



To: Offerors

Date: April 7, 2020

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

Subject: Request for Proposals (RFP) INVEST-043: Prosper Africa Executive Secretariat (PAES) Internal Platform

Due: **1:00PM EDT on April 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 implement the identified platform 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.

- 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 EDT on April 14, 2020** via email to INVEST_Procurement@dai.com.
 2. Submission of Proposals – Proposals must be submitted no later than **1:00 pm ED April 28, 2020** via email to INVEST_Procurement@dai.com, copying Katherine_Tilahun@dai.com, Matthew_Mitchell@dai.com, and

Talin_Baghdadlian@dai.com. The subject line of the email should be your organization name, followed by “Submission under RFP INVEST-043: PAES Internal Platform.” 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 for the technical and price proposals combined. 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.”

Composition of Proposal: Your organization’s proposal should comprise the following submission documents. The Technical Proposal and Price Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a 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 price 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 4 sections:

1. **Technical Approach to Phase I (Requirements Mapping of the Internal Platform)** – 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 (Implement Internal Platform)** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). Offerors will outline their approach for design and implementation of Phase II of the Prosper Africa Executive Secretariat Internal Platform.
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 implementing multiple systems (e.g. Salesforce, Google Suite, etc.) 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:

- Three (3) to six (6) examples of past performance relevant to this activity (limited to three (3) slides per example). Examples should be within the past 5 years, and should highlight implementing multiple systems, if possible.
- 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. Offerors should include a cover page and list on it the names of all firms participating in the bid. No additional annexes or documentation are requested now.

Part 2 – Price Proposal

The contract type for the presumptive award will be one IQC subcontract with Firm Fixed Price Task Order(s), issued by DAI Global, LLC. **Please include your total proposed fixed price for Phase I along with details for specific deliverable pricing.** We encourage all offerors to price their work competitively based on their experience designing and implementing these types of platforms. Offerors should not include any pricing for platform implementation (including platform license costs) or other work estimated in Phase II. Instead the price proposal should only include pricing for the work in Phase I, which is listed in the attached SOO.

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 price proposal captures the necessary elements (i.e. deliverables table with breakdown of how the deliverable totals were calculated).

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 and implementation.

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. **Institutional Capacity (50 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 completing a requirements mapping for the development of an internal platform and in directly implementing that platform. Offerors should highlight experience incorporating USG requirements for security, accessibility, and interoperability, 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. **Technical Approach (30 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 a requirements matrix and providing actionable recommendations to implement a comprehensive deal tracking and information sharing solution.
 - ii. **Phase II** –Points will be awarded to firms describing their approach to developing, implementing, and maintaining an internal platform that meets the needs of Prosper Africa.
 - c. **Management Plan/Staffing Structure (20 points)** - Points for this section will be based on the qualification of the proposed technical staff; professional experience in the area of specialization including: vendors or systems that can be used for deal tracking and aggregation, in addition to collaboration and engagement in real-time editing; past performance of proposed personnel including competence, reliability, and responsiveness; and 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.
- 2. Price Proposal:** We encourage all offerors to price their work competitively based on their experience providing requirements mappings and developing these types of platforms. Price will be evaluated separately from the technical approach, with due consideration for realism, 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 price 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: 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. 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

INVEST: Mobilizing Private Investment for Development
Statement of Objectives for Request for Proposal (RFP) INVEST-043:
Prosper Africa Executive Secretariat (PAES) Internal Platform Requirements Mapping

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. The Prosper Africa Executive Secretariat provides support in the coordination and implementation of the Prosper Africa initiative, which includes promotion of collaboration, learning, evaluation, performance monitoring, knowledge management, strategic communications, and research.

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 Prosper Africa Secretariat coordinates U.S. Government activities with 16 Federal Agencies: the Office of the U.S. Trade Representative; the Departments of Agriculture, Commerce, Defense, Energy, Homeland Security, State, Transportation, and the Treasury; the Export-Import Bank of the United States; the Millennium Challenge Corporation; the U.S. International Development Finance Corporation; the Small Business Administration; the U.S.-African Development Foundation; the U.S. Agency for International Development; and the U.S. Trade and Development Agency. The U.S. Department of Labor is an increasingly active participant.

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. With 16 agencies all working to capture and promote investment opportunities between the United States and Africa, Prosper Africa needs an internal platform that can serve as a central tracking mechanism across these different agencies.

OBJECTIVE:

INVEST anticipates there will be at least two phases of work for this specific effort. 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. INVEST will issue an initial Task Order for Phase I, described below, and then potential subsequent Task Orders for work under Phase II. Award of Task Orders under Phase II is not guaranteed and is wholly at the discretion of INVEST.

For Phase I, the selected Offeror(s) will complete a requirements mapping for the development of an internal platform or platforms for USG staff working on the Prosper Africa initiative. The envisioned functionality for this internal platform includes deal tracking and collaborative document sharing and editing by USG interagency staff across multiple USG agencies and departments (see interagency list above). The requirements mapping will identify the business processes, systems, tools, level of effort, and budget required to successfully scope, build, roll out, and operate this platform. This mapping will require interviewing all 16 Government Agencies that are part of Prosper Africa to understand their security, functionality, interoperability, and compliance requirements to find or develop a tool or tools that all 16 agencies can use.

The selected offeror(s) should build a vendor list and requirements matrix that USAID can use to procure a platform or platforms that can meet Prosper Africa's functionality requirements as well as the security requirements of all participating agencies. The selected offeror(s) will also make recommendations on whether Prosper Africa can integrate with existing USG tools, including integration with existing external or internal platforms (e.g., Salesforce, Foreign Affairs Network, Microsoft Teams, Google Suite) or integration with the external-facing Prosper Africa website.

Finally, the offeror(s) will develop a high-level implementation plan that includes rough order of magnitude (ROM) pricing for implementation and sustained support and maintenance. This implementation plan will help inform the work in Phase II.

During Phase II, the selected Offeror(s) would implement the proposed solution analyzed and agreed upon in Phase I. Details of this second phase will be developed and finalized using the output of Phase I. Phase II is not guaranteed and will be activated at the discretion of INVEST.

Agency interviews

The selected offeror(s) will interview the 16 agencies participating in the Prosper Africa initiative (see interagency list above) to assess their requirements and ability to access various tools that have the functionality described below. Through these interviews, the selected offeror(s) will identify steps that would be required for each agency to access these platforms and the estimated timeline for each. In addition, the offeror will develop a process to prioritize the 16 agencies, based upon importance to deal facilitation, deal processing (e.g., State), security, and complexity/cost of implementation, for example. The offeror will work with the Prosper Africa Secretariat to set-up the interviews. Some interviews may be held in small groups, inviting members of agencies with similar user-cases or security constraints. Given current circumstances, these interviews will be conducted virtually via conference or video call, using the offeror's conferencing system(s).

1. Deal Tracking:

The selected offeror(s) will be responsible for assessing and recommending vendors/systems that can be used to aggregate current transaction and investment opportunities from a wide variety of sources identified by the Prosper Africa initiative. These sources include but are not limited to: Salesforce databases, spreadsheets managed by partner agencies, agency databases, content stored in Google Docs, and more. The deal tracking system should allow users to consolidate information currently dispersed in those other sources.

The deal tracking platform would need to be accessible to U.S. Government employees across 16 agencies based across the United States and the Africa continent. All users would need to be able to add

information into the system. The platform may also require differing levels of access and authorities, depending on the user.

The deal tracking functionality must account for the sorting and segmentation of trade and investment opportunities by various factors, such as country/region, sector(s), type of transaction, potential size of deal, risk level, and other appropriate factors decided by the Prosper Africa team.

The selected offeror(s) must also consider security and functionality across Government Agencies, in addition to cost reasonableness and effectiveness and level of effort, when proposing the solution(s) after the interviews. The selected offeror(s) should use the stakeholder interviews to identify the security, functionality, interoperability, and compliance requirements.

2. Collaborative Real-Time Editing:

The selected offeror(s) will be responsible for assessing and recommending platforms that can be used by interagency members to collaborate and engage in real-time editing on trade and investment related materials. Some agencies currently use Google Suite for collaboration and real-time editing, while others block access to this suite of tools. The selected firm will be responsible for researching options for interagency collaboration given different agencies' security requirements. This activity will include coordinating with IT representatives for each participating Prosper Africa agency to determine how agency officials will be able to access the software/platform from the office. The offeror will work with the Prosper Africa Executive Secretariat to identify and connect with these IT representatives.

The selected offeror(s) will be expected to recommend tools or platforms offering this functionality that can be used across all agencies, taking into account security, cost reasonableness, effectiveness and estimated level of effort to deploy that tool or platform.

3. Implementation and Maintenance/Service:

The selected offeror(s) will be responsible for developing an implementation plan, to include costs and long-term maintenance and support options. This analysis will serve as the basis for Phase II of this effort, which will be the actual purchase, implementation, and maintenance/support of a comprehensive deal tracking and information sharing solution that meets Prosper Africa's needs.

DELIVERABLES AND TIMELINE:

The expected period of performance for Phase I of this work is set to commence on or around May 2020 and end on or around July 2020. The final deliverable will include a comprehensive report that outlines a recommendation on the platform, a complete vendor list (with security, functionality, interoperability, and compliance requirements), and an implementation plan that includes anticipated long-term maintenance and support. The report will also include summaries of the interviews with the 16 U.S. government agencies.

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 (Note: activities can/should occur in tandem):

No.	Description	Anticipated Timeframe
1	Two-hour onboarding and planning meeting to identify internal platform requirements, security details, and functionality. Collect all needed information for subsequent steps.	May 2020
2	In-depth Government Agency interviews (Anticipate in-depth engagement with 2-3 key agencies (e.g., State, Commerce, USAID), possibly involving multiple discussions, and a possible data call/group interview with other agencies)	3-4 weeks
3	Vendor list and platform requirements matrix	3-4 weeks
4	Comprehensive report that outlines a recommendation on platform(s) for deal tracking and collaborative real-time editing, a complete vendor list (with security, functionality, interoperability, and compliance requirements), and an implementation plan that includes anticipated long-term maintenance and support. The report will also include summaries of the interviews with the 16 U.S. government agencies.	3-4 weeks

CONTRACT TYPE:

To support this activity, INVEST intends to issue an IQC subcontract with Firm Fixed Price (FFP) Task Orders. Task Order 1 will be issued along with the IQC award.

BUDGET EXPECTATION:

INVEST is not providing a budget range at this time. Offerors are expected to price competitively based on previous experience.

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