



Request for Proposal (RFP)

Curriculum Development

RESPONSES MUST BE RECEIVED BY

November 1st, 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 in USD of all costs associated with producing the expected outputs.
- Proposal including workplan and budget should be submitted by 11:59 PM EST on November 1st, 2021 to procurement@weconnectinternational.org and 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 a corporate partner to develop asynchronous training for women business owners. 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 create and design, training content to online asynchronous and 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:

- Defining key performance indicators to integrate a growth strategy and activities
- Automation of sales and marketing processes

- Cash flow management to pursue market opportunities
- Process evaluation and integration for growth
- Designing an effective organizational structure

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 topics mentioned above.
- Integrate subject matter experts to design the training content.
- Design a comprehensive storyboard.
- 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 November 8th and December 31st, 2021.

- Work plan with all agreed deliverables and date as agreed with WEConnect International
- Detailed training curriculum developed for selected 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

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 November 1st, 2021.
- Be able to begin work by November 8th, 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 November 1st, 2021. Questions may be submitted until October 30th, 2021. Intention to bid, questions and Proposal should be submitted to alizarzaburu@weconnectinternational.org