



REQUEST FOR PROPOSALS

WEBSITE DESIGN & CREATIVE DEVELOPMENT

MAY 2017

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REQUEST FOR PROPOSALS TEDCO WEBSITE DEVELOPMENT

I. Project Overview

The Maryland Technology Development Corporation (TEDCO) is requesting proposals from website development and marketing firms with the necessary qualifications to develop and launch TEDCO's new website.

Two original hard copies as well as an electronic copy of your proposal should be sent to:

Maryland Technology Development Corporation
7021 Columbia Gateway Drive, Suite 200
Columbia, MD 21046
ATTN: Tammi L. Thomas
tthomas@tedco.md

Your proposal (both hard copy and electronic) must conform to this RFP and both must arrive at the above addresses no later than **4:00 p.m. on Friday, June 23, 2017 Tuesday, August 1, 2017**. Proposals will be considered non-responsive if received after this time and date.

Please direct any questions regarding this RFP to Tammi Thomas at tthomas@tedco.md.

Minority business enterprises, as defined in Section 14-301 (f) of the State Finance and Procurement Article of the Annotated Code of Maryland, are encouraged to respond to this RFP.

II. TEDCO Company Overview

Mission

To facilitate the creation of tech businesses and foster their growth in all regions of the State through the commercialization of technology.

Vision

To be Maryland's leading source of seed/early-stage funding for technology transfer and development programs and entrepreneurial business assistance.

TEDCO's Background

Nationally recognized as one of the most active seed/early-stage investors in the nation, TEDCO has a portfolio of more than 400 seed investments since 1998 through eight funding and six mentoring and education programs. TEDCO's \$22 million awarded to start-ups led to more than \$1 billion in follow-on funding; 4,358 jobs created at an average salary of \$74,700; and \$35.8 million in state and local government revenues attributed to TEDCO activities through fiscal year 2015.

TEDCO is also the administrator of the Maryland Stem Cell Research Fund (MSCRF). The purpose of MSCRF is to promote State-funded stem cell research and cures through grants to public and private entities in the State. (www.msccrf.org)

III. TEDCO's Audience

TEDCO works with a growing network of laboratory researchers, entrepreneurs, start-ups, early stage companies, business incubators, private investors and legislators interested in fostering innovative economic development in our region.



IV. New Website Objectives

Primary

- Top priority: To showcase TEDCO as Maryland's leading source of seed/early-stage funding for technology transfer and development programs and entrepreneurial business assistance.
- Create an exciting "look" for the website.
- Provide information about all existing and potential new TEDCO programs.
- Educate startups about TEDCO's various funding and mentoring resources.
- Incorporate the MSCRF.org website content into the new TEDCO website
- Educate follow-on funders about TEDCO's portfolio companies
 - Highlight diverse portfolio companies (including geographic, demographic, and industry)
- Inform targeted audiences, media, and general public about newsworthy events and milestones, such as:

- ICE Awards
- Entrepreneurship Expo
- Company investments
- Annual Maryland Stem Cell Research Symposium
- Educate TEDCO supporters about our economic impact on Marylanders and beyond

Secondary

- Promote TEDCO subject-matter experts
 - TEDCO's 'secret sauce' – its staff
- Promote business incubators and other economic development entities' milestones that are tied to TEDCO
- Display news and monthly newsletter in a dynamic, interesting way that is easy for existing TEDCO staff to post

V. New Website Functionality and Design Requirements

- Functionality that is essential to the new website includes the following:
 - Visual boxes on homepage
 - Mobile friendly
 - Current site is not mobile friendly¹
 - Easy to use content management system for multiple content manager access to specific webpages
 - Manageable 'Calendar of Events' spotlight and/or webpage
 - Manageable, visually appealing Newsletter webpage, to include a newsletter template
 - Existing website uses content that is generated from Constant Contact (example: <http://myemail.constantcontact.com/TEDCO-March-2017-Newsletter.html?soid=1110968675774&aid=tf1IztaUMss>)
 - Noticeable and easy way to sign-up for the TEDCO newsletter
 - Manageable web-form similar to <http://submissions.mscref.org/MSCRFupload>
 - Link to social media sites (LinkedIn, Facebook, Twitter, YouTube)
 - Video, photography, and podcast library
 - Advanced functionality for Maryland Entrepreneurs Resource List ("MERL") program
 - Online list of MERL volunteers more searchable (i.e. search by skills such as marketing, intellectual property, finance) – <https://merl.tedco.md/>
 - Include photos of MERL volunteers
 - Website design/content accessible to desktop and mobile users
- Optional features:
 - A blog on our website to share updates
 - Ability to create a quick web form (example: allow TEDCO to post a sign-up for MERL Office Hours)

¹ Source: Google, April 2017. TEDCO homepage can be difficult to use on a mobile device, viewport not set, text too small to read, clickable elements too close together, content wider than screen

- Maryland map identifying who the Rural Business Innovation Initiative reps are for particular regions and how to contact them
- E-commerce capability for events (similar to Eventbrite)
 - Registration payments (for free events as well, e.g., ICE Awards, Entrepreneur Expo, workshops, and webinars)
 - Sponsorship payments
- Follow TEDCO's Brand Guidelines (i.e. logos, color palette requirements, typography)

Content Requirements

- Firm will need to create a content outline
- Types of existing content: video, audio, photo, PDF, JPEG, PNG, PowerPoint
- Frequency of content updates: daily for some webpages (news, events, social media sites)
 - Need to be able to easily update content by TEDCO staff

Technical Requirements

- TEDCO needs administrative access to the webserver and databases
- TEDCO does NOT need a hosting solution
- The new website needs to be maintained by TEDCO
- The domain name will NOT change during the project
- The website will need to be compatible with the following browsers: Google Chrome, Mozilla Firefox, Safari, Internet Explorer, YouTube, Netscape, and UC (best mobile browser)
- The current website content management system is: WordPress (HTML)
- We have third-party applications that will need to be addressed, such as the MERL List
- Incorporate Google Analytics
- Will need to integrate with Microsoft Exchange emails
- Ensure design is compliant with Section 508 of the Rehabilitation Act of 1973 (as amended) (29 USC § 794d)

VI. Proposal Requirements

Firm's Qualifications and Experience

The response should state the following:

- The firm's qualifications and experience, including the local office's current number of clients and the number of local office staff (in-house and remote)
- The location from which the work on this engagement is to be performed and the number and nature of the professional staff to be assigned
- Similar clients served by the local office
- Examples of other websites developed by the firm
- The firm should be of a sufficient size and experience so that the services can be performed in an efficient manner within a reasonable time frame

Evaluation Procedures

- Responses will be evaluated according to the requirements of this RFP. Proposals will first be evaluated for technical merit, and responses which do not meet minimum qualifications or technical criteria will be eliminated.
- Each response shall include the Bid Form attached hereto as Exhibit 1. The Bid Form must reflect a total all-inclusive price and include all pricing information relative to performing the duties in this RFP. The total all-inclusive maximum price must contain all direct and indirect costs, including all out-of-pocket expenses. The cost bid must include a schedule of professional fees, hours and expenses, as well as a breakdown of out-of-pocket expenses.
- Cost will not be the sole factor in awarding this contract. The proposal will be awarded based on the best overall combination of experience, technical merit, and price.

All proposals will be evaluated on:

- Demonstrated expertise in and understanding of the regional entrepreneur ecosystem/innovation community, technology-based economic development, and university/federal laboratory technology transfer and commercialization
- Understanding of and ability to meet our goals and objectives
- Ability to provide prompt turn-around times for deliverables
- Impeccable in-house quality control
- Cutting-edge approaches, mindful of the rapidly evolving creative climate
- Firm and personnel qualifications and experience with weight given to experience of account team
- Ability of proposal to be executed within budget
- References

Responding vendors should include the following in your proposal responses:

A. Technical Proposal, including:

- a. Objective and scope of firm's services
- b. Brief case histories that illustrate the firm's website development capabilities/experience within the Maryland entrepreneurial innovation community, technology transfer and commercialization involving Maryland research universities and federal research agencies and investment entities
- c. List of proposed team members, including biographies and level of participation on the account
- d. References from at least three similar clients
- e. Explanation of firm's billing procedures including rates, mark-ups, etc.

B. Bid Form (Exhibit 1)

- a. Any bidder who does not include a complete bid price in their proposal will be deemed non-responsive

VII. RFP & Project Timeline Details

Please direct any questions, in writing, no later than **Tuesday, May 30, 2017** to Tammi Thomas, Vice President, at tthomas@tedco.md. Answers to all questions will be provided at the bidder's

conference/teleconference scheduled for **Tuesday, June 6, 2017 at 2 p.m. at TEDCO's office.** Attendance is optional.

In order to be considered for selection, respondents must submit a complete response to the RFP by **4:00 p.m. on Friday, June 23, 2017 Tuesday, August 1, 2017.** One original hard copy as well as an electronic copy of your proposal should be sent to:

Maryland Technology Development Corporation
7021 Columbia Gateway Drive, Suite 200
Columbia, MD 21046
ATTN: Tammi L. Thomas, Vice President, Marketing
tthomas@tedco.md

Should you be selected as a finalist or win the business, you will be contacted by **Friday, July 7, 2017 Friday, September 1, 2017 (projected).** Projected launch for the new website will be late fall 2017.

This RFP should not be construed by any respondent as a commitment by TEDCO to procure any services from any specific entity, nor to make such purchase in any case. Any and all expenses and costs of any kind incurred by a respondent in connection with responding to this RFP are the sole responsibility of the respondent.

TEDCO reserves the right to:

- Withdraw this solicitation at any time with no financial or other responsibility to any prospective respondent
- Conduct discussions and negotiations, at its sole discretion, with any respondent or respondents, without notification to any such excluded respondents, and
- Accept or reject, at its sole discretion, any or all bids

EXHIBIT 1
Website Development Bid Form

Name of Bidder: _____

Date Submitted: _____

Bid price in effect for 60 days from date of submission.

Maximum Bid Price – Website Design & Creative Development

(Written Price)

\$ _____
(Figures)