

**Request for Proposal (RFP)**

**Curriculum Development**

**RESPONSES MUST BE RECEIVED BY**

**April 26, 2021**

**Expected materials submitted in response to this RFP:**

- Proposal –to include a description of approach, methodologies, team behind, previous experience and timeline.
- A draft budget of all costs associated with producing the expected outputs.
- Proposal and budget should be submitted by 11:59 PM EST on April 26<sup>th</sup>, 2021 to [procurement@weconnectinternational.org](mailto:procurement@weconnectinternational.org)

**Background**

WEConnect International, a corporate-led global non-profit, helps women-owned businesses access and succeed in global value chains. WEConnect International has, since 2009, provided business education, certification, and business connections to companies based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International member buyers represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. We support women-owned businesses based in over 120 countries. For more details on our organization please refer to our website at: <https://weconnectinternational.org/>

WEConnect International is working with the United States Agency for International Development (USAID) on a project called “Leveraging Digital Technology to Connect Women Business Owners to Markets for Inclusive Trade and Sustainable Economic Impact’. This project seeks to generate long-term opportunities for women-owned businesses (WOBs) to connect and conduct business with large buyers, including local and multinational corporations, government agencies, non-profits, and non-governmental organizations. As part of this project WEConnect International will conducting free online training activities for at least 400 women-owned businesses in developing countries.

**Objectives**

The main objective of this project is to create, improve, and adapt training content to an online, self-paced training format. Participants (women business owners) are expected to complete up to 13 training modules of self-paced training. As a result, participants are expected to implement consistent changes to their companies to improve their business models and increase their revenue. It is expected that the training is organized and delivered in a way that is friendly with users of different backgrounds, implementing best practices and technology to guarantee training effectiveness and impact. Topics will include but not limited to:

- Strategic planning (update from existing materials)

- Building effective business plans and rethinking business models
- Building a growth plan for the short and medium terms
- Achieving competitive advantage
- Marketing and sales (update from existing materials)
  - Developing a winning sales pitch
  - Commercial and negotiation skills
  - Building a successful sales capacity for B2B
- Financial planning (update from existing materials)
  - Building creditworthiness
  - Organizing companies' financials and determining capital requirements
  - Preparing companies for capital input
- Technology (update from existing materials)
  - Digital marketing and social media
  - Assessing what technology is needed to improve processes and building a technology implementation plan.
  - Leveraging internet based and cloud solutions for operation improvements.
- Leadership (update from existing materials)
  - Leadership styles
  - Improve leadership skills to retain and inspire teams.
  - Leveraging the women brand to become thought leaders.
- Data Management (new course).
  - address the importance of business data management to support women-owned businesses' growth and innovation trajectories
  - insights about its operations, industry and market behavior, opportunities for innovation and expansion
  - Using data to support the decision-making process
  - extracting, analyzing data, building a data management strategy, and all the laws that govern data use and management
- Building Resilience During Covid-19 (new course).
  - strategies to help women-owned businesses deal with a crisis and stay afloat.
  - finance and operations as well as navigating new opportunities with technology.
  - training approaches resiliency both from the business perspective and from the leader's point of view

The training program is intended for women business owners or key female decision makers running growth-oriented mid-size businesses who are responsible for final decision-making in day-to-day business operations. The program does not seek to train aspiring women entrepreneurs or business owners of start-up or micro-sized enterprises.

### **Key Activities**

- Review existing content and make recommendations for holistic enhancement and adaptation to online, self-paced training format.
- Assist in preparing new course materials for Data Management and Covid-19 resiliency for both online and live format.

- Present a plan proposal with timeline including monitoring and evaluation framework to track results and measure impact.
- Develop all new content that needs to be designed and refurbish all content that can be repurposed. Including support materials and list of references for external biographical /reading resources for each module.
- Design all materials to be consistent with WEConnect International’s branding and in coordination with WEConnect International’s marketing team.
- Work in coordination with WEConnect International team to build support materials as necessary such as videos, infographics, presentations, gaming activities, polls, and evaluations, etc.

### **Expected Outputs**

- Plan proposal with monitoring and evaluation framework
- Develop and update up to 13 training modules and that will be ready to be uploaded in online training platform<sup>1</sup>; editable to be translated to several languages.

### **Bidder Qualifications**

All bidding vendors must:

- Have experience in developing online training content for adult learning, especially training related to business management. Experience in training women entrepreneurs and women owned businesses in an international context desirable.
- Reference and outline relevant work experience.
- Provide a list of all personnel who will be working on the project.
- Provide one project manager as a primary point of contact. This point of contact must participate in regular (weekly and ad hoc) meetings and onboarding and provide regular status updates.
- Include clear pricing and budget information.

### **Proposal guidelines**

In order to be considered for this RFP, all bidding vendors must:

- Include a clear price proposal for the proposal
- Submit the application no later than April 26<sup>th</sup>, 2021
- Be able to launch begin work by May 1, 2021.

### **Costs**

Respondent will propose her/his fees in USD and provide cost breakdown structure based on outputs. All taxes should be included as per government policy and paid in full by the Contractor directly. WEConnect

---

<sup>1</sup> Provide estimation price per module. Unit pricing preferable.

International is a 501(c)3 Tax-Exempt Organization and is not responsible for collecting or paying national or local taxes.

**Evaluation Criteria**

Proposals evaluations will be scored based on the following criteria:

- Approach and methodologies 20%
- Consultant(s)n and previous experience 50%
- Cost 30%

**Project timelines**

The vendor will commence on/around May 1, 2021. Online training course will need to be completed by June 15, 2021.

***Request for proposal timeline***

Proposals in response to this RFP are due by 11:59 PM EST on April 26, 2021 . Intention to submit should be indicated by April 21<sup>nd</sup>, 2021. Questions may be submitted until April 23<sup>rd</sup>. 2021. Intention to bid, questions and Proposal should be submitted to [procurement@weconnectinternational.org](mailto:procurement@weconnectinternational.org).

Evaluation of proposals will be conducted from April 27<sup>th</sup> until April 29. Bidders will be notified during this time if any information or discussions are needed.

The winning proposal will be chosen no later than April 30, 2021.