

**To:** Offeror

**Date:** September 14, 2021

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

**Subject:** Request for Proposals (RFP) INVEST-097 Prosper Africa Secretariat Interactive Investment Map

**Due:** **1:00PM EDT on October 12, 2021**

Dear Offeror:

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 Secretariat, Bureau for Africa, Office of Sustainable Development (AFR/SD) under the USAID Prosper Africa Executive Secretariat Buy-in Activity.

**I. RFP Process and Deadlines:** This solicitation will result in the award of a Fixed Price Subcontract. We anticipate issuing a single subcontract award resulting from the implementation of this agreement, with an anticipated value of USD \$125,000 – \$150,000.

1. Submission of Questions – Questions must be submitted no later than **1:00 pm EDT on September 21, 2021** via email to [INVEST\\_Procurement@dai.com](mailto:INVEST_Procurement@dai.com).
2. Submission of Proposals – Proposals must be submitted no later than **1:00 pm EDT October 12, 2021** via email to [INVEST\\_Procurement@dai.com](mailto:INVEST_Procurement@dai.com), copying [Matthew\\_Mitchell@dai.com](mailto:Matthew_Mitchell@dai.com) and [Leah\\_Day@dai.com](mailto:Leah_Day@dai.com). The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-097 Investment Map.” 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.

**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-slide presentation. 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.

### **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** – The Offeror will detail its 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 deliverables and milestones.

2. **Institutional Capacity** – The Offeror should provide details about the experience, expertise, or capacity of its 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** – The Offeror 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 the development, review, and submission of all associated deliverables, including a milestone schedule. Offerors are encouraged to engage in partnering arrangements if it will aid in providing best value to USAID, regardless of whether organizations belong to the USAID INVEST network. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery. Firms may consider partnering with other firms that bring in complementary skill sets and experience. 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 the offeror choose to include one. No additional annexes or documentation are requested now.

## **Part 2 – Cost Proposal**

The contract type for the presumptive subcontract(s) will be Fixed Price, awarded as a subcontract by DAI Global, LLC. Please include your total proposed fixed price for all activities, as well as individual deliverable pricing.

The Offeror should also include a cost breakdown of the hourly rates for proposed personnel, if applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. The Offeror is expected to use its own cost/budget template. 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, past performance, specific qualifications in the identified sectors and other evidence substantiating the bidder’s ability to deliver, including budget and time frame considerations. Specific preference will be shown for firms with experience conducting similar assessments.

1. **Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate the offeror on the following factors, consistent with the offeror’s technical proposal.

- a. **Technical Approach (40 points)** – Points for this section will be based on the information presented in the technical approach. The offeror will be evaluated based on its presentation of a clear approach, which reflects the requirements of this specific activity, but also incorporates the offeror’s competencies. The approach should include the offeror’s overall approach to:
- Designing and developing an interactive investment map that can be embedded in Prosper Africa’s existing website, be filterable by country, sector, and asset class, pull from live data sources, meets U.S. Government accessibility requirements.
  - Provide ongoing operations and maintenance support, including product and customer service, data management/quality assurance, and online metrics, etc.
- b. **Institutional Capacity (50 points)** – Points for this section will be based on information presented in the corresponding section and any submitted case studies. The offeror should demonstrate its:
- Experience and ability creating user-friendly investment maps that pull from live data sources;
  - Experience with U.S. Government security and accessibility requirements;
  - Ability to customize online operating systems and increase functionalities, including monitoring and extracting data reports;
  - Regional familiarity and networks across the African continent.
- c. **Management Plan/Staffing Structure (10 points)** – Points for this section will be based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Offerors will need to coordinate with the Secretariat’s web design and strategy partner to ensure the partner has access to all embedded code needed to deploy the map on Prosper Africa’s Website. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables. If the offeror is submitting a proposal along with partners, the proposal should describe the nature of the arrangement (i.e. added technical value) and the division of labor among the partners.
2. **Cost Proposal:** Cost 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. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach. Budgets will be analyzed for cost reasonableness of the deliverable price as well as the cost build-up.
3. **Offeror’s Agreement with 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](mailto:INVEST_Procurement@dai.com)

## **INVEST: Mobilizing Private Investment for Development**

### **Statement of Objectives for Request for Proposal (RFP) INVEST- 097 Prosper Africa Secretariat Interactive Investment Map**

#### **INTRODUCTION:**

The United States Agency for International Development (USAID) recognizes that as the world's development challenges become more complex, many can only be solved through market-based solutions. USAID's Private Sector Engagement team is working to expand collaboration with the private sector and pioneering approaches that catalyze investments into emerging markets.

Increasingly, private investors and businesses are looking at emerging markets for new opportunities. However, investing in these markets is complex, and USAID has an important role to play in mobilizing investment into high-impact areas.

Encouraging these investments requires new forms of collaboration. In September of 2017 through a contract awarded to DAI, USAID set up the INVEST mechanism to build and engage a network of partner organizations with valuable investment and finance expertise, including those that have not worked extensively with USAID in the past.

INVEST enables USAID Missions, Bureaus, and Independent Offices to quickly access niche expertise from this diverse network of partner organizations. These partners work alongside USAID to deliver customized financing solutions that address investment constraints, mobilize additional private capital, and produce development results for a variety of sectors and geographies.

INVEST pairs innovative technical approaches with streamlined and user-friendly procurement and subcontracting processes. These simplified processes level the playing field, ensuring that USAID can work with the best firm for the job, regardless of that firm's size, locality, or previous experience with government contracting.

#### **BACKGROUND:**

Prosper Africa is a U.S. Government initiative to increase two-way trade and investment between the United States and Africa. Prosper Africa leverages all of the U.S. Government's trade and investment support services - across 17 participating U.S Government agencies - to help U.S. and African businesses and investors identify partners, advance opportunities, and close deals.

In order to substantially increase two-way trade and investment between the United States and Africa, the Prosper Africa Secretariat leads communications and outreach for the initiative, driving private sector interest in doing business between the United States and Africa and connecting U.S. and African businesses and investors with two-way trade and investment opportunities, as well as the U.S. Government (USG) tools to advance those opportunities. The Secretariat uses the Prosper Africa website to connect businesses and investors with those tools and shine a spotlight on the opportunities across the African continent.

#### **OBJECTIVE:**

INVEST is looking for a partner(s) to design an interactive investment map that showcases U.S. investment across the African continent, and updates in real time as new investments are made. The map

is geared towards U.S. investors and is intended to showcase the activity and dynamism within the investment landscape across Africa.

The interactive investment map will be embedded on Prosper Africa's existing website, which is hosted at prosperafrica.gov and built on WordPress. The offeror(s) are expected to collaborate closely with INVEST's website design and development partner to ensure the interactive investment map displays properly and responsively on prosperafrica.gov.

#### **TASKS AND ACTIVITIES:**

The offeror(s) will provide direct support to the Secretariat and conduct the following activities:

- Identify live data sources that track U.S. investment across the African continent;
- Design an embeddable, interactive investment map that shows U.S. investment across the African continent. The map should:
  - Be filterable by country, sector, and asset class;
  - Pull from live data sources;
  - Meet U.S. Government accessibility requirements.
- Coordinate with the Secretariat's web design and strategy partner to ensure the partner has access to all embedded code needed to deploy the map on Prosper Africa's website;
- Provide quality control and resolve any bugs prior to launch;
- Provide operations and maintenance support, including direct product support, implementation of any necessary updates and changes to content, basic customer service, data management/quality assurance, and day-to-day project oversight. This may include progress reporting, account management, metrics tracking for performance, platform maintenance, and continued alignment of product and deals with client needs.

#### **PLACE OF PERFORMANCE:**

While there will be significant interaction with USG staff based in Washington, D.C., offeror(s) are not required to be based in the Washington area.

#### **IMPLEMENTATION TIMEFRAME:**

The expected period of performance for this work is set to commence on or around November 2021 and end September 2022.

#### **ROLE OF INVEST PROJECT:**

INVEST will work closely with the Secretariat, other relevant USG stakeholders, and the selected partner(s) during all stages of this work. DAI will subcontract the selected partner(s) directly and provide review and oversight throughout the life of the activity in accordance with INVEST's lean management approach. DAI will administer regular check-ins, output review, and manage an ongoing ME&L framework.

- **Partner Onboarding:** DAI will work closely with the Secretariat and relevant USG stakeholders to provide the successful offeror(s) with all necessary context and avoid duplication of efforts with existing activities supporting the Prosper Africa Initiative.
- **Project Implementation:** The selected partner(s) will implement the work as prescribed by the work plan(s). DAI will provide management support and ensure quarterly check-ins/reporting.

- **Ongoing Monitoring, Evaluation, and Learning:** DAI will work closely with the subcontractor to define appropriate indicators for the overall activity. DAI will work with the subcontractor to develop the ME&L plan at the kick off and will collect and review data from the subcontractor for requisite reporting to USAID throughout the life of the activity. The selected partner(s) will be required to reasonably maintain and report on relevant data as part of the periodic check-in process. DAI will conduct data quality assessments as necessary.

**CONTRACT TYPE:**

DAI anticipates awarding a Firm Fixed Price (FFP) subcontract.

**ANTICIPATED BUDGET:**

The anticipated budget for this activity is approximately USD \$125,000 - \$150,000.