



**To:** Offerors

**Date:** February 5, 2020

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

**Subject:** Request for Proposals (RFP) INVEST-039: Prosper Africa Executive Secretariat (PAES) Website Development

**Due:** **1:00PM EST on Friday, February 28, 2020**

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 Prosper Africa Executive Secretariat Buy-In Activity.

INVEST anticipates, there will be at least two phases of work for this initiative as described in the accompanying Statement of Objectives (SOO). The purpose of this RFP is to establish an Indefinite Quantity Contract (IQC) mechanism that covers both phases of the work to be completed. It is anticipated that one firm or consortium that best meets or exceeds the evaluation criteria will be shortlisted (also referred to as pre-qualified) and receive an IQC, resulting in:

- **Task Order One: Phase I** Issuance of an initial Firm Fixed Price Task Order to the awarded offeror covering Task Order One of the SOO. The scope of the subcontract will be finalized during award negotiations based on the offeror's respective proposal submission.
- **Additional Task Order(s): Phase II** Requests for Task Order Proposal (RFTOP) will be issued to the IQC holder to propose the tools/steps to enhance website functionality as a result of the work completed under the initial Task Order. Task Order issuance under Phase II is not guaranteed and is open to the discretion of INVEST.

Offerors must have the competencies outlined under both phases/activities in the SOO and must be licensed and legally organized businesses. The ultimate *combined* IQC ceiling for *all Task Orders* is expected to be between USD \$350,000 and \$400,000.

- I. RFP Process and deadlines:** We anticipate that this solicitation will result in the award of one IQC mechanism. The IQC will include an initial Fixed Price Task Order covering Task Order One of the SOO. We anticipate that at least one subsequent Task Order will be issued to the IQC holder for work under Phase II as outlined in the SOO.
1. Submission of Questions – Questions must be submitted no later than **1:00 pm EST on February 13, 2020** 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 EST on Friday, February 28, 2020** via email to [INVEST\\_Procurement@dai.com](mailto:INVEST_Procurement@dai.com), copying [Katherine.Tilahun@dai.com](mailto:Katherine.Tilahun@dai.com),

[Matthew Mitchell@dai.com](mailto:Matthew.Mitchell@dai.com), and [Talin Baghdadlian@dai.com](mailto:Talin.Baghdadlian@dai.com). The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-039: PAES Website.” 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.

**Composition of Proposal:** Your organization’s proposal should comprise of 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 slide deck or document of no more than ten (10) slides/pages.

**NOTE: Proposal components for Phase II will be illustrative based on the examples outlined under Phase II in the SOO.** Submissions in PowerPoint or in PDF are acceptable. Please provide a copy of your cost proposal in Excel format. Technical proposals should be submitted as a slide deck or document of no more than ten (10) slides/pages with a minimum font size of 12, and graphics with a minimum font size of 10.

### **Part 1 – Technical Proposal**

Please limit your technical proposal to no more than **ten (10) slides/pages**. The technical proposal is composed of the following 4 sections:

1. **Technical Approach to Phase I (Phase I of the Prosper Africa External Website)** – 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 deliverables and milestones.
2. **Technical Approach to Phase II (Tools to Enhance User Functionality)** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). Offerors will outline their approach for discovery, design, and implementation of Phase II of the Prosper Africa website and detail their approach to increasing functionality and user experience.
3. **Institutional Capacity** - Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if a partnering arrangement is proposed) to carry out the proposed approach for both Phase I and Phase II and complete the work as described. Points for this section will be given to firms that have past performance in timely and successful delivery of similar types of high-visibility websites and projects. Offerors will also be evaluated on their experience and demonstrated ability to address each of the requirements and deliverables in the SOO.
4. **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 the development, review, and submission of all associated deliverables, including a milestone schedule.

Offerors are permitted and 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. Firms may consider partnering with other firms that bring complementary skill sets and experience given the broad relevant experience and expertise needed to cover the breadth and possible support. 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.

In addition to the above, please include the following:

- Two (2) examples of past performance relevant to this activity (limited to five (5) pages per example). Examples should be within the past 5 years.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (limited to two (2) pages per individual)

**NOTE:** These inputs (past performance examples and CVs) will not be counted as part of the 10-slide/page limit and the format may be PDF or Word. A cover page will be considered a non-counting page, and offerors should include one and list on it the names of all firms participating in the bid. No additional annexes or documentation are requested now.

## **Part 2 – Cost Proposal**

The contract type for the presumptive task order(s) will be Fixed Price, awarded under the IQC subcontract issued by DAI Global, LLC. **Please include your total proposed fixed price for Phase I along with details for specific deliverable pricing.** Please note that the overall budget estimate as stated above is for *both* Phases. We encourage all offerors to price their work competitively based on their experience developing these types of websites.

Offerors 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. Please see the template attached with the solicitation materials for guidance. However, offerors are not required to use the template as long as the cost proposal captures the necessary elements (i.e. deliverables table with breakdown of how the deliverable totals were calculated). Please limit file submissions to 10 megabytes or less.

## **Part 3 – Evaluation of Proposal**

**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 offeror 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/or 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 offerors on the following factors, consistent with the offerors' technical proposal.
  - a. **Institutional Capacity (60 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.
  - b. **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 platforms for open innovation, knowledge management, social networks, design, and more; 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. If the offeror is submitting a proposal 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.
  - c. **Technical Approach (15 points)** – Points for this section will be awarded based on the information presented in the technical approach. Points will be awarded to firms describing their thoughtful approach to addressing the Statement of Objectives (SOO). The offeror will be scored based on its presentation of a clear approach which reflects the requirements of this specific activity but also incorporates the offeror's competencies.
    - i. **Phase I** –Points will be awarded based on the Offeror's innovative approach to developing, testing, launching, and maintaining a modern Prosper Africa website.
    - ii. **Phase II** –Points will be awarded to firms describing their 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.
2. **Cost Proposal:** As stated above, the submitted cost proposal should only take into consideration *Phase I* of the activities. We encourage all offerors to price their work competitively based on their experience developing these types of websites. Cost will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with US government cost principles. 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.

Once the IQC is issued, the budget for each subsequent Task Order, if issued, will be analyzed for cost reasonableness at that stage. Please include your total proposed fixed price for Phase I along with details for specific deliverable pricing in Phase I in response to this RFP.

**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-039:**  
**Prosper Africa Executive Secretariat (PAES) Website Development**

**INTRODUCTION:**

Through INVEST, USAID seeks to unlock the potential of private capital to drive inclusive growth in countries around the world. Increasingly, private investors and businesses are looking to emerging markets for better returns and new market opportunities. Encouraging investment in high-impact areas important to USAID such as agriculture, financial services, infrastructure, energy, clean water, health, and education, requires new forms of collaboration between USAID and the investment and business community.

INVEST is a flexible buy-in mechanism managed by DAI. It is providing support to Prosper Africa – a U.S. Government initiative to substantially increase two-way trade and investment between the United States and Africa.

**BACKGROUND:**

Prosper Africa brings together the full range of U.S. Government resources to connect U.S. and African companies with new buyers, suppliers, and investment opportunities. By harnessing the power of U.S. and African private sectors, Prosper Africa advances our mutual prosperity and security, fuels economic growth and job creation, and demonstrates the superior value proposition of transparent markets and private enterprise for driving growth. Prosper Africa facilitates deals and reduces their risk, supports business-friendly policy reforms, connects businesses with the full range of U.S. Government trade and investment support services, and drives development through private-sector investment and partnership.

The initiative aims to modernize and synchronize U.S. capabilities and efforts and establish a one-stop shop where U.S. and African businesses can access the full range of U.S. Government services. The U.S. Government is now working to operationalize Prosper Africa and coordinate efforts with major private sector players and development partners.

Prosper Africa is a whole-of-government initiative, with participation from 16 Government Agencies. To serve as a “one-stop shop,” it needs a modern website that will enhance the initiative’s credibility, appeal to investors and executives, and directly connect users to the U.S. Government’s trade and investment support services. The current site, [www.trade.gov/prosperafrica/](http://www.trade.gov/prosperafrica/), is inadequate for supporting such a mission.

**OBJECTIVE:**

INVEST is looking for a partner(s) to design, develop, test, and maintain an improved Prosper Africa website targeted toward U.S. and African investors and corporate executives. The site will support Prosper Africa’s goal to increase two-way trade and investment between the U.S. and Africa by connecting users with the full range of U.S. Government trade and investment support services.

INVEST will use a phased approach. The first phase—published quickly—will be a content focused site that acts as a “digital brochure” for the Prosper Africa initiative. In addition to a Homepage, INVEST anticipates Phase I of the website will include other sections such as “About,” “Services,” “News,” and “Contact Us.” A definitive structure will be decided in consultation with the INVEST and Prosper Africa Executive Secretariat teams during implementation, relying on feedback and input from the successful offeror.

In Phase II, the website will include additional, more nuanced functionality to enhance the user

experience, present additional resources, and guide users to the information that would be most useful to them. The implementation of Phase I must lay the groundwork for enhanced functionality in later phases. During Phase II, the successful offeror(s) will be expected to increase website functionality and user interaction. Specific tools and functionalities will be determined after conclusion of Phase I, in close coordination with INVEST and the Prosper Africa Executive Secretariat teams.

Proposals for the site should be flexible, transferable, and scalable.

**REQUIREMENTS FOR PHASE I WEBSITE:**

- Built with modern web standards: responsive/adaptive layouts, progressive enhancement, semantic markup—optimized for speed, security, and extensibility
- Performant for users in high latency and low bandwidth environments (e.g. Eastern/Central Africa)
- Compliant with Prosper Africa [guidelines](#)
- Compliant with US Web Design Standards [More information is available at <https://18f.gsa.gov/2015/09/28/web-design-standards/> and <https://designsystem.digital.gov/>]
- Compliant with USG requirements for security and accessibility [More information is available at <https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services/>]
- Phase I site should be in English but additional languages (e.g. Arabic, French, Portuguese, and Spanish) may be required in later phases
- A user-friendly online system that allows INVEST and USAID staff to easily manage content on the site after its development
- Should not preclude additional functionality from being added over time

**DELIVERABLES AND TIMELINE:**

The expected period of performance for this work is set to commence on or around April 2020 and end September 2021.

Specific deliverables are outlined below. Throughout the period of performance, INVEST will hold regular check-in/planning calls with the successful offeror(s).

A successful proposal will outline a strategy to deliver against the following timeline:

No.	Description	Anticipated Timeframe
1	Two-hour onboarding and planning meeting to identify website goals and target audience. Collect all needed information for subsequent steps.	April 2020
2	Develop sitemap and wireframe	1 week
3	Provide 3 design concepts	1 week
4	Development	2 weeks
5	Conduct SEO review for website content	(Simultaneous: same deadline as design and build back end and front end)
6	Populate site	1 week
7	Test, troubleshoot, review, and publish	1 week

8	Provide training to INVEST and USAID staff on use of the content management system	1 week
9	Troubleshoot any new issues and maintain site	Ongoing through September 2021

The development of Phase I is expected to take 8-10 weeks. The remaining time will be dedicated to developing Phase II, troubleshooting issues, and maintenance.

**CONTRACT TYPE:**

To support this phased approach, INVEST intends to issue a single-holder Indefinite Quantity Contract (IQC) under which INVEST will issue multiple task orders.

*Offeror may be required to sign a non-disclosure agreement for any support staff engaged once engagement has begun.*