

Win / Loss Debrief – Template

Template guidance reviewed 9 September 2026. Replace bracketed prompts with verified information. Follow the specific solicitation, amendments and submission instructions; this template does not determine eligibility or compliance.

Opportunity: [title] Result: WIN / LOSS Debrief date: [____] Owner: [____]

Notice received: [date / time / time zone] Debriefing or explanation requested: [date / method]

Applicable request deadline and source: [____]. Track any protest deadline separately with qualified advice; this retrospective does not extend deadlines.

Outcome & score

[Award decision, our evaluated rating/price vs. awardee where known]

What the customer told us

[Strengths, weaknesses, deficiencies cited in the official debrief]

What we did well

[Themes, sections, or moves that helped]

What we would change

[Concrete, repeatable fixes - not blame]

Pricing read

[Our evaluated price and any awardee price lawfully disclosed by the agency; source, date and limits on disclosure. Do not assume the full competitive range or competitors' cost breakdowns are available.]

Reusable assets

[Sections, graphics, or past-performance write-ups worth keeping]

Follow-up

[Action · Owner · Due date]