



REQUEST FOR PROPOSALS

Invited by 3Majors Private Limited
KUBIC Startup

Request for Proposals Issued: 02/04/2024

Deadline for Submittal of Proposals: 16/04/2024



I. INSTRUCTIONS

3Majors Private Limited (a KUBIC startup) is seeking proposals from qualified IT & Marketing firms to assist 3Majors in development and marketing of an edtech platform (details of which will be shared with shortlisted firms after signing an NDA). The firms applying shall consider the technical specifications (provided in this RFP document) in submitting their technical and price proposals

Interested firms are invited to submit one original signed proposal and five (5) separate digital copies (individual CDs or flash drives) in PDF format. The proposal shall be made in the format provided and the complete proposal, together with any and all additional materials, shall be enclosed in a sealed envelope addressed and delivered no later than 10th May 2024 to the following address:

Director ORIC
Khyber Medical University Business Incubation Center
KMU Peshawar Campus
Phase 5, Hayatabad, Peshawar.
+92 333 9191645
waseem.oric@kmu.edu.pk

This Request for Proposals (RFP) does not commit 3Majors Private Limited (Hereinafter referred to as the Company) to award a contract or pay any costs incurred in the preparation of a proposal responsive to this request. The company reserves the right to accept all or part of any proposal or to cancel in part or in its entirety this RFP. The company further reserves the right to accept the proposal that it considers to be in the best interest of the company.

All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All proposals, whether selected or rejected, shall become the property of the company. Firms are responsible for checking the website periodically for any updated or revisions to the RFP.

REQUESTS FOR INFORMATION

The objective of this Request for Proposal is to locate a source that will provide the best overall value to the company. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Questions related to this RFP should be submitted in writing to info@3majors.com no later than 5th May 2024.

II. BACKGROUND

3Majors Pvt Ltd (working on education technology in healthcare), which has embarked on an inspiring journey of growth and innovation. In a testament to their potential, 3Majors was awarded \$35,000 in the Innovation Seed Fund Award 2023, a competitive grant facilitated by the World Bank, HEC, HEDP, and i2i in Pakistan.

3Majors is using this fund to develop the technological infrastructure and a digital medical repository to prepare Pakistani medical professionals for national and international licensure exams, and improve their competencies to deliver evidence-based, quality medical care.

3Majors is facilitating a seamless transition from traditional paper based to paperless preparation and examination. It will significantly reduce the carbon footprint of the examination industry globally. Additionally, it aligns with the sustainable development goals 12, 13 & 15.

III. SCOPE OF WORK

1. The Company is seeking to_ and is looking for collaboration and assistance from qualified technology firms who can satisfactorily assist 3Majors in building essential features of the requisite edtech platform.
2. Also the company is seeking and is looking for collaboration and assistance from qualified marketing firms who can satisfactorily design and deliver a custom tailored marketing strategy for the company's edtech platform.

The firms applying shall consider the following technical specifications in submitting their technical and price proposals:

Technical Specifications for Technology Firms:

1. Scalability and Cloud Infrastructure:

- The platform architecture must be designed to seamlessly accommodate a high volume of concurrent users, ensuring optimal performance under varying loads.

- Leveraging cloud-based solutions is essential for flexible resource allocation, automatic scaling, and efficient management of infrastructure.
- Implementation of intelligent bandwidth management mechanisms to dynamically adjust resources based on user demand and network conditions.

2. Cross-Platform Compatibility:

- Development of applications for Android, Web and iOS platforms, ensuring a consistent user experience and full compatibility with device-specific features.
- Responsive web design principles should be employed to deliver a seamless user experience across different browsers and devices, including desktops, tablets, and smartphones.
- Utilization of modern cross-platform frameworks like React Native or Flutter to expedite development and ensure uniform functionality across platforms.

3. User Experience and Redundancy:

- The user interface design must prioritize simplicity, intuitiveness, and accessibility, fostering an engaging and frictionless user experience.
- Implementation of robust redundancy measures, including failover mechanisms and data replication, to guarantee uninterrupted service availability and data integrity.
- Rigorous testing procedures, including usability testing and performance testing, should be conducted to identify and address potential bottlenecks and usability issues.

4. Modular Database Architecture:

- Selection of a database solution with a modular architecture, such as a NoSQL database or a horizontally scalable relational database, to support seamless scalability and accommodate future growth.
- Incorporation of database partitioning techniques, distributed caching, and data sharing strategies to optimize performance and ensure efficient data management.
- Adoption of database migration and upgrade strategies that allow for major architectural changes without disrupting service availability or requiring downtime.

5. Administrative Interface for Exam Customization:

- Development of a comprehensive administrative dashboard equipped with intuitive tools and controls to enable administrators to design, manage, and customize examination patterns and methodologies.

- Provision of configurable parameters for designing exam formats, question presentation styles, time constraints, hint availability, and access to supplementary learning materials.
- Integration of advanced analytics and reporting features to provide administrators with actionable insights into exam performance and user engagement metrics.

6. Non-Native Environment Testing & Security:

- Integration of innovative technology solutions enabling examinees to undertake examinations in non-native environments using their own devices, while adhering to predefined time constraints and security protocols.
- Compatibility testing across a diverse range of devices, operating systems, and network environments to ensure seamless functionality and user experience.
- Implementation of robust security measures, including encryption protocols, device authentication mechanisms, and anti-cheating measures, to safeguard the integrity and confidentiality of examination data.
- Secure API Design: Ensure that APIs follow the principle of least privilege, granting only the necessary permissions to perform specific actions. Implement API rate limiting and authentication mechanisms to prevent unauthorized access and API abuse.
- Data Protection: Adhere to data protection regulations such as GDPR (General Data Protection Regulation) and HIPAA (Health Insurance Portability and Accountability Act).

Technical Specifications for Marketing Firms:

1. Campaign Objectives:

- Propel brand recognition and engagement across diverse audience segments.
- Cultivate conversion-driven interactions, establishing our platform as the premier solution for examination needs.
- Instill confidence and trust in the market by showcasing our platform's reliability and innovation.

2. Target Audience:

- Educational institutions: Engage administrators, educators, and students to highlight the platform's role in optimizing learning outcomes.
- Corporate training programs: Target HR professionals, trainers, and employees, showcasing the platform's efficacy in professional development and certification.

- Government agencies: Partner with regulatory bodies and policymakers, emphasizing compliance and dependability for licensing and certification.

3. Tonality:

- Approachable: Utilize inclusive and welcoming language to resonate with educators and learners.
- Trustworthy: Communicate transparency and credibility to establish trust with our audience.
- Innovative: Showcase cutting-edge features and technology to underscore our platform's competitive advantage.

4. Executional Guidelines:

- Unified Branding: Maintain visual consistency across all materials to reinforce brand identity.
- Multimedia Engagement: Employ a mix of visuals, videos, and interactive content to captivate audiences.
- User-Centric Content: Incorporate user testimonials and success stories to provide social proof and authenticity.

5. 360 Marketing Solutions:

- Visual Impact: Craft visually arresting digital and print assets to capture attention and convey key messages effectively.
- Immersive Event Coverage: Employ photography, videography, and live streaming to provide an immersive event experience, showcasing platform utility and user experiences.
- Tailored Communication: Develop tailored communication materials for traditional media (radio, print) and digital platforms, aligning with audience preferences.

6. Production and Development:

- Compelling Advertisements: Produce impactful advertisements for print, radio, and digital platforms, focusing on striking visuals and compelling messaging.
- Promotional Collateral: Design visually appealing brochures, flyers, and posters with clear, action-oriented messaging to drive engagement.
- Bite-Sized Video Content: Create concise, engaging videos such as testimonials and interviews to humanize the brand and resonate with

audiences.

7. PR Services:

- **Multilingual Outreach:** Generate and distribute PR communication across diverse languages and media channels to broaden our reach.
- **Media Engagement:** Facilitate media engagements, including interviews and press conferences, to amplify platform updates and achievements, enhancing brand credibility.
- **Influencer Partnerships:** Collaborate with bloggers and influencers to amplify brand messaging and foster authentic connections with target audiences.

8. Corporate Communication and Publications:

- **Brand Reinforcement:** Develop corporate communication materials, including giveaways/souvenirs, annual reports, and program announcements, to bolster brand identity and foster positive associations.
- **Strategic Media Placement:** Execute strategic media buys across print, electronic (radio), and digital channels to maximize visibility and engagement with our target audiences.

IV. CONTENTS FOR PROPOSALS

In order for proposals to be considered, said proposal must be clear, concise, complete, well organized and demonstrate both respondent's qualifications and its ability to follow instructions. The quality of answers, not length of responses or visual exhibits, is important in the proposal.

The proposal shall be organized in the format listed below and shall be limited to 20 pages (excluding attachments and appendices). Respondents shall read each item carefully and answer each of the following items accurately to ensure compliance with the company's requirements. Failure to provide all requested information or deviation from the required format may result in disqualification. Restate each item prior to addressing said item.

Instruction to Bidders

A. Submittal Letter

Include the RFP's title and submittal due date, the name, address, fax number, and telephone number of the responding firm. Include a contact person and corresponding email address. The letter shall state that the proposal shall be valid for a six months period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with the company shall sign the cover letter.

B. Description of Firm

This section should provide information regarding the size, location, nature of work performed, years in business and the approach that will be used in meeting the needs of the company.

C. Organizational Structure

Describe your firm's organizational structure. Supply the names of the professionals who will be responsible for this project. Please provide brief resumes for these individuals.

D. References and Description of Experience

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise of your firm and how the firm's expertise will enable the company to benefit from that expertise. Include the reference of at least three (3) clients working within the company's ecosystem, along with the names of individuals familiar with your work that can be contacted by the company staff.

E. Project Overview

This section should clearly convey the firm's understanding of the nature of the work related to student academic performance and the general approach the consultant will use to complete the project. This section should include, but not be limited to, a discussion of the organization of the project and a summary of the proposed approach.

F. Detailed Work Plan

This section of the RFP should include a full description of each step your firm would follow in completing the project. The work description should be in sufficient detail to show a clear understanding of the work and proposed approach. This section should also include a description of the format, content, and level of detail that can be expected for each deliverable. A schedule showing the important milestones should also be included.

G. Cost Proposal

This section must provide a full description of the expected expenditures for the work described in this RFP.

V. EVALUATION FACTORS

Consulting firms submitting proposals are advised that all proposals will be evaluated to determine the firm deemed most qualified to meet the needs of the company. The selection criteria will include, but not be limited to, the items listed below:

- A. Demonstrated understanding and responsiveness to the RFP.
- B. Proposals and experience of firm and personnel named in the proposal.
- C. Regulatory compliance with respect to GDPR and HIPPA laws.
- D. Firm’s national and international partnerships relevant to the scope of the project.
- E. Project understanding and approach including an understanding of the company’s sustainable vision.
- F. Satisfaction of previous clients. Provide three (3) references that reflect similar demographics and performance, and are similar to the work contemplated in this RFP. Include the scope of work for each reference.
- G. Pitch presentation by shortlisted firms (In person).

A panel of experts (which will include personnel from the company and KUBIC) will gauge the pitch presentation on the following criteria:

Clarity/ Understanding of Project’s Deliverables	Clarity/ Understanding of Scope of Project	Proposal Quality/ Strategic Depth	Internal team capability to handle proposal/Showcasing	Total
25	25	25	25	100

- H. Completeness and quality of the proposal.
- I. Cost proposal.

VI. PROCESS FOR SELECTING FIRM

A Selection Advisory Committee will select and rank in the order of their qualifications those firms deemed to be the most highly qualified to perform the required work.

The Selection Advisory Committee may choose to interview any, all, or none of the respondents as may be in the best interest of the Company. If interviews are held, the chairperson will notify those companies selected as to the place, date, and time. The company will make investigations as necessary regarding the financial stability of any or all respondents and may require review by the company’s legal counsel. The names of all firms submitting proposals and the names, if any, selected for interview shall be public information. After award, final ranking, committee comments, and evaluation scores, the contents of all

proposals become public information. Firms that have not been selected shall be so notified in writing after the conclusion of the selection process.

SCHEDULE FOR SUBMISSION & EVALUATION PROCESS

RFP distributed to vendors	25/04/2024
Deadline for RFP submission	10/05/2024
Opening of Bid	10/05/2024
Pitch Presentation of shortlisted candidates	10/05/2024
Final evaluation report submitted to the company by the expert panel.	13/05/2024
Negotiate and signing of services contract with the firms	15/05/2024
Notification of Award of Contract	17/05/2024
Anticipated earliest begin date	20/05/2024
Contracts fully executed	14/09/2024

VII. Award

Evaluation of Bid Proposals

Proposals will be evaluated based on the degree to which the proposed solution meets or exceeds the stated requirements, the perceived maintainability and supportability of the proposed solution, the acquisition cost of the proposed solution, recurring costs associated with the proposed solution, other capabilities provided by the proposed solution not addressed in this RFP, the delivery and implementation timeframe of the proposed solution, reputation of the vendor and products included in the proposed solution.

The order of the criteria listed is of no consequence. The weight to which each criterion is considered at the sole discretion of the company will be based on the following: Cost, Safety, Sustainability, Purchasing Power, and Technology.

Award of Contract

The award of the Contract will be made to the responsive Bidder whose bid conforms, as specified in this document, and that is most advantageous to the company, price, and other factors being considered. The company reserves the right to reject any and all bids or part thereof and waive any irregularities.

Timeline to Start Work

Start time to begin the work shall be determined after a services contract is signed with the firm