



## **Request for Proposal (RFP)**

### **Curriculum Development**

#### **RESPONSES MUST BE RECEIVED BY**

**September 24, 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 including workplan and budget should be submitted by 11:59 PM EST on September 24, 2021 to [procurement@weconnectinternational.org](mailto:procurement@weconnectinternational.org) and [alizarzaburu@weconnectinternational.org](mailto:alizarzaburu@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 BID Invest in a project to insert more women-owned and women-led companies in value chains in Honduras. The 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, and non-profit and non-governmental organizations. As part of this project WEConnect International will conduct capacity building training for selected women-owned business.

#### **Objectives**

**The main objective of this assignment is to design, improve and adapt training content to online asynchronous and synchronous training.** Participants (women business owners) are expected to complete an e-learning course composed of two modules with 3 topics each. 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 include:

- B2B – how to do business with large buyers
  - Understanding procurement processes

- Understanding and arranging processes to meet the demand
- Building a sales capacity for B2B
- Business Readiness
  - Pricing and negotiation
  - Cash flow management to fund growth
  - Taking advantage of the WEConnect International network

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 prepare a comprehensive training plan for the 4 topics mentioned above.
- Integrate subject matter experts to design and improve the training content.
- Design storyboards for each of the modules.
- Include support materials and list of references for external biographical /reading resources for each module.
- Design training courses in Spanish and translate to English.
- Design training to be consistent with WEConnect International's branding and in coordination with WEConnect International point of contact for this assignment.
- Work in coordination with WEConnect International team to build support materials as necessary such as infographics, gaming activities, polls, and evaluations, etc.
- Develop pre and post training evaluation form to measure the effectiveness of the training

### **Expected Outputs**

Period of the assignment is between September 27<sup>th</sup> to December 15<sup>th</sup>, 2021.

- Work plan with all agreed deliverables and date as agreed with WEConnect International
- Detailed training curriculum developed for selected 4 topics
- Training materials in format agreed during the design process with WEConnect International
- Trainer guidelines with instructions on how to deliver each training
- Pre and post- training evaluation form to measure the effectiveness of the training

### **Key deliverable date/ timeline:**

- Complete developing module 1 by October 30<sup>th</sup>.
- Complete developing module 2 by November 15<sup>th</sup>.

### **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 virtually in an international context.
- 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 timeline, 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 September 24, 2021.
- Be able to begin work by September 30, 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 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%

### ***Request for proposal timeline***

Proposals in response to this RFP are due by 11:59 PM EST on September 24, 2021. Questions may be submitted until September 22, 2021. Intention to bid, questions and Proposal should be submitted to [alizarzaburu@weconnectinternational.org](mailto:alizarzaburu@weconnectinternational.org)

Evaluation of proposals will be conducted from September 24 to September 28, 2021. Bidders will be notified during this time if any information or discussions are needed.

The winning proposal will be chosen no later than Aug 19<sup>th</sup> , 2021.