

# **Request for Proposals**

## **RFP Number: HQ-2022-04**

**Services being Procured:**

**Domestic U.S. Market Study**

**Issued By:**

**Equal Access International  
1001 Connecticut Avenue, NW Suite 909  
Washington, D.C. 20036**

### **Key Dates:**

<b>RFP Issued:</b>	<b>July 22, 2022</b>
<b>Deadline for Questions:</b>	<b>July 29, 2022, 6:00 PM EST</b>
<b>Deadline for Submission of Proposals:</b>	<b>August 5, 2022, 6:00 PM EST</b>
<b>Anticipated Award Date:</b>	<b>August 2022</b>
<b>Anticipated Commencement Date:</b>	<b>To be determined at award</b>

## **Background information**

Equal Access International (EAI), a U.S.-based non-profit headquartered in Washington, DC, invites qualified individuals and firms to submit a proposal to provide Domestic U.S. Market Study services to EAI.

## **Instructions to Offerors**

### **1.1 Issuing Office**

Equal Access International  
1001 Connecticut Avenue, NW, Suite 909  
Washington, D.C. 20036 USA  
[eaprourement@equalaccess.org](mailto:eaprourement@equalaccess.org)  
Website: <http://www.equalaccess.org/>

### **1.2 Anticipated Award Type**

The award resulting from this RFP is anticipated to be time and materials based on a fixed hourly rate. Refer to Annex 1 – Statement of Work for an overview of expected tasks and responsibilities. The anticipated award date is stated on the cover page, and the period of performance will start shortly thereafter; date to be determined by mutual agreement.

### **1.3 Period of Performance**

The initial period of performance for these services is two weeks. EAI will review performance with the option to terminate the agreement for non- or under-performance, as well as have the option to extend the period of performance. Any such extension will be discussed with the awardee prior to the completion of the initial period of performance.

### **1.4 Basis of Award**

The award will be issued to the responsible and reasonable offeror who offers the best value to EAI using a combination of price and technical or non-cost/price factors.

### **1.5 Submission of Questions**

EAI will answer questions regarding the requirements of this RFP. Questions may be submitted via email only at [eaprourement@equalaccess.org](mailto:eaprourement@equalaccess.org) with the subject line title of: **RFP-HQ-2022-04**. Questions are due no later than the date and time stated on the cover page. All answers to questions, if any, shall be provided to all potential offerors who submitted questions and be posted on EAI's website with the solicitation.

### **1.6 Submission of Proposals**

Proposals must be submitted **no later than the date and time stated on the cover page**, via email to [eaprourement@equalaccess.org](mailto:eaprourement@equalaccess.org) only. The subject line of the email must reference: '**EAI RFP HQ-2022-04** and the **Vendor Name**.

### **1.7 Interview/Clarification Questions and Answers**

EAI reserves the right to ask questions of offerors and to conduct interviews regarding their proposal, particularly relating to the technical approach and key staff, prior to final evaluation and award. If EAI chooses to conduct interviews, they will take place before the anticipated award date.

## **1.8 Proposal Format**

For EAI to conduct the most efficient proposal evaluation, bidders are required to include in their proposal the information as described below. The Technical Proposal and Cost Proposal must be submitted in separate files, but may be transmitted in one email (as attachments in the required format).

### **1.8.1 Technical Proposal**

**a. Technical Approach** – Offerors must describe their proposed technical approach to providing the services required in the SOW (found in Annex 1). In a Word or pdf document of **no more than two (2) pages (not including any Annexes)**, describe: a) of the activities you would undertake to provide the required services and/or deliverables; b) your past accomplishments providing these or similar services; and c) how you would prevent or mitigate any existing, potential, or perceived conflict of interest.

**b. Key Personnel** – Offerors must list a minimum of one (1) and maximum of three (3) key personnel, and—in an annex (in Word or pdf) to the Technical Proposal—provide CVs of the key personnel’s work experience and other relevant qualifications (including language proficiency). Key personnel are those who will be responsible for a significant portion of the SOW (as outlined in Annex 1). Each CV must be two (2) pages or less. Key personnel must be provided during performance of any resulting contract and may be replaced only with the approval of EAI.

**c. References** – Offerors should provide—in an annex (in Word or pdf)—three (3) points of contact who can reference direct work experience with you and/or your organization related to services provided that were or are similar to the SOW in Annex 1 to this RFP. References should include (at a minimum) the points of contact’s: name; organizational affiliation; email address; and phone number.

If you cannot present the requested number of references, please briefly explain why. The annex consisting of all references as well as any (additional) explanation (if applicable) must be no more than one (1) page total.

### **1.8.2. Financial Proposal**

Offerors must submit a cost proposal/pricing, including hourly rate(s) for services described in Annex 1 – SOW. The cost proposal/pricing must be valid for a period of 12-months. The budget should include key personnel name(s) and their rates (per hour), and additional fees or charges, if any. Other direct costs, as may be approved in advance during implementation of the award, will be reimbursed at cost, and need not be included in the proposal. The cost proposal may be submitted in Word, pdf, or Excel, but should be no more than one (1) page in print copy in whichever format.

## **1.9 Evaluation of Proposals**

EAI will use best value determination for the award. A best value determination means that, in EAI’s estimation, the selected offer will provide the greatest overall benefit in response to the

requirements stated in this RFP. It may be in EAI's best interest to consider an award to other than the lowest-price offeror or other than the highest-rated technical offer. The evaluation factors and allocated points are as follows:

- 1. Technical Approach** – Up to 25 points awarded based on the information presented in response to 1.8.1.a above.
- 2. Relevant Key Personnel and Organizational Experience** – Up to 75 points based on the relevant experience of key staff and the offeror's organizational portfolio of relevant performance, including references of past clients, as requested in 1.8.1.b and 1.8.1.c above.
- 3. Cost** – The cost proposal will be reviewed and evaluated for realism and reasonableness. EAI reserves the right to evaluate cost/technical trade-offs, and will award to the firm or individual providing the best value to EAI, both cost and technical factors considered.

#### **1.10 Validity of Proposals**

Proposals submitted shall remain open for acceptance for a minimum of ninety (90) days from the Deadline for Submission of Proposals. The selected Offeror(s) shall supply the services requested at the proposed hourly rate(s) for the entire period of performance.

#### **1.11 Minimum Bidder Qualifications**

Offerors submitting proposals must:

- 1) Be officially licensed to do such business in their place of registration and operation;
- 2) Provide (in annex) documentation to verify licensure (e.g. tax id, registration certificate);
- 3) Not be or debarred or suspended by the United States Government and must not appear on any excluded parties list or otherwise be ineligible for award;
- 4) Be able to demonstrate adequate management, human and financial resources to perform the contract; and
- 5) Have satisfactory records of performance history, integrity, and business ethics.

EAI shall not award a contract to any organization or individual determined ineligible for award by the US Government.

#### **1.12 Late Proposals**

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors are responsible for ensuring their proposals are received according to the instructions stated herein. Late proposals may be considered at EAI's discretion.

#### **1.13 Modification of RFP Requirements**

EAI retains the right to terminate this RFP or modify the requirements upon notification.

#### **1.14 Right of Negotiation and Acceptance of Proposal**

This RFP does not legally obligate EAI to award a contract. EAI reserves the right not to make an award to any Offeror, or make awards to more than one Offeror. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of a proposal.

EAI may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP as outlined in this document and any subsequent modifications.



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A proposal must be complete, signed by an authorized signatory, and delivered before the deadline. EAI reserves the right to waive any minor discrepancies in a proposal.

EAI reserves the right to issue an award based on the initial evaluation of proposals without discussion. EAI also reserves the right to enter best and final negotiations, including interviews, with any responsive Offeror for all or part of the proposed scope.

## ANNEX 1

### STATEMENT OF WORK

### DOMESTIC U.S. MARKET STUDY SERVICES

Equal Access International (EAI) – a non-governmental organization (NGO) headquartered in Washington, D.C. – partners with communities around the world to co-create sustainable solutions using community engagement and participatory media and technology. With funding from bi-laterals, multi-laterals, foundations, and individual donors, EAI has a 20-year record of accomplishment and currently operates in Burkina Faso, Cameroon, Chad, Kenya, Mali, Nepal, Niger, Nigeria, the Philippines, and Somalia.

#### **PROJECT OVERVIEW:**

EAI seeks to engage a consultant to support a domestic market research study to obtain new business development in domestic (U.S.) programming that aligns with EAI’s technical capabilities globally. The services will span identifying new business opportunities for EAI to work domestically in the areas of gender and social inclusion and justice, social behavior change, youth development to reducing youth radicalization, and/or Countering Violent Extremism. The consultants are expected to proactively coordinate with the Business Development Team to develop EAI’s unique value proposition in capturing new U.S. based opportunities. The consultant will report to the Senior Director of Business Development.

#### **OBJECTIVES/DELIVERABLES:**

The main responsibilities and tasks among the required services are:

##### Market Study Phase

Facilitate technical brainstorm sessions (minimum 2 sessions) with BD Unit, Technical Team, and EAI Leadership to identify and narrow down specific entry points for EAI’s technical capabilities to be applied to domestic issues.

- **Output: Deliverable 1 - an aligned document that clearly defines and outlines the market research report and key research questions.**
- **Outcome:** BD Unit, Technical Team, and EAI leadership will be aligned and have specific expectations of what the market study report will need to address.

##### Market Fit Phase

In collaboration with EAI’s BD Unit and Technical Team, identify and persuasively articulate EAI’s value proposition on domestic issues.

- **Output: Deliverable 2 – Develop EAI White Paper and Deliverable 3 – EAI 1-pager**
- **Outcome:** EAI technical team and BD Unit will contribute inputs and provide feedback in the finalization of White Paper and 1-pager.
- Research and evaluate specific selected foundations and other potential funders’ interest in the technical areas identified and amounts of funding allocated to the specific thematic areas.
  - **Output: Deliverable 4 – arrange 3-5 meetings with potential funders**
  - **Outcome:** Conduct outreach and facilitate key EAI introductions to potential funders. Review EAI’s pitch/concept notes/teasers for dissemination to foundations and/or other potential funders.

**DELIVERABLES:**

- D1) **Market Study Report** (minimum 10 pages, and 25 max) the study should research and provide informative insights on identifying new business development for EAI’s programming to be applied towards domestic issues. The report will be based on the agreed outline to be developed in conjunction with EAI staff during technical brainstorm sessions.
- D2) **EAI White Paper** defining EAI’s domestic value proposition (minimum 5 pages, and 8 max) the value proposition should be specific the market opportunities identified in the market study report.
- D3) **EAI 1-pager** to demonstrate unique approaches/capabilities of interest to identified potential funders
- D4) **Potential Funders Meetings** arranged and facilitated with 3 to 5 potential funders

**KEY PERSONNEL EXPERTISE:**

- Bachelors’ degree (or equivalent) in business, international relations, international development, or related field.
- 8+ years of experience in philanthropy and business development, non-profit organization, including experience with foundation applications/proposals.
- Experience in obtaining private foundation funds and knowledge of U.S. domestic market
- Professional proficiency in English

**AVAILABLE RESOURCE MATERIALS:**

EAI will provide the consultant with necessary documents and guidance. While EAI will provide any available background documents to identify and narrow down specific entry points for EAI’s technical capabilities to be applied to domestic issues, the consultant is expected to identify and use resources via electronic and print media, and solicit additional information and resources, as necessary.

**LOCATION:**

Remote/home-based

**TRAVEL:**

The consultant is not expected to travel.

**PERIOD OF PERFORMANCE:**

The period of performance for this Scope of Work is for (2) weeks, with the option of extension, depending on performance.