

**Launch Dayton Digital Toolkit Statement of Work  
Request for Proposals**

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Parallax Advanced Research (Parallax) invites your firm to submit a proposal aligned with this Statement of Work and meeting the requirements outlined below. Parallax intends to award one Subaward Agreement in accordance with this Request for Proposals (RFP), under its award with the U.S. Department of Commerce Economic Development Agency's SPRINT program (Program).

**Background**

Launch Dayton is a partnership of 19 entrepreneurial support organizations and programs in the Dayton Region focused on building an equitable entrepreneurial ecosystem. Parallax is one of the founding partners of this partnership.

In 2021, Parallax was awarded funding from the Economic Development Administration to create The Launch Dayton Digital Toolkit, which will accelerate the development of 500 entrepreneurs in a COVID and post-COVID environment by providing digital educational resources that directly align with the requirements of regional programs, resources, and customers to create businesses with strong foundations to provide economic resilience in the face of future economic shocks. The Digital Toolkit will help scale the region's support and make resources accessible to entrepreneurs when they need it most.

**Key Goals and Objectives of the RFP**

This Program is to develop a series of Digital Toolkit training and informational videos that can be used by entrepreneurs and prospective in the Launch Dayton community for entrepreneurial education.

The videos will range from 5-10 minutes (an average of 7) and will highlight foundational business elements like market research, customer analysis, pitch decks, and financial projections, as well as industry specific content in the Defense, MedTech, and eCommerce industries.

Your proposal should discuss the following:

**Technical Tasks**

The technical work on this will require the design and production of 20-30 videos of 5-10 minutes in length. These videos can be a combination of video and b-roll or animated and voice over.

**Phase 1: Design**

- Work with subject matter experts provided by Parallax to create storyboards for each of the videos
- Research and obtain b-roll footage or create animations
- Obtain approval from Launch Dayton Marketing Manager on storyboard

**Phase 2: Production**

- Work with the subject matter experts provided by Parallax to create scripts for each of the videos.
- Scripts can be read by either a voice over actor or the subject matter expert.

- Videos can be in-person, animated, or a combination depending on the content of a specific video and what will produce the best outcome.
- It is expected that the offerors videos include a diversity in the animations and voice over work.
- Produce and edit the videos

### **Project Funding Amount**

This proposal must not exceed \$125,000 and include the creation of at least 25 videos with an average of 7-minutes per video.

Please provide a firm fixed price quote for the maximum number of videos the offeror can produce for the ceiling of \$125,000 and meet the technical requirements outlined above.

### **Schedule/Milestones**

Videos will be produced on a rolling basis and will require the offeror to coordinate schedules with subject matter experts to generate content and the Launch Dayton Marketing Manager to approve storyboards.

Parallax expects that several videos will be in different stages of design and production at any given time during the project.

### **Management and Administration**

This project is funded through the Economic Development Administration's SPRINT program. All applicable administrative, financial, and reporting requirements will follow 2 CFR 200.

### **Ownership of Work Product and Licenses**

A. Except as set forth in Bullet C, Company (Parallax) owns all worldwide right, title, and interest in and to all written, graphic, coded, audio, and visual materials and other work product that are specifically developed for Company under this Agreement or are prepared by or on behalf of Consultant in the course of performing the Services, including any deliverables identified in a Statement of Work and all IP Rights therein, together with all of the goodwill associated therewith (collectively, the "Work Product"). As used herein, "IP Rights" means all copyrights, trademarks, service marks, trade dress, trade names, trade secrets, patents, and other intellectual property rights.

B. All Work Product protectable under United States copyright law shall be owned by Company as "works made for hire" as defined in Section 101 of the United States Copyright Act. To the extent that any or all of such Work Product is not deemed a work made for hire, Consultant assigns to Company all right, title and interest in and to the worldwide copyrights in such Work Product.

C. Notwithstanding anything herein to the contrary, Company's ownership of the Work Product shall not include any and all materials (i) owned by Consultant prior to, or independent from, the performance of Services under this Agreement, and all methodologies, software, applications, processes or procedures used, created, or developed by Consultant in the general conduct of its business, excluding those developed specifically for Company under this Agreement ("Pre-Existing IPR") or (ii) created outside of this Agreement or are created as modifications, enhancements, or derivatives of its own (or any of its licensors) Pre-Existing IPR created in connection with the Services ("External IPR", and together with any "Pre-Existing IPR, collectively, "Background IP").

### **Roles and Responsibilities**

Parallax Roles and Responsibilities:

- Maintain a content roadmap that identifies the videos to be developed.
- Identify and contract with the subject matter experts to provide content.
- Maintain videos in Parallax’s online learning hub.
- Promote the videos as they go live.

### **Period of Performance**

This contract will start September 1, 2021 and end on September 30, 2022 for a period of 13 months.

### **Evaluation Criteria**

Parallax invites your firm as well as other offerors (collectively, Offerors) to submit proposals. Each proposal shall be evaluated based on the demonstrated capabilities of the prospective organization in relation to the needs of the project as set forth in the RFP. Proposals must document the feasibility of successful implementation of requirements of the RFP.

The proposal should include four sections.

Proposals will be evaluated according to the criteria provided in the following sections:

1. **Technical Approach:** This section should outline how the offeror will meet the objectives of the technical tasks to accomplish the project.

Proposals will receive one of the following ratings, which will provide an assessment of the quality of the Offeror’s technical solution for meeting the RFP requirements.

- **Outstanding:** Offeror’s proposal provides an overall plan and specific details of how each element within a task will be satisfied – for all elements. Approach considers relevant factors beyond those discussed in the RFP.
- **Good:** Offeror’s proposal provides an overall plan and specific details of how each element within a task will be satisfied - for all elements.
- **Unacceptable:** Offeror’s proposal provides an overall plan but fails to address all elements within a task.

2. **Experience and Past Performance:** This section should outline the Offeror’s capabilities and provide relevant past performance. All offerors must include an example of past work that highlights their capabilities to perform this task.

Proposals will receive one of the following confidence ratings:

- **High Confidence:** Offeror’s proposal provides details of capabilities with specific relevant examples and documentation describing past efforts that involved essentially the same or a more significant level or scope of effort to that which is required by this RFP. Parallax has high expectation that the Offeror can successfully perform the tasks.
- **Satisfactory Confidence:** Offeror’s proposal provides details of capabilities with specific relevant examples describing past efforts that involved a similar level or scope of effort to that which is required by this RFP. Parallax has reasonable expectation that the Offeror can successfully perform the tasks.
- **Low Confidence:** Offeror’s proposal provides capabilities, but the capabilities don’t align with the technical proposal. Parallax has a limited expectation that the Offeror can successfully perform the tasks.
- **No Confidence:** Offeror’s proposal fails to provide documentation on capabilities. Parallax has no expectation that the Offeror can successfully perform the tasks.

3. Management Plan: This section should outline the Offeror's project management plan to include risks associated with timelines and costs and mitigation plans.

Proposals will receive one of the following ratings, which will provide an assessment of the quality of the Offeror's management plan in meeting the RFP requirements.

- **Outstanding:** Offeror's proposal provides a project management plan that includes a schedule of all task elements and a description of the management structure. Addresses technical, schedule and cost risks with detailed description of mitigation approach.
- **Good:** Offeror's proposal provides a project management plan that includes a schedule of all task elements and a description of the management structure.
- **Unacceptable:** Offeror's proposal provides a project management plan but fails to articulate the project management structure.

4. Cost /Price: This section should outline the costs associated with this proposal.

Proposals will be evaluated based on if a cost is reasonable and realistic. For a cost to be reasonable, it must represent a cost a prudent person would pay when consideration is given to those in the market. For a cost to be realistic, it must reflect a clear understanding of the requirements of the RFP and be consistent with the Offeror's technical proposal. In evaluating an Offeror's cost, the following shall be considered:

- Whether the cost is within the amount allocated in the RFP, significantly below the not-to-exceed amount, and/or leverages match funding to provide additional resources to the program.
- Whether the Offeror can perform the requirements of the RFP within the budget and at the rates proposed.

The merits of each proposal will be evaluated carefully using the following factors: Technical Approach, Technical Confidence, Management Plan, Past Performance and Cost/Price. Although technical factors are of paramount consideration in the award of the subaward, cost is also important to the overall contract award decision. All evaluation factors other than cost, when combined, are significantly more important than cost. In any case, Parallax reserves the right to make award(s) to the Offeror whose proposal provides the best overall value.

This RFP is not to be construed a commitment by Parallax to order the services and/or supplies stated herein. Only Parallax Contracts Director can issue an order for the required services or authorize that work commence. Any effort expended and any costs incurred by your Firm as a result of this RFP shall be the sole responsibility of the Offeror. There is no obligation for Parallax to cover any Offeror costs incurred as a result of this RFP.

**Due Date:** Your proposal response along with all other requested forms (attached) is due no later than **20 August 2021 at 5PM EST**. Prior to 20 August, please address technical questions to John Owen and contractual questions to Paul Dungan. Submit your proposal electronically to both Paul Dungan, Parallax Contracts Administrator, at [paul.dungan@parallaxresearch.org](mailto:paul.dungan@parallaxresearch.org) and John Owen, Program Manager, at [john.c.owen@parallaxresearch.org](mailto:john.c.owen@parallaxresearch.org).