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**RFP: ATI-041**

**To:** Offerors  
**Date:** December 1, 2023  
**RFP:** ATI-041  
**From:** Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI-041- Francophone Africa Investment Activity  
**Due:** January 18, 2023

Dear Offerors:

Enclosed is a Request for Proposals (RFP) to support the implementation of DAI's ATI project funded by the United States Agency for International Development (USAID). DAI invites firms to submit a proposal to support work under the Francophone Africa Investment Activity.

- I. RFP Process and deadlines:** This solicitation will result in the award of one firm fixed price subcontract. We anticipate issuing one Firm Fixed Price (FFP) Subcontract award, resulting from the implementation of this scope of work. ATI funds will not support construction activities. The activity budget ceiling is up to **USD \$2,500,000**.
- a. Submission of Questions – Questions must be submitted no later than 5PM EAT on December 12, 2023, via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)
  - b. Submission of Proposals – Proposals must be submitted no later than January 18, 2023 via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com), copying [ATI\\_Partnershipteam@dai.com](mailto:ATI_Partnershipteam@dai.com) . The subject line of the email should be your organization name, followed by '**RFI-ATI-041 Francophone Africa Investment Activity**'. Please certify in your submission email a validity period of 60 days for the price(s) provided and include your organization's Unique Entity Identity Number (UEID via SAM.GOV). Please limit file submissions to 10 megabytes or less.
- II. Composition of Proposal:** The proposal should comprise the following submission documents. The Technical Proposal and Cost Proposal should be prepared as separate files for independent evaluation, as follows below. Technical proposals should be submitted as a ten (10) slide presentation, using 12-point standard font size. Graphics may be included, so long as text is clearly legible. If text or graphics are of poor resolution, the information provided may be excluded from consideration. Submissions in PowerPoint or PDF are acceptable, although PDF is preferred along with an accompanying PowerPoint document. Please provide a copy of your cost proposal in Excel format; offerors should use the attached cost/budget template.

### **Part 1 – Technical Proposal**

The technical proposal is composed of the following three (3) sections:

1. **Technical Approach** – Offerors will detail their approach to fulfilling the accompanying Statement of Objectives (SOO). The approach will clearly indicate how the proposed activities will result in an increase in U.S. private investment in francophone Africa through addressing the unique systemic challenges and/or constraints firms in francophone countries face in accessing foreign investment. The

proposal must clearly define the specific gap(s), challenge(s) or constraint(s) they will address, include data and evidence to support their intended focus, include a clear description of the social and development outcomes and a data-based framing of the additionality of USAID support.

2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partnerships are proposed) to implement their proposed approach and activities detailed in their proposal. This should also include past performance information for similar activities and demonstrate strong experience and relevant networks within francophone Africa (North and West Africa preferably), the capacity to leverage funding for the proposed activities, and a demonstrated ability to facilitate the closeout of proposed deliverable commitments.
3. **Management Plan/Staffing Structure** – Offerors should include details of personnel who will be assigned to activities as proposed in the technical approach, as well as a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a milestone schedule. Offerors are permitted to engage in partnering arrangements if it will aid in providing best value to USAID. If a partnering arrangement is being proposed, please describe the nature of the arrangement, the specific technical value being contributed by each member of the team, and the appropriate management controls to ensure successful delivery.

In addition to the above, please include the following inputs, which will not be counted as part of the 10-slide limit and format may be PDF or Word:

- Two (2) examples of past performance (i.e., case studies) relevant to this activity (Limited to two (2) pages per example). Examples should be within the last 7 years.
- CV(s) of any individuals proposed in the staffing plan to conduct this activity (Limited to two (2) pages per individual).

A cover page will be considered a non-counting page, should offerors choose to include one. No additional annexes or documentation are requested nor should be submitted.

## **Part 2 – Cost Proposal**

The contract type for the presumptive work will be Firm Fixed Price (FFP) awarded as a subcontract by DAI Global, LLC. Please include your total proposed fixed price along with details for specific deliverable pricing. The total proposed price must be inclusive of all costs and taxes. Offerors must also include a cost breakdown of the hourly rates for proposed personnel, any other direct costs, indirect costs, and fees if applicable, with a build-up to their total proposed price or include substantiating price reasonableness documentation/justification. Cost breakdowns included will be utilized to determine price reasonableness. The successful Offeror will need to demonstrate that the proposed rates, fees, etc. are reasonable and will be required to provide documentation during subcontract negotiations to substantiate costs, as needed. Offerors may use the attached cost/budget template but are not required to as long as the cost criteria is met; please limit file submissions to 10 megabytes or less.

**III. Evaluation of Proposals:** DAI will use best value determination for the award of this Request for Proposals. A best value determination means that, in DAI's estimation, the selected offer will provide the greatest overall benefit to USAID in response to the requirements stated in this RFP. DAI may also exclude an offer from consideration if it determines that an Offeror is "not responsible," i.e., that it does not have the management and financial capabilities required to perform the work required. DAI reserves the right to check the past performance, references, and other pertinent offeror information in making award decisions. Proposals will be evaluated against a stated number of factors including: the overall proposed approach, past performance, specific qualifications in the identified approach and sectors, and other evidence substantiating the bidder's ability to deliver, including budget and time frame considerations. Proposals exceeding the budget ceiling will not receive further consideration.

**1. Technical Proposal:** The Technical Proposal will be scored and evaluated separately from the cost proposal. Technical panel reviewers will evaluate offerors on the following factors, consistent with the offerors' technical proposal. The Technical Proposal will be evaluated against the following criteria:

**a. Technical Approach (50 Points):** Points for this section will be awarded based on the information presented in the technical approach. The offeror will be scored based on its presentation of a clear innovative and relevant approach that attains the objectives of this activity and also incorporates the offeror's competencies.

- i. The proposal shall demonstrate strong experience and relevant networks within francophone Africa (North and West Africa preferably).
- ii. The proposal must clearly identify and define relevant, viable target sector(s) and asset class(es) where interventions lead to demonstrated increased investment. The justification of the selected sectors and asset classes must be data-driven, demonstrate projected regional and U.S. trade and investment linkage, and defined spread of the economic benefit.
- iii. The proposal must clearly define the specific gap(s), challenge(s) or constraint(s) they will address, include data and evidence to support their intended focus, include a clear description of the social and development outcomes and a data-based framing of the additionality of USAID support.
- iv. The proposal must outline the development of sustainable mitigating tools or services that address U.S. investor hesitations in investing in francophone markets in Africa, and bridge the gap(s), challenge(s) and constraint(s). This should include new and innovative financing solutions or blended finance vehicles to address unique challenges that are constraining capital inflows from the U.S. into francophone African markets.
- v. The proposal must propose mechanism(s) for involvement and formation of sustainable local partnerships that demonstrate implementation and continuity of activity(ies).
- vi. Clearly outlined technical contributions by each partner (if applicable).

- b. Institutional Capacity (30 Points):** Points for this section will be awarded based on information presented in the corresponding section and any submitted case studies (i.e., examples of past performance).
- i. Strong and relevant experience, expertise, and capacity of their firm (or firms if partnerships are proposed) to implement their proposed approach and activities detailed in their proposal.
  - ii. Past performance information for similar activities and demonstrate strong experience and relevant networks within francophone Africa (North and West Africa preferably).
  - iii. Demonstrated knowledge of the economic and regulatory landscape of francophone Africa.
  - iv. Staff with deep local knowledge and experience of culture, business and regulatory climate in francophone North and West Africa, with strong ability to communicate effectively in French.
  - v. Demonstrated capacity to leverage funding for the proposed activities, and a demonstrated ability to facilitate the closeout of proposed deliverable commitments.
- c. Management Plan/Staffing Structure (20 Points):** Points for this section will be awarded based on the qualifications of proposed staff, clear delineation of the roles and responsibilities of each proposed staff and each proposed firm (if firms are partnering), and the demonstrated efficacy and clarity of the management plan. Proposals should provide a clear management plan in narrative form for the development, review, and submission of all associated deliverables, including a proposed milestone schedule. If the offeror is submitting a proposal with partners, the proposal should describe the nature of the arrangement (i.e., added technical value), the division of labor among the partners, and the appropriate management controls to ensure successful delivery. The offeror should clearly demonstrate that they can work in or travel in relevant African francophone countries as the activity requires. The Management Plan should clearly outline where staff are located and, if any portion of the team or consortium will be remote, offerors should demonstrate how they will effectively supplement and coordinate the work on-the-ground and report to the ATI team based in Rabat, Morocco, in coordination with USAID/MER, USAID West Africa, and Prosper Africa. The plan should outline:
- i. Clear roles and responsibilities for all staff and between all consortium partners (if applicable) clearly outlined in the proposal.
  - ii. Clear mechanisms for collaboration among consortium partners.

- iii. Clear mechanism for coordination with USAID/MER, USAID West Africa, and Prosper Africa.

2. **Cost Proposal:** Cost and associated cost build-up will be evaluated separately from the technical approach, with due consideration for realism, price reasonableness, and allowability consistent with U.S. government cost principles. Evaluation for this section will be dependent upon all information presented by the Offeror in their deliverable table and supporting cost information, as well as its alignment with the proposed technical approach.

**IV. Offeror's Agreement with Terms and Conditions:** The completion of all RFP requirements in accordance with the instructions in this RFP and submission to DAI of the technical and price proposals will constitute an offer and indicate the Offeror's agreement to the terms and conditions in this RFP and any attachments hereto. DAI is not required to accept and/or evaluate proposals that do not conform to the instructions of the RFP, and additionally, DAI may reject all proposals and not award a subcontract for this RFP. DAI reserves the right to award a subcontract without discussion and/or negotiation; however, DAI also reserves the right to conduct discussions and/or negotiations, which among other things may require an Offeror(s) to revise its proposal (technical and/or price). By submitting an offer, Offerors agree to comply with the general terms and conditions for an award, including [Representations and Certifications](#) compliance. Offerors must provide full, accurate, and complete information in response to this solicitation, specifically a **Unique Entity ID (SAM)**. There is a **mandatory** requirement for the Offeror to provide a Unique Entity ID (SAM) to DAI. Without a Unique Entity ID (SAM), DAI cannot deem an Offeror "responsible" to conduct business with and therefore, DAI will not enter into a subcontract/purchase order or monetary agreement with any organization. The determination of a successful offeror/applicant resulting from this RFP/RFQ/RFA is contingent upon the winner providing a Unique Entity ID (SAM) DAI.

Obtaining a Unique Entity ID (SAM) may take up to 3 weeks or more. Therefore, offerors are strongly encouraged to initiate the process to obtain a Unique Entity ID (SAM) prior to submitting an offer. It is preferred that **the Unique Entity ID (SAM) is submitted along with the Technical and Cost Proposals**. If an offeror is selected for award but does not have a Unique Entity ID (SAM), DAI reserves the right to deem the offeror ineligible for award or apply additional conditions in any resultant subcontract/purchase order. A copy of the instructions for obtaining a Unique Entity ID (SAM) - DAI'S Vendors, Subcontractors is attached to this RFP. By submitting an offer, Offerors certify that they have not/will not attempt to bribe or make any payment to DAI employees in return for preference. Issuance of this RFP in no way obligates DAI to award a subcontract, nor does it commit DAI to pay any costs incurred by the Offeror in preparing and submitting the proposal. DAI reserves the right to award a subcontract to one organization or to issue multiple awards to different organizations based on the results of our evaluation.

Thank you,  
**DAI ATI Procurement and Partnerships Team**  
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