Request for Proposal (RFP)

Through funding support from the Bill and Melinda Gates Foundation (BMGF) and the UK’s Foreign, Commonwealth & Development Office (FCDO), EdTech Hub (edtechhub.org) is looking to engage a company/organisation to supply instructional design and technical services for building and launching an online course.

Terms of Reference

Overview
The Bill and Melinda Gates Foundation (BMGF) is focused on improving foundational literacy and numeracy (FLN) outcomes in sub-Saharan Africa (SSA) and is funding EdTech Hub to produce public goods to support the global education ecosystem, particularly in SSA, to use evidence in the development of high quality EdTech products for improving FLN learning outcomes. Specifically, EdTech Hub aims to design, pilot, and launch an online course. Core content for this course will focus on 3 modules.

- Module 1 will be an overview of the Science of Learning and Foundational Literacy and Numeracy (FLN)
- Module 2 will focus on EdTech product design and ensuring alignment with best practice
- Module 3 will focus on how to ensure success of EdTech products including business models for scaling and creating evidence of impact

The target audience for this course will be sub-Saharan African EdTech entrepreneurs and developers in the process of building and / or scaling products and services to address FLN educational goals in Africa.

This RFP describes the mission of EdTech Hub, key deliverables expected, course specifications, timeframe of the project, and proposal evaluation criteria.

Mission of EdTech Hub
EdTech Hub is a global non-profit research partnership with the goal of empowering decision-makers by giving them the evidence they need to make decisions about technology in education. The Hub was initially established as an 8-year programme and currently has approximately $30 million USD in funding from FCDO (the main funder), World Bank (providing technical resources), UNICEF, and BMGF.

Deliverables and platform
Specific key deliverables that EdTech Hub plans to procure include:

- Online course instructional design and development.
- Design of content (video and text) in online formats appropriate and relevant for our target audience. This will require synthesis of existing content (often academic / long / complex text) which the Hub will provide into brief formats appropriate for the course.
• Selection and construction of interactive approaches for synchronous and/or asynchronous feedback, coaching, and participant assignments.

• Selection and maintenance of an online course platform through which participants will access the course.

While branded as an EdTech Hub product, this course is expected to be freely available and open access with Intellectual Property covered by relevant licenses arranged by the Vendor. While this RFP covers the design and launch of a course, it is expected that platform decisions will be made to allow for long-term availability of the course and its content from a wide range of potential participants. The initial course will be constructed with content in English, however course technical formats should consider that future expansion is expected to include French language content (French content will be outside of the scope of this current RFP).

Technical requirements
The course should be designed so as to comply with the following technical requirements:

▪ Compatibility with all recent HTML5 compliant browsers.
▪ User-friendly interfaces and activities with low band-width internet access options.
▪ Compatibility with recent computers, tablets and smartphone operating systems.
▪ Allow for EdTech Hub comprehensive access to data analytics reporting tools.

Expected expertise
The company/organisation that will provide the services should have:

1. A proven track record in adult education, online course design, and experience with design-based methods.
2. Team members with familiarity and prior experience with content related to education and/or EdTech.
3. Team members with familiarity and prior experience with content related to business/scaling/innovation.
4. A proven track record building courses with a global reach and experience working with building courses for participants in African contexts.
5. Been established for at least 5 years.

Roles and responsibilities
The roles and responsibilities of representatives from the Vendor and EdTech Hub are outlined below. Roles and responsibilities may be defined in more detail following the selection of the final Vendor.

Vendor is responsible for:

▪ Providing a single point of contact for long-term project management.
▪ Ensuring that the project remains within the agreed budget or alert EdTech Hub’s project team before any potential scope adjustment.
▪ Submitting a project plan and timeline.
▪ Informing EdTech Hub of any changes in the team during the contract.
▪ Providing EdTech Hub with at least three clear opportunities to review and comment on intermediary customisations of the course as well as periodic meetings and review points to monitor performance.
- Submitting outputs in the format specified for the relevant project deliverables.
- Overall quality control (bugs, typos, design).

EdTech Hub is responsible for:
- Providing one point of contact for overall contract management.
- Providing access to EdTech Hub’s expert network as required.
- Providing direction on what raw content should be used as source material to develop course content.
- Ensuring consent for use of Intellectual Property (IP) associated with content used in the course from external sources to EdTech Hub.
- Feedback, review, and sign off on agreed deliverables.
- Communicating and publicising the course internally and externally.

**Timeframe and Budget**

The course content frameworks must be created by **March 21, 2022**. The preliminary course design must be completed for initial piloting with test user groups by **May 10, 2022**. The final course content must be ready for online launch by **September 1, 2022**.

The project budget should not exceed $195,000 (US dollars) in total.

The work is expected to be conducted remotely. If any travel is necessary, separate arrangements will be mutually agreed upon between the Vendor and EdTech Hub.

**Evaluation of Submissions**

The technical evaluation will comprise 70% and the financial evaluation will comprise 30% of the final evaluation. The technical evaluations will focus on the submission details in the section below.

The total amount of points allocated for the financial component is 100. The maximum number of points will be allotted to the lowest priced proposal that is opened and compared among proposals from other invited firms / institutions. All other price proposals will receive points in inverse proportion to the lowest price.

**Submission Details**

Vendors are requested to submit their proposal by **February 15, 2022 (16:00 EST)** as one pdf attachment sent via email to: Blair Stevenson, Project Manager, blair@edtechhub.org using “Submission for Instructional Design” in the subject line.

The proposal should be maximum ten (10) pages in length and contain the following:

- A brief company profile, including where it is located, and how many years it has been in operation.
- Overview of approach to the work.
- Proposed plan and process for meeting course specifications (see Appendix I).
- Summary and links demonstrating at least three (3) relevant past courses completed. Samples should detail the client, particularly those with a global reach and / or located in Africa.
- References – two (2) client references including name, position, organisation and contact email.
CV and contact details of the proposed point of contact for the project. Note: CV pages can be additional to the 10-page maximum for the proposal document.

A pricing list (in US dollars). Provide unit pricing for the services proposed and inclusive of all costs and expenses. Pricing should also clearly state the following:
- If special pricing is available for not-for-profit organisations.
- Separately price asset creation costs (e.g. creation of videos, animations, infographics, brief texts) as a line in the total budget.
- Separately price any additional costs for long-term hosting or maintenance of the online course (e.g. customisation, platform fees, site hosting).

EdTech Hub will construct a short list and invite short-listed prospective vendors to join a preliminary interview call. EdTech Hub reserves the right to not contract any vendor if proposals do not meet minimum criteria and expected standards.
Appendix I: DRAFT COURSE DESIGN SPECIFICATIONS

Course Entry

- Open access, free online course (free and easy access to URL)
- Online registration by participants
- Participant registration data collection (e.g. name, email, organisation, location, etc.)
- Course expected to be delivered with fixed start + end dates (e.g. course length 4-6 weeks)
- Number of participants number TBC (number necessary for effective peer exercises + networking: approximately 30-60)

Module 1

- Section 1. Overview for Science of Learning
  - Video / Animation: 3 min on definitions of science of learning + key concepts and theories
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
- Section 2. FLN Basics (literacy and numeracy)
  - Video / Animation: 3 min on definitions of FLN + key concepts and theories
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
- Section 3. FLN and SSA Context
  - Video / Animation: 3 min on definitions of FLN in SSA context + key case studies (3)
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  - Peer Exercise: synchronous dialogue with course participants to learn more about each other / introductions / expectations
- Section 4. FLN + Gender
  - Video / Animation: 3 min on FLN and Gender links + key concepts and case studies (2)
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  - Peer Exercise: synchronous dialogue with SSA external stakeholders
- Section 5. FLN + Technology
  - Video/Animation: 3 min on FLN and technology links + key concepts and case studies (2)
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  - Peer Exercise: asynchronous sharing of technology use in participant contexts (scan of current technology use and evidence)

Module 1 Summary Exercise
- Exit text: Integrate FLN Principles + Product Design + Segue to module 2: links to product / service design cycle

Module 2

- Section 1. Problem Definition + Scan Market
  - Video / Animation: 1 min on design cycle
  - Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
• Exercise: Construct a canvas + competitor analysis (participants submit online)
  o Peer Exercise: synchronous dialogue with course participants to learn more about each other’s problem statements

• Section 2. Define Users, Targets, Clients
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  o Exercise: Construct a series of target personas (submit online)
  o Peer Exercise: synchronous dialogue with course participants on target personas

• Section 3. Self-Evaluation of Product Against FLN Criteria (criteria to be provided)
  o Self-guided toolkit (to be provided by Edtech Hub)
  o Peer Exercise: asynchronous sharing of product design

• Section 4. Refine MVP + Business
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  o Coach Exercise: 1-1 review with coach reflecting on adaptations in response to self-evaluation

• Section 5. Construct a Pitch
  o Video / Animation: 1 min on pitch formats
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  o Exercise: Submit a 2 min video of pitch
  o Peer Exercise: asynchronous feedback on pitches

• Module 2 Summary Exercise
• Exit text: Integrate FLN Principles + Business models + Segue to module 3: targets + clients + users

Module 3

• Section 1. How to Build and Communicate Evidence
  o Video / Animation: 1 min on conducting data collection and analysis (evidence building)
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  o Exercise: Provide additional data relating in response to feedback from video pitches and data collection plan (submit online)
  o Peer Exercise: asynchronous comments on participant data collection plans

• Section 2. Self-assessment Tool
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
  o Exercise: Complete a self-assessment (submit online)
  o Peer Exercise: synchronous dialogue with course participants on assessment approach

• Section 3. Systems Approach
  o Video: 1 min on systems approach to education innovation
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources

• Section 4. Expand Networks + EdTech Ecosystem
  o Animation: 1 min on Edtech ecosystems and global examples
  o Text-based: synthesizing multiple texts from raw materials on concepts + links to existing resources
Peer Exercise: synchronous dialogue with members of existing networks such as RELI or e-learning Africa

- Section 5. Revise Pitch with Evidence
  - Text-based: synthesizing multiple texts from raw materials on pitch design
  - Exercise: Participants submit a revised 2 min video of pitch
  - Peer Exercise: asynchronous feedback on pitches

- Module 3 summary exercise + Course final culminating exercise

Course Exit

- Credential for course completion
- Submission micro-grant application and consideration of continued support
- Consent for joining course alumni community
- Course participant evaluation
## Appendix II: EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Approach and delivery (understanding of, and responsiveness to Edtech Hub’s requirements, completeness and quality of proposal)</td>
<td>15</td>
</tr>
<tr>
<td>2. Plan to meet course specifications (variety of instructional methods, suitable subjects and tools, relevance to African audience)</td>
<td>40</td>
</tr>
<tr>
<td>3. Expertise of Firm (firm viability / credentials / range and depth of similar projects / clients)</td>
<td>20</td>
</tr>
<tr>
<td>4. African and / or Non-Profit and / or Multi-cultural global organisation experience</td>
<td>15</td>
</tr>
<tr>
<td>5. Ability to offer course hosting and platform maintenance</td>
<td>10</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>100</td>
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</tbody>
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The minimum score for technical compliance is seventy (70) points. The Maximum technical score possible is one-hundred (100) points.