs.

## Increase the Rol of your current investment

*Just think...* How often you wanted more than just a TED enhancement for the same amount than you currently spend.

## Then check out the C4P Platform

 The C4P Platform generates intelligence about the EU services market by applying deep analytics' techniques on open datasets published by the European Commission.

Check our website at [www.c4p.io](http://www.c4p.io) and contact us at [andreas@c4p.io](mailto:andreas@c4p.io)

What the C4P Platform offers



The **telescope** and **microscope** for the EU services' market.

### EU Institutions

- Complete buying profile
- How, on what and to whom they procure & they actually spend
- Spend per Policy area and EC Programme

### Service Providers

- Portfolio analysis
- Market position
- Real market potential
- Benchmark against market leaders
- Business strategy

### EU market

- Procurement results analysis
- Delivery results (actuals)
- Marker radar
- Long-term pipeline
- Individual opportunity analysis



And 3 things it requires from you



- 1 An internet connection
- 2 Ambition to grow your EU business
- 3 Up to 0.0001 of your real EU market potential

The cool stuff we did to make this happen



### Lexical & statistical analysis

To implement named entity recognition with high precision



### Multidimensional revenue allocation

To predict how expenditure is attributed to the different contractors



### Predictive modelling

To link procurement and delivery datasets



### Text analytics

To classify EU opportunities according to the real nature



### Interactive dashboards

For user-friendly reporting



### Daily update mechanism

To ensure the platform follow the update of the relevant datasets