

**To:** Offerors  
**Date:** April 5, 2024  
**RFP:** ATI-059  
**From:** Procurement and Partnerships Team, Africa Trade and Investment (ATI) Program; Implemented by DAI Global LLC  
**Subject:** Request for Proposals (RFP) ATI-059- Strengthening and Scaling Access to Trade Preferences Information and Innovative Tools  
**Due:** April 26 2024

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 Strengthening and Scaling Access to Trade Preferences Information and Innovative Tools.

**RFP Process and deadlines:** This solicitation will result in the award of a firm fixed price subcontract. The subcontract period of performance will include a one-year base period plus a one-year option period that may be exercised subject to subcontractors' performance, availability of funds and needs of the project. We anticipate issuing one or more Firm Fixed Price (FFP) Subcontract awards with a budget range of **USD \$150,000 – \$ 200,000** for the one-year period. **ATI funds will not support construction activities.**

- a. Submission of Questions – Questions must be submitted no later than 5PM EAT on April 12, 2024, via email to [ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)
- b. Submission of Proposal – Proposal must be submitted no later than 5PM EAT April 26, 2024 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 “Submission **Strengthening and Scaling Access to Trade Preferences Information and Innovative Tools**”
- c. 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 Work (SOW). The approach will clearly indicate how the proposed activities will result in the successful completion of all anticipated outputs of work, in particular review will focus on building on the work that has been completed under the continental trade preferences work carried out in Year 2 of the Africa Trade and Investment (ATI) activity.
2. **Institutional Capacity** – Offerors should provide details about the experience, expertise, and capacity of their firm (or firms if partners are proposed) to implement the proposed approach and complete the work as described. This should also include past performance information for similar activities and demonstrate familiarity with U.S. and African private sector actors.

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 5 years
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:

- 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. Offerors must also include a cost breakdown of the hourly rates for proposed personnel, any other direct costs, indirect costs, and fees and any applicable taxes 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.

**For budgeting and evaluation purposes, please price out the activities on a yearly basis (Year 1 and option Year 2 (year 2 will be dependent on performance and available funds))**

**III. Evaluation of Proposal:** 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. **Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price (shown below), when combined, are considered equal to, significantly more important than, or significantly less important than cost/price factors.**

- 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 approach that reflects the requirements of this specific activity but also incorporates the offeror's competencies.
    - i. The successful offeror must have an existing platform and resources focused on AGOA and GSP. In addition, the offeror should have a track record with developing and disseminating AGOA and/or GSP relevant content in the previous implementation period, their achievements and critical success factors to scale.
    - ii. The Approach should include background information on the offeror's existing platform, the user base to date, and indicate how the proposed technical approach will improve usability
    - iii. The proposal should demonstrate relevant expertise in integrating innovative technology, such as artificial intelligence, to enhance UI/UX and create a responsive and curated user experience

- iv. Approach should have proposed deliverables, timelines for a twelve-month implementation period and the results associated with each activity.
- 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. The proposal must clearly articulate the implementation methodology and capacity for strengthening and Scaling Access to Trade Preferences. The offeror should demonstrate relevant experience critical to the success for the work, including familiarity with AGOA, U.S. buyers by sector/product categories, African sellers/export firms, and trends with AGOA (Refer to attached SOW for list of indicative activities)
  - ii. Offeror should have access to and existing relationships with relevant buyers, export firms, and private sector stakeholders
  - iii. Demonstrated strong experience, knowledge and capacity with access to networks of U.S private sector as well as African private sector actors.
- 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 throughout Africa and within the U.S. as needed. 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 the work on-the-ground and coordinate with national and international staff.
- 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. Staff should have previous experience with U.S and African private sector actors.

- 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**  
[ATI\\_Procurement@atiprogram.com](mailto:ATI_Procurement@atiprogram.com)



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