

To: Offerors

Date: July 12, 2021

From: Procurement and Partnerships Team, INVEST Project; Implemented by DAI Global LLC

Subject: Request for Proposals (RFP) INVEST-091: Prosper Africa Executive Secretariat (PAES) Website Strategy & Design

Due: 1:00PM EDT on August 9, 2021

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's INVEST project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal for work as designated by the Prosper Africa Executive Secretariat (PAES), Bureau for Africa, Office of Sustainable Development (AFR/SD) under the USAID PAES Buy-In Activity.

Offerors must have the competencies outlined in the SOO and must be licensed and legally organized businesses.

- I. **RFP Process and deadlines:** We anticipate this solicitation will result in the award of one or more Time and Materials (T&M) subcontract(s) with a ceiling value of \$100,000-\$150,000. There is potential for the subcontract ceiling to be increased during implementation to expand and build upon activities completed under the SOO, but that is dependent upon programmatic needs and funding availability and is not guaranteed.
 - a. Submission of Questions – Questions must be submitted no later than **1:00PM EDT on July 19, 2021** via email to INVEST_Procurement@dai.com.
 - b. Submission of Proposals – Proposals must be submitted no later than **1:00PM EDT on August 9, 2021** via email to INVEST_Procurement@dai.com, copying Katherine_Tilahun@dai.com and Carly_Gorelick@dai.com. The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-091: PAES Website Strategy & Design” Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization’s DUNS number. Please limit file submissions to 10 megabytes or less. If the total submission size is greater than 10 megabytes, please submit in multiple emails and label each email as “1 of X, 2 of X,” etc.

- II. **Composition of Proposal:** Your organization’s proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10)-slide presentation with a minimum font size of 12, and graphics with a minimum font size of 10. Submissions in PowerPoint or in PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format. Offerors may use the budget template provided, which

includes tabs for overall T&M Labor Categories and specific subcontract LOE and pricing, or your own templates.

Part 1 – Technical Proposal

Please limit your technical proposal to no more than ten (10) slides. The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in the successful completion of all anticipated outputs of work.
2. **Institutional Capacity** - Offerors should provide details about the experience, expertise, or capacity of their firm to recommend the proposed approach and complete the work as described. This should also include past performance information for similar contexts.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to the activities described in the technical approach, as well as a clear management plan in narrative form for overall management of the activity and the development, review, and submission of all outputs of work.

In addition to the above, please include the following. These inputs will not be counted as part of the 10-slide limit and the format may be PDF or Word:

- One (1) to two (2) examples of past performance relevant to this activity (limited to two (2) pages per example)
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual)

A cover slide will be considered a non-counting slide, should offerors choose to include one. No additional annexes or documentation are requested now.

Part 2 – Price Proposal

The contract type for the presumptive award will be a Time & Materials (T&M) subcontract issued by DAI Global, LLC. Offerors should include a table of T&M Labor Categories as well as LOE and associated pricing per category for the implementation of this subcontract. The pricing should include the labor categories associated with implementing the SOO requirements in accordance with the offeror's technical approach, level of effort (LOE) per labor category, and any required non-Labor costs to build up to the total proposed price. Offerors may use the attached budget template or their own templates; please limit file submissions to 10 megabytes or less.

- III. **Evaluation of Proposal:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is

"not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required. Proposals will be evaluated against a stated number of factors, including the overall proposed approach, specific qualifications and past performance, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the price proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal.
 - a. **Technical Approach (45 points)** - Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its approach towards assessing needs and iterating of the Prosper Africa website to increase its value-add to users, facilitate user activity on the platform, and increase functionality. The technical approach should clearly demonstrate the offeror's strategy for developing and implementing a scalable, user-friendly, responsive website. The technical approach should also highlight how the offeror plans to adjust the type of support provided based on evolving priorities, user analytics, and lessons learned. The technical approach should also provide illustrative examples showcasing how the offeror has designed and supported interactive, user-friendly websites. Preference will be given to examples showcasing support to U.S. Government and/or other government clients.
 - b. **Institutional Capacity (30 points)** – Points for this section will be based on information presented in the corresponding section and any submitted past performance case studies. The offeror should demonstrate their knowledge and experience in developing modern, user-friendly website platforms, including USG websites if applicable. They should also highlight experience incorporating USG requirements for security and accessibility as detailed in the Statement of Objectives, or articulate an approach to meet these requirements if they do not have experience doing so. Points for this section will be based on offerors' previous experience and demonstrated ability to address the requirements in the SOO.
 - c. **Management Plan/Staffing Structure (25 points)** - Points for this section will be based on the qualification of the technical staff and particularly the proposed key personnel; professional experience in the area of specialization including experience building high-visibility sites on USG frameworks; training experience and past performance of proposed personnel including competence, reliability and responsiveness; percent time allocated to staff. Please provide CVs for proposed personnel as an Annex to the technical proposal (limited to two (2) pages per individual). Proposals should also include an explanation of the appropriateness of proposed labor categories and associated personnel – including the allocation of time to each labor category – to meet the requirements of the SOO. Please note that rate information for the labor categories should not be included in the technical proposal. If the offeror is submitting a proposal along with partners, the proposal should describe the nature of the arrangement (i.e. added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery.

- 2. Price Proposal:** Price will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with US government cost principles. We encourage all offerors to price their work competitively based on their experience providing similar services. Evaluation for this section will be dependent upon all information presented by the Offeror. Budgets will be analyzed for cost reasonableness of the staffing proposed, including Labor Category pricing, LOE per category, and cost build-up for any non-Labor costs.

The price proposal should include Labor Categories to address the Statement of Objectives, and proposed LOE per labor category and any associated non-Labor costs in response to the specific requirements of the SOO to provide a total price and cost build-up.

IV. Offeror's Agreement with Terms and Conditions: Please visit the [INVEST Procurement Forecast](#) website for RFP Terms and Conditions.

The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including Representations and Certifications compliance. Offerors must provide full, accurate, and complete information in response to this solicitation. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,

DAI INVEST Procurement and Partnerships Team

INVEST_Procurement@dai.com