



INNOVATION IN THE PUBLIC PROCUREMENT



“Depressed CEO” - Persona

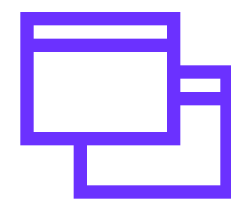
I hear this story again and again.

A company succeeds in the private market, then tries public tenders. They invest heavily, submit up to 10 bids, wait 3-6 months for each result with **no feedback, win nothing, and eventually fire the bid team**. They give up.

The CEO vows never to return to the public market.

Key Challenges We Solve With GenAI.

But they should be solved at the EU level.



European Tenders are scattered across 5000 sources

Most of the portals are extremely difficult to deal with. No reason for the 99% of them to exist.



Documentation and notice are located in different places

TED only contains notice files, which have limited information.



Irrelevant tenders drain time

Sales teams have to go through the documentation to discover that it contains red flag deep in the documentation.

Challenges for Startups and SMEs

Tenders are too abstract

Tender for “IT Services” with little details and a single lot. Lack of specialization.

Intentional Barriers to Entry

Often 3 years with 500,000+ EUR turnover is required.

Multiple references for large scale projects.

Process is so slow, startups die before decisions are made and scaling is impossible.

Suitable for “SMEs” — Empty Words

Such tenders are not any easier to apply or manage.

Systemic Challenges



Preamanged Tenders

We estimate that for 40% of tenders a winner was decided before the official competition.



Cross-border sales are negligible

When public officials promote “cross-border” trade, they mainly aim to help their local companies sell abroad, not to increase foreign participation in their own markets.

Tribal Knowledge and Lack of Signals

Expiring Contracts

Professionals monitor contract expirations and engage buyers early to gain an edge.

No way to ask buyers if they want your bid.

There is no way to assess where you stand and the tender is worth your time.

Professionals learn to detect simple contract refreshes and pre-arranged tenders.

Countless hours wasted on unwanted bids.

Despite the low average number of bids, only 4% of cold bids are successful.

No learnings can be extracted from the lost bids.

Why Buyers Should Care

Good companies don't bother.

Innovative and successful companies deprioritize the public sector.

More hurdles means fewer bids from good companies.

Innovative and successful companies stay away from overly complex bids, they have better business to pay attention to. You have to deal with the bottom of the barrel.

Lack of specialization.

Vague, low-quality tenders drive away real experts and advanced products.

Solutions - standardize

1 2 3 4

5000 to 50

5000 tender platforms reduced to 50

- Same format defined by TED for all European tenders.
- Force municipalities to stop using the old platforms, most of which were not updated for 20+ years.
- TED should become the storage of the full Tender documentation. No need to redirect outside of TED.

Solutions - Budget

1 2 3 4

X2

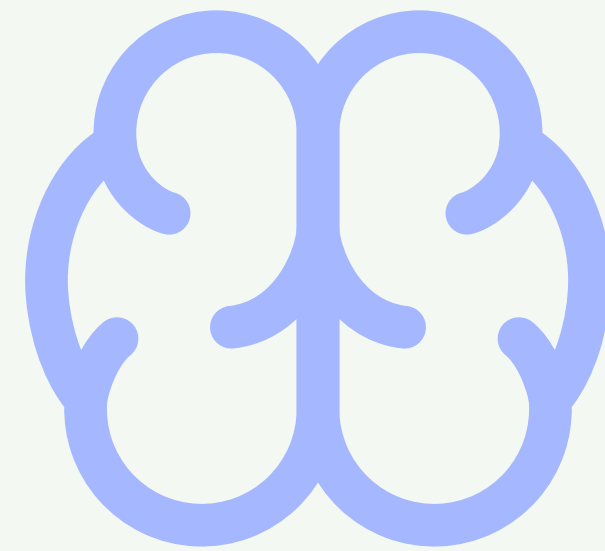
Double the innovation procurement budget

Years of systemic underinvestment in innovation have left plenty of low-hanging fruit, wasted talent, and countless opportunities for leapfrogging.

Proactively source new suppliers through the innovation hubs and other means.

Solutions - Budget

1 2 3 4



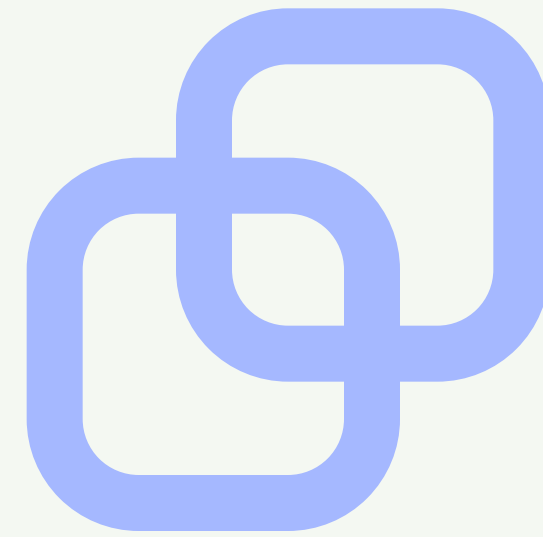
Regular Accelerators and Challenges

Make programs like “GovTech Connect Boot Camp” regular and frequent. Inject ambition in GovTech accelerators by working with the most successful VCs and former founders.

Raise the bar for the judges and advisors. Think founders of Stripe, Spotify, not an average consultancy.

Accelerate

1 2 3 4



Reduce the award decision to 2 months. Increase transparency.

- Simplify above the threshold tenders.
- Reduce duplication. Same documents are required for each tender, but in a different shape.
- Use modern software, AI, templates, advisors.
20,000,000 EUR tender for “IT services” with a single lot should not exist.
- Provide feedback to companies that lost.
- Force publication of award notices with transparent and useful information.

Clear Objectives For Startups

A single successful success story

Show us just one world-renowned startup that made it through the European public sector. Ideally, both in defense and outside of defense.

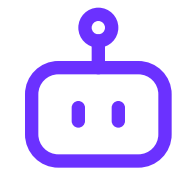
Make the public sector attractive to talent.

The vast majority of talented people stay away. This market is not for innovators.

Attract Private Investors

Private money allocated for innovation always go to the private market. Could it change?

How Tendery Can Help



Digital infra for Innovation Hubs

Great UX, high engineering standards, AI expertise, and a deep understanding of startup needs.



Solve the market fragmentation with GenAI

Aggregating unstructured data from 5000+ sources and standardizing it with AI.



AI Innovation Advisory

We want to help with AI adoption in the public sector.



Data Insights, Market Analytics

We can analyze the tender market, track key metrics, detect issues with AI, and more.

Tendery at a glance




Mission

Open European procurement to breakthrough innovators, empowering them to create world-class public services.

700 users

Fortune 500,
Scale-ups,
Startups.

Operating System for European Tenders

-  Automated discovery and qualification across 5000 sources.
-  Copilot with pre-uploaded documentation.
-  Market-intelligence dashboards & bid-readiness tools



Questions or Requests
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