



*Accelerating the **Business of Technology.***

Request for Proposals

*Game Connection @ GDC
Trade & Partnering Opportunities Initiative*

San Francisco, USA
March 5th – 7th, 2012

RFP for the Provision of
Consulting/Matchmaking Services

Date: January 4th, 2011

INTRODUCTION

The Atlantic Canada Opportunities Agency (ACOA), in partnership with the provinces of Newfoundland and Labrador, Nova Scotia, New Brunswick, and Prince Edward Island, will be participating at Game Connection 2012 in San Francisco, California, March 5th to 7th, 2012. This initiative will consist of three days of scheduled business-to-business meetings.

BACKGROUND

The Game Connection initiative will be led by NATI, the Newfoundland and Labrador Association of Technology Industries. NATI is the voice of the technology sector for our province. Since its inception in 1991, NATI has experienced steady growth and heightened recognition. NATI is an energetic, focused and forward-looking force that is accelerating the business of technology in NL. NATI is an industry leader in developing export opportunities, and has directed numerous companies on business initiatives and trade missions to international markets where there is a strong sales potential.

PURPOSE

The fundamental objective of this initiative is to provide each participating Atlantic Canadian delegate with an opportunity to meet a number of pre-qualified potential customers, partners, agents, distributors and other key industry contacts in the digital media industry.

PROJECT ELEMENTS

Representatives from each of the Atlantic Provinces, the Atlantic Canada Opportunities Agency (ACOA), and The Department of Foreign Affairs and International Trade (DFAIT), referred to as the Project Committee, will coordinate company recruitment and provide one (1) private meeting room per province over the three (3) days of Game Connection. It is expected that

ten (10) to twelve (12) companies from across Atlantic Canada will participate in this initiative.

The project will consist of:

- **A review of profiles** supplied by the participating firms;
- **Consultation with company officials** to ensure that their meetings objectives are clearly understood;
- **Undertaking a systematic prospecting campaign** on behalf of each company to ensure optimal value from the online meeting application that is the core of Game Connection, and to schedule **a minimum of four to six (4-6) meetings outside of the online meeting application;**
- **In partnership with the project leads for each province, coordinating the logistics** associated with three days of business-to-business meetings;
- **Preparing a detailed mission summary report** within thirty days of completion of project reporting on the individual company results.

STATEMENT OF WORK AND DELIVERABLES

The consultant(s) will be expected to conference call with each of the participating companies prior to the mission, arrange suitable meetings during the mission, and provide aftercare services following the mission.

Specifically, as per the RFP, the contracted consultant(s) will:

- Assist 10 – 12 Atlantic Canadian companies and/or NL organizations in preparing for Game Connection;
- Prior to the mission the consultant will conference call with the confirmed Atlantic Canadian mission participants to discuss one-on-one each company's products and/or services, their objectives and targets

for the mission, along with any other relevant information needed to assist the consultant in providing matchmaking services. This will require further contact with the companies by phone, fax and email on a regular basis to seek clarification on the products/services and market interests to match with potential business partners;

- Work closely with the participating Atlantic Canadian companies and the mission lead(s) throughout the pre-mission period, to ensure that goals are being met and any issues are being resolved;
- Identify potential San Francisco-based businesses or international delegates attending Game Connection and the Game Developer's Conference (GDC) for potential partnerships with the participating Atlantic Canadian companies, based upon criteria established through corporate company profiles and in-person meetings;
- Schedule and coordinate business meetings. A **minimum of four to six (4-6) meetings**, outside of the Game Connection online meeting application, for each of the participating companies will be required;
- If two or more Atlantic Canadian delegates ***with competing interest*** are to meet with the same company, the Atlantic delegates and Project Committee are to be notified and concurrence received prior to these meetings being confirmed;
- Pre-qualified scheduled meetings are to meet the objectives of the Atlantic Canadian companies and overall delegation, and hence, the quality of matches is crucial;
- Provide mission lead(s) with a short status report on a weekly basis by email commencing at the end of the first week of the contract start date up until the mission date. Reports must include specific

information with regard to work undertaken, contacts made with the Atlantic Canadian companies, contacts made on the company's behalf, matches arranged etc.;

- Provide participant companies and mission lead(s) with an individual agenda, including a detailed profile on each of the potential San Francisco, California area based businesses Game Connection delegates with which they will be meeting. The profile is to include a web site, company address, and company brochure or written description of the firm and its products or services. This information should be provided to the Atlantic Canadian firms well in advance of the mission;
- Provide to mission lead(s) and to the Atlantic Canadian companies details of 50% of all pre-approved matchmaking appointments for each company by February 22nd, 2012. The complete list of matchmaking appointments is to be provided to each participating company and the appropriate mission lead(s) by February 27th, 2012, and should include company address, phone, fax, e-mail, contact and website address;
- Participate in the mission to facilitate the daily business program on-site at Game Connection, including being available to provide on-site consultation and troubleshooting to Atlantic Canadian company representatives as needed;
- Provide up to 8 hours of post-mission follow-up per company commencing 2 weeks after the mission, with a completion date no later than April 30th, 2012;
- Within 30 calendar days after the conclusion of the mission, provide mission lead(s) with the final list of potential San Francisco area based

businesses or Game Connection delegates with which the Atlantic Canadian companies actually met, including name of contact person and complete address;

- Within 60 days after the conclusion of the mission, provide mission lead(s) a final report summarizing the matchmaker’s activities, including post-mission recommendations/results for each participating company.

TIME LINE

Action	Delivery Date	Responsibility
Final Date for Participant’s Mission Application	January 15 th , 2012	Project Committee
Evaluation of Potential Delegates for Mission	January 16 th , 2012	Project Committee
Mentoring/Matchmaking Update	Weekly	Consultant
Provide 50% of Matched Appointments	8 working days prior to start of Game Connection	Consultant
Provide Complete list of Matched Appointments and detailed profiles for each company meeting with the Atlantic Canadian companies	5 working days prior to start of Game Connection	Consultant
Participate Onsite at Game Connection to provide support and facilitate the project objectives	March 5 th – 7 th , 2012	Consultant Project Committee Representatives
Complete Final Report and List and list of meetings	April 6 th , 2012	Consultant

BUDGET

- Please include any consultant personal expenses, including ground transportation, and administration expenses in submitted proposals – faxes, mailings, telephone, etc. (Game Connection meeting room costs will be covered by ACOA and IBDA; participants are responsible to pay their own accommodation costs).

- For budgeting purposes, the contractor should develop and present its fee schedule on a per-company basis. It is expected that 10-12 companies will be recruited for the initiative, but NATI reserves the right to scale the contract value to the number of companies who will actually participate in this initiative, based on the submitted cost per company quoted.

SELECTION CRITERIA

The successful candidate will be determined based upon the following:

- The extent of knowledge and experience in relation to the proposed work;
- Network of contacts within the digital media sector and the business community in San Francisco, California and the surrounding states;
- Evidence of digital media sector specific networks and partnerships in the USA;
- An understanding of the scope and objectives of the proposal;
- Proposed approach, work plan and schedule; and
- Cost*.

* Determination of best value may not result in the lowest cost being accepted.

BUDGET

Payment will be made upon the consultant submitting electronic invoices with supporting documentation in a form satisfactory to NATI.

Payment schedule as follows:

- 50% upon signing of contract;
- 25% upon submission of final matchmaking schedule; and

- 25% holdback paid upon satisfactory completion of the project. Failure to meet any of the conditions outlined in the contract will result in adjustment to final payment/holdback;
- Payment of invoices will take place in **Canadian Dollars** within thirty (30) days of receipt.

EVALUATION FACTORS

1) Project Management

This area includes professional qualifications and experience of key personnel assigned to this project, track record, and experience in business development, familiarity of federal and provincial trade and business responsibilities in both Canada and the USA, and network of contacts within the San Francisco and surrounding area business community.

2) Project Team

This area includes professional qualifications of key project members, their experience and network of contacts within the digital media sector.

3) Comprehension

This area includes understanding of the scope and objectives of the proposal, the approach proposed, the work plan and schedule, identification of potential problems and recommendation of possible solutions, etc.

PROPOSAL REQUIREMENTS

- Proposals must include a company prospectus, services offered and details on the qualifications of the firm, including previous experience in similar type work, sector knowledge and network of contacts in the market;

- Proposals must include details on the background and experience of qualified personnel relating to the project management and project team;
- Proposals should include names of former clients and associates for whom similar or relevant work has been performed presented as references, as well as a description of the work completed (minimum of 3 references required).

NATI is not obliged to accept the proposal with the lowest price or any other proposal for this project. NATI reserves the right, upon 10 days written notice, to terminate these services and the work contemplated in this proposal, at any time.

INQUIRIES

Inquiries may be directed to:

Natasha Hudson

natasha@nati.net

Tel. (709) 757-3253

No payments will be made for costs incurred in the preparation and submission of a proposal in response to this request.

Please submit one copy of your Proposal clearly marked:

Game Connection @ GDC 2012
Atlantic Canada Trade & Partnering Opportunities Initiative
March 5th - 7th, 2012

Must be received (email or fax) no later than 12:00 p.m. (noon) NST on Friday, January 13th, 2012 submitted to:

Attention: Natasha Hudson

NATI – NL Association of Technology Industries

391 Empire Ave, Suite 5, St. John's

NL, Canada, A1E 1W6

Email: natasha@nati.net

Fax: (709) 757-6284

Evaluation Criteria

EVALUATION OVERVIEW/CONSULTANT SELECTION METHODOLOGY

Evaluation Procedures

Proposals will be assessed based on the criteria specified.

The clauses of this section of the RFP are categorized as "Mandatory" or "Rated" Requirements. Mandatory items are identified specifically with the word "MANDATORY".

- a) **To be considered responsive, a bid must meet all the mandatory requirements of this solicitation. Bids not meeting all mandatory requirements of this solicitation will be given no further consideration.**
- b) The bids meeting all the mandatory requirements of this solicitation will be subject to a point rating evaluation, as follows:

To be considered responsive, a bid must obtain the required minimum of 60 percent of the points for each of the criteria categories, which are subject to point rating, specified in this solicitation document. The technical rating is performed on a scale of 100 points. Bids not obtaining the required minimum percent for each category of technical criteria which are subject to point rating will be given no further consideration.

MANDATORY REQUIREMENTS

1. Bidder **MUST** submit a company profile with their proposal, including résumés and roles of all personnel who will be participating in the project.
2. Bidder **MUST** provide a list of similar work projects undertaken in the past three years (3) and substantiate that the firm has gained technology development and commercialization experience through these projects, as well as any international marketing and competitive market analysis experience.
3. Bidder **MUST** demonstrate a minimum of three (3) years' experience working with companies, universities or other associations in the areas of Digital Media and Gaming, as well as working with international governments in Trade Development.

RATED REQUIREMENTS (Maximum 100 points, Minimum 60 points)

Criteria	Value	Score
Significant knowledge of opportunities in the market and the Digital Media and Gaming sectors Note 1: Significant knowledge is defined by breadth and depth of knowledge Note 2: Must score at least 15/20	20	
Understanding of market business practices and culture, learned through direct business experience	10	
Demonstrated network of contacts within the Digital Media and Gaming sectors	20	
Demonstrated ability to successfully coordinate trade missions	10	
Quality of Proposal		
Demonstrated understanding of the Project, its objectives and metrics for evaluation	10	
Completeness and suitability of approach	10	
Recognition of conflicts of interest and any problems, and creativity of solutions offered	5	
Identification of in-market partners to complete the project	5	
Layout, organization and readability of proposal	5	
Cost **(in Canadian Dollars)	5	
TOTAL	100	