Start Alberta
Web Portal Development
Request For Quotation (RFQ)

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INTRODUCTION PROBLEM

The following Request for Quotation (RFQ) document outlines the project requirements for the development and implementation of an enhanced Start Alberta web portal.

Please submit your RFQ by January 29th 11:59 pm MST. You can email the RFQ to Kelly Yagelniski at kdyags@gmail.com. If you have any questions or need clarify, please call 403-690-1184 or email kdyags@gmail.com.

Start Alberta is a consortium of the following ecosystem partners: Alberta Enterprise Corporation, Alberta Innovates, Calgary Economic Development, Edmonton Regional Innovation Network, Platform Calgary, Rainforest Alberta, Startup Edmonton, TEC Edmonton, The A100 and the Venture Capital Association of Alberta, herein "the Partners". Start Alberta is well-positioned to be the underlying data hub for all of Alberta's tech industry, for which local entrepreneurs, service providers, investors, government and external stakeholders can use to best fulfill their mandates. See the current MVP portal at www.startalberta.com for reference.

The current Start Alberta web portal is a great starting point and MVP for development of the new web portal and currently has over 900 companies and members. The primary focus of the current portal is as follows:

- Connect Alberta start-ups to programs, service providers and investors to accelerate growth.
- Starting point for startups to research and connect with local investors who fit their venture.
- Start Alberta provides a forum to share startup and investor content, press releases, investment deals to promote the Alberta ecosystem locally and beyond.
- Any startup that creates a profile on Start Alberta will have that profile data shared on global investor databases, reaching over 60 million investors.
- Thus, international investors can search for startups by industry, size and stage.

The challenge of any ecosystem is its ability to connect multiple partners, platforms and data. Currently there isn't a single web platform for Alberta startup programs, rather information, programs, events and news are fragmented, difficult to navigate and maintain and member partners spend a significant amount of time triaging their members to different sites and programs. Applications for programs and funding are time consuming, require duplication of entry from one application to the next, resulting in the entrepreneur spending significant time searching and applying for programs. The lack of a single platform also results in networking inefficiencies, overlapping industry events, efficient searching for investment opportunities, inability to integrate into other third-party platforms; and inability to measure performance of the entire ecosystem.

Examples of other Start Alberta partner sites that provide information on the Alberta ecosystem and programs are: [Alberta Enterprise](), [Alberta Innovates](), [Edmonton Regional Innovation Network](), [Platform Calgary](), [Startup Edmonton](), [TEC Edmonton](), [The A100](), [VCAA]().

OUTCOME SCOPE OBJECTIVE

The Start Alberta Partners are collaborating to upgrade the current web portal, by bringing together the current functionality of the current Start Alberta portal and other programs offered by the Partners, along with new services, into a streamlined user-friendly tool for Alberta tech entrepreneurs and startups.

The objective of the project is to better service technology start-ups, by efficiently connecting them to service providers and investors for quality programming and investment; and to provide other valuable linkages, e.g., news, jobs, event calendars; on a single integrated platform. The site will become a source of stories for media coverage and enablement of government objectives and policy. The desired outcomes are as follows:

- Common portal and data hub for access and application to programs of most all applicable programs by the entrepreneur.

- Program recommendations and self-assessment functionality by development stage; and ability for the entrepreneur to track and maintain their profile throughout their journey.

- All existing profiles migrated, and refreshed data fields added in accordance with industry standards without interruption to users and with site branding maintained.

- API connectivity to the Partners and to third party service providers; newsfeeds, job boards, dealflows.

- Dashboard display at an aggregate level, e.g., jobs created, revenues generated, capital raised, etc.

- Reporting capability for all members of the ecosystem to run reports according to their needs.

STATEMENT OF WORK (SOW)

The statement of work is as follows

- Develop a common startup profile database (hub) for the various constituents in the Alberta ecosystem, e.g., entrepreneurs, service providers and investors, following a standard data structure and industry classifications.

- For each constituent and their profiles, define linkages to partners' programs and funding, event calendars, newsfeeds, dealflows and peer-peer community support groups.

- A common or auto fillable application form that will enable entrepreneurs to easily navigate various service provider programs and apply for programs and funding, all from a single platform.

- Functionality to recommend and notify programs to the entrepreneur based on their profile, their stage of development and / or a self-assessment set of questions.

- Ability for entrepreneurs to consent to sharing their data publicly, privately or peer-to-peer sharing, and aggregation of data for industry reporting,

- System security and data privacy measures, e.g., password protection, dual authentication, etc.

- Mapping of an entrepreneur's profile to programs based on the development Phases, e.g., Ideating, Concepting, Committing, Validating, Scaling and Establishing. (Startup Commons)

- "Fishbone" or customer journey transcript concept to track the entrepreneur's journey and advancement through the development phases.

- Enable links to member partner campaigns, e.g., Start Alberta Tech Awards; and regular Partner calendar events.

- Define APIs for 3rd party platforms, including news feeds, job boards, deal flows that will be integrated to the platform.

- Migrate existing data sets to the new platform and update the data with new fields as per the new standards and industry classification codes.

- Provides analytics and reporting capabilities regarding industry metrics and benchmarks, including an exportable layer.

- Offers a comprehensive service plan or account management optionality for continued technology update and technical platform maintenance to ensure ongoing upkeep of the portal.

NOTE: If the capability and features as listed in the above SOW cannot be met as part of an initial product implementation:

- Clearly indicate intentions to develop the functionality as part of the product roadmap.
- Or indicate the scope, cost of development and timeframe in the cost estimate / milestone section at the end of the RFQ.
- Provide the scope, cost estimate and milestones for the portion of the project that you can deliver.
- Provide additional capabilities that are not listed in the SOW and timeframe for delivery, e.g., base product or future software release.
- Propose a partnership or joint development with another provider to deliver on desired milestones.

SERVICE LEVEL AGREEMENT

The availability of the portal is critical to the Alberta ecosystems partners and the Tech Community. As such, an agreement on the following is required.

- Guaranteed availability of the services and software.

- Timing of and prior notice of maintenance.

- Description of the security provisions at the hosting center and the technical infrastructure.

- Problem response and resolution times.

- Customer support description and support hours.

- Provision of service availability reports.

- Backup of customer data.

- Disaster recovery provisions.

- Right to terminate for breaches of the SLA.

VENDOR SELECTION CRITERIA

The software vendor selection criteria will be based on the following:

- Cost effectiveness of the software solution and value provided, including project implementation, development and ongoing maintenance and licensing fees.

- Ability to deliver the project in a timely manner and incrementally roll out features required but not available in an agile manner.

- Ease of ecosystem Partner mapping, connectivity and maintenance of diverse Partner programs and ability to "plug together" into a data hub.

- Interoperability of partner interfaces, systems and products, including Application Programming interfaces (API) to enable interactions between multiple ecosystem partner databases.

- Ability to evaluate and report on the success of the ecosystem via dashboard display and reporting capability.

- Technical architecture that makes web portal faster, secure and easy to scale, e.g., Jamstack.

- Open-source interfaces of front and back end components and ability of the Partners to customize the portal without paying high development costs.

- Ability to provide a Service Level Agreement and commit to its terms.

MILESTONES

A mutually agreed upon Project Timeline will be proposed by the vendor for client approval for completion of the work as part of the service agreement. The vendor will assign a PM and report weekly to the Start Alberta Partners.

- Recommend that the work is broken down into the following high-level phases, as per the table below.

- Feel free to modify the components of the SOW or provide more details as necessary.

- Provide high level milestones as per the table below (use months, e.g. Feb, Mar Year or Quarters; e.g. Q1, Q2, Year).

- Ensure that the SOW detail addresses the SOW requirements and identifies requirements not being met.

Statement of Work (SOW)	Milestones
Phase 1:	**Contracting**
Contract & Confidentiality Provisions ● Contract and confidentiality provisions agreed upon by software ("vendor") and the Partners ("client"), including: ● Agreement on project scope, requirements, solution architecture, network connectivity and security. ● Service Level Agreement (SLA)	MM or QTR YYYY
Phase 2:	**Deployment**
Configure Database, Software and Migrate Data ● Validate and migrated all user profiles to new platform with minimal platform disruption and preservation of existing brand. ● Update and add data fields, industry codes and development stages as per requirements. ● Configure all partner programs and linkages. ● Third party's API integrations to partner CRM databases and information sources; and other, e.g., Crunchbase. ● Configure master application components as per requirements. ● Configure program recommendation engine and fishbone customer journey transcript. ● Other requirements and functionality as per SOW.	MM or QTR YYYY
Validation ● Validate all database fields and linkages to partner programs ● Validate functionality, e.g., program recommendations, integration, fishbone journey map and other requirements as per SOW.	MM or QTR YYYY

Phase 3:	Launch
Commercial Launch ● UAT Testing by the Partners ● Training and procedures. ● Commercial launch. *Ongoing Maintenance Plan* ● Ongoing Account Management support, service offerings and SLA agreed upon and in place ● Detailed technology update (roadmap) and maintenance plan created and agreed to.	MM or QTR YYYY

PROJECT FEES

The Partners will compensate based on actual hours worked and pre-approved expenses, up to the agreed upon project maximum. Hours worked will be charged per resource at the following hourly rates. Any pre-approved out-of-pocket administrative expenses (e.g., travel, couriers, report production costs, etc.) will be billed at cost. Should the project warrant additional work beyond the original scope, the vendor will provide a quote for the client's review and approval.

The Partners shall pay the Vendor a **flat fee** (which shall be inclusive of all pre-approved expenses) for the Services completed under this Statement of Work (the "Services Fee") plus any GST payable in respect of such Services.

Project Resource	Hourly Rate
Resource 1 Project Role Experience	$
Resource … N Project Role Experience	$
Total Project Cost $	$

DEVELOPMENT COSTS

This section is to identify development costs that are required to build out the current product's functionality to meet the requirements as listed in the SOW.

Development Resource	Hourly Rate
Description of Development Work Package (itemize each feature) **Feature 1** Resources Experience	$
Feature… N Resources Experience	$
Total Development Cost $	$

Any pre-approved out-of-pocket administrative expenses (e.g., travel, couriers, report production costs, etc.) will be billed at cost. Should the project warrant additional work beyond the original scope, the vendor will provide a quote for the client's review and approval.

The Partners shall pay the Vendor a **flat fee** (which shall be inclusive of all pre-approved expenses) for the Services completed under this Statement of Work (the "Services Fee") plus any GST payable in respect of such services.

LICENSE FEES

License Fees	Rates
Monthly or Annual Subscription Fees, including expected annual inflation.	$