Request for Proposal

Agency for Development of Marketplace Platform – Driving Cross Border Innovations

Background

In partnership with United Nations Capital Development Fund (UNCDF) with funding support from MetLife Foundation, ACCESS Development Services and LEAD at Krea University jointly manage the secretariat for the financial health community of practice (COP i3-Access). The focus of the COP is to drive thought leadership on financial health through research and data, mainstreaming conversations on deepening financial resilience, and working with other institutions to create on-ground impact.

The partners are already working on setting up the following key components of the COP as public good, which include:

1. Digital Hub that would also host a scorecard and data dashboard, bringing data at the country level together to inform action for shaping the COP.
2. Brief research agenda that is based on a clear set of questions informing industry on ways to address different challenges facing low and moderate-income segments.

The remit of this COP engagement is global in nature and to build the global narrative. The partners are working to engage with other regional and global platforms on financial inclusion.

Terms of Reference

Development services for innovation marketplace for engaging start-ups, enablers and investors under one eco-system for driving cross border engagement

The COP engagement is looking to support the S20 engagement under the G20 presidency that can enable the innovations in the space of financial health to be more open and accessible.

Objective

This digital platform will support the exchange of innovations across borders and bring together various stakeholders in one central location. The project scope consists of phased web development, including but not limited to: functionality to support application form, unique profile creation, partner matching, webinar & video calls, and inter-profile messaging or chat function.

The marketplace would closely work with the digital COP on FH which is already been developed in-house by the team.

Proposed Scope and Deliverables

- Distinct registration and login interface for 3 categories of stakeholders (start-ups/innovators, investors, industry/enabler)

Start-ups to register their profile and solution details as well as indicate their solution domain against pre-defined categories and tags for better solution search on the Exchange

- Industry partners to register with company details and broad solution requirements and interest areas
- Start-ups and industry to also indicate their role during registration as solution seeker or solution provider or both
- In case both selected, option provided to choose the role while logging in, and to be reflected in post-login interface
- Investors to register with brief profile, sector(s) and start-up profile interest areas
- Categorization of start-up solutions based on technology and/or use-case domain
- Different post-login interface / dashboard for the 3 stakeholders
- Start-ups to view traction / interest received on their solutions
- Industry to be able to discover solutions through – (a) keyword search, (b) recommendation by the Exchange using trigger questions, (c) explore solution categories
- Investors to be able to search through keyword search along with profile, location and sector filters
- Messaging Board feature for industry and investors to initiate first contact with searched / identified start-ups on the Exchange Admin access for the i3-Access team to track all communication on the Exchange and pursue further discussions, as required
- An open access (no login) interface of the exchange to be created with limited search and navigation functionality, and nudges to register
- The homepage of the exchange to be designed with relevant and engaging content for all stakeholders / visitors
- Option for hosting public webinars with participation from nonregistered exchange users
- Options to make the start-up journey more engaging on the Exchange through feedback and data submission on interactions or deals through the Exchange (e.g. incentives and/or gamification to encourage start-ups to come back to the Exchange and submit data as well)
- Knowledge hub: User friendly and navigable repository for reports, insights and publications
- Solution hub: user friendly and searchable (with sector / country / domain filters) library of use cases and solutions
- Managing Incubation/Accelerator Challenge: Landing page with general information on the Challenge and hosting relevant videos / documents; Accelerator program management: onboarding and profile creation of the selected accelerator start-ups on the platform, along with webinars, customised communication and program tracking for the selected start-ups; Data submission by selected start-ups on the program and

progress; These features to be made modular for easy re-use / adaptation for other accelerator challenges to be run on the Exchange

Eligibility

- The service provider must be at least two years old registered entity with proven experience in marketplace development and tech with good understanding of database systems and designing front-end interface.
- Experience in building and managing marketplace platforms and good understanding of new technologies like AR/VR would be an advantage

Application Process

Interested firms must submit the following documents as proposals in order to demonstrate their qualifications.

All applications must contain the following information:

- Technical Proposal with an outline of the proposed approach and activities as per the required scope of the TOR. The firm should mention the focus area or its combination for which they are submitting the proposal
- Summary of previous similar work that establishes their experience
- Resume or summary bios of the proposed team
- Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, including professional expenses (such as insurance, taxes, etc.), logistics that may include travel, workshop, etc. This should be broken down for each of the focus area

Proposals must be submitted to i3access@accessdev.org by March 5, 2023 11.59 PM India Time.

Evaluation Method

The firms will be evaluated based on the following methodology:

- Technical Evaluation Weight - 70%
- Financial Evaluation Weight - 30%

The technical evaluation would be carried out based on the eligibility criteria laid above and an additional matrix that ensures the service provider's capacity to deliver on the scope. An expert team would conduct the technical evaluation.