



REQUEST FOR PROPOSALS

For PUBLIC RELATIONS Services

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Issue Date: June 15, 2017

Deadline for Submissions: Friday, June 30, 2017 by 4:00PM EDT

Cognitive Operational Systems, Inc (COSY) is requesting proposals for planning, coordination, implementation, and administration of Public Relations services.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer Public Relations services to deliver outcomes from leveraging earned media awareness about COSY amongst our respective target customers, as defined below.

The selected vendor will be retained for (1) calendar year from the date of project start with the opportunity for continued annual renewals subject to a mutual termination clause.

Background

Cognitive Operational Systems, Inc. (COSY) is an aisle intelligence software as a service (SaaS) company that provides retailers with a 21st century solution to better understand and manage store and inventory needs. The company has recently completed a Series A round of funding.

Overview

The prospective vendor replying to this RFP will be or represent a firm, company, or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations services, and how the vendor would approach the projects outlined in the Scope of Work and deliver successful outcomes. Proven experience with technology start-ups is recommended.

The Public Relations goal of COSY is to leverage earned media in target markets to promote the company as the leader in aisle intelligence technologies. Priorities include promoting:

- COSY as a leader in aisle intelligence technologies

- Cost-effective and scalable solutions for customers
- Thought leadership
- Client Success Stories

Target audiences and markets include:

- Retailers -
 - Store Operations (Director or above)
 - Visual Merchandiser (Director or above, Merchandise Planner)
 - Technology R&D (Director or above)
- Manufacturers (Consumer Product Goods)
- Service Providers
- Staff Recruitment
- Investors

Scope of Work

The Scope of Work is designed to encourage aggressive, proactive media outreach visibility for COSY including all its events and activities. Proposals should address primary priorities listed below with suggestions for secondary priorities.

Primary Priorities:

- Leveraging new clients to drive validation in the marketplace including coverage of any customer rollouts.
- Executing targeted public relations campaigns to generate qualified customer leads.
- Executing targeted public relations campaigns to generate interest for qualified potential personnel hires.
- Executing targeted public relations campaigns prior to next funding round to generate interest amongst potential investors.
- Creating and promoting COSY promotional videos for viral consumption.
- Representing COSY in all newsworthy press which would be distributed to targeted markets.
- Planning press conferences, targeted trade show appearances and PR events when appropriate to drive coverage.
- Highlighting the CEO as a thought leader to generate interest and submitting him for speaking opportunities.
- Working with the COSY marketing team to utilize social media to generate publicity, word of mouth, and grow COSY's overall social media presence. Utilize tools and technology including digital media and blogging to support day-to-day marketing efforts.

Secondary Priorities:

- Writing, formatting and distributing press releases to print, online and broadcast media.

- Conducting personal follow-up on outreach via phone, email, and print.
- Coordinating messaging with the COSY marketing team and arranging media interviews.
- Tracking coverage and measuring overall efforts, delivering weekly reports and comprehensive reports monthly (including estimated number of impressions and media value).
- Sending media clips on a regular basis while tracking coverage and measuring efforts.

Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter: A cover letter signed by an officer of the firm, company, or corporation, binding the firm/company/corporation to all commitments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform the Scope of Work. Please include:
 - Resumes and biographies of all principals assigned to the project.
 - List of capabilities corresponding to the Scope of Work.
 - Visual list of similar/relevant projects your firm/company/corporation has undertaken, including results achieved. Case studies that demonstrate quantifiable outcomes are highly recommended.
 - References from similar projects your firm/company/corporation has undertaken while optional, are recommended.

**If any element of the Scope of Work will be subcontracted, please provide the same information for the subcontracting firm.*

3. Approach to Scope of Work: Provide a detailed description of your approach to each Scope of Work element. A key aspect to focus on is increased outreach to target audiences as outlined by COSY.
4. Service Timeframes: Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each. This should include:
 - The account manager's name and specific staff assigned to the project
 - The estimated number of staff hours per month to complete Scope of Work
 - The estimated number of support hours needed from COSY
 - All personnel anticipated to be involved in each task

5. **Project Cost:** Provide detailed costs for the services to be performed by the vendor based on the Scope of Work. Potential service providers should be conscious of budget constraints for a startup.

Submission Requirement

Prospective service providers should submit a digital copy of their proposal to COSY on or before **Friday, June 30, 2017 by 4:00PM EDT.**

Any questions along with sending the digital copy can be emailed to jamie.reedy@cosyrobo.com.

Proposal Evaluation

Proposals will be evaluated on the following criteria:

- Qualifications and range of experience of project staff and any subcontractors
- Knowledge of COSY and project requirements as demonstrated under “Approach to Scope of Work”
- Written presentation, including readability and conveyance of technical aspects
- Project Costs

Schedule of events to include:

- **Friday, June 9th** - Introductory emails to initial PR firms
- **Thursday, June 15th** - Submission of COSY RFP to interested firms
- **Friday, June 30th** - Deadline for submissions from interested firms
- **Friday, July 14th** - Section of top five firms
- **Monday, July 17th- Friday, July 21st** - Schedule follow up interviews with stakeholders from COSY and selected top five firms
- **Friday, July 28th** - Successful firm selected

Vendors not awarded the work outlined here will be notified by email. The successful vendor will be required to sign a contract with COSY in which they accept responsibility for the performance of services as stated in their proposal.

After review of submissions, COSY may request to meet with, either in person or through video conferencing, potential service providers prior to selecting a vendor.

The selected top five vendors will be required to sign a Non-disclosure Agreement (NDA) provided by COSY to be signed by an officer of the firm, company, or corporation binding the firm/company/corporation to all terms outlined in the agreement.

Compensation

COSY will provide the selected vendor with a base compensation. Ability to build brand awareness where it results in qualified leads for COSY will create the opportunity for additional compensation for the selected vendor.

Provisions

COSY assumes no responsibility and no liability for costs incurred in the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

COSY retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of COSY.

A contract between COSY and the selected vendor will be subject to and in accordance with all Federal, State, and local laws as may be applicable.

COSY is an Equal Opportunity Employer. Minority and woman-owned businesses are encouraged to submit proposals.