



Request for Proposal (RFP) - Video Services for InnovateDMV

Date: September 26, 2023

Questions were submitted by potential proposers

1. Is there an incumbent or company US Ignite has worked with previously?
There is not an incumbent on this project.
2. How did US Ignite source vendors to contact for this proposal?
The list of companies on our outreach list were cultivated from regional searches on multiple databases.
3. Is the \$60,000 budget included in the RFP per video or the maximum budget?
This is the budget for the entire project. We are only considering proposals within this budget at this time.
4. Who is/will be involved in the decision-making for the initiative? Will there be a main point of contact for the partner?
Decision makers are made up of US Ignite employees involved in the project. Yes, there will be a main point of contact on the US Ignite team.
5. How do small content service outfitters compete with larger production groups in this search?
The decision making for this initiative will be done by individual scorecards, these will be completed by our panel independently so that there is limited group think that may occur. Other steps are being taken to make sure that every proposal is given a fair chance and will be selected based on capabilities detailed in their submitted proposal.
6. Where will the video library be stored/housed and how will it be debuted upon completion/information about it shared?
The video(s) will be held with US Ignite at completion. Debut of the video(s) will be discussed as part of the proposal and in subsequent planning sessions.



7. Section 3

Page 1

What outcome(s) would make this project a massive success?

- Created content that highlights the importance of the private business, government, and community organizations ecosystem here in the region
- Content that's reusable for different parts of the of our EDA grant
- Drive viewers interested in accessing training and materials offered by our partners to the InnovateDMV website
- Share insights from founders about the different ways in which they value the culture of the DMV as a home for their business

8. Section 3

Page 1

Do you have a preference on green screen interviews vs. staged interviews?

At this time there is no clear preference on staging or location and US Ignite is looking forward to seeing the creativity within the proposals received.

9. Section 3.1 & 3.2

Page 2

The primary target audience is a diverse group of entrepreneurs in the DMV—should community partners be considered a secondary audience or should focus wholly on Entrepreneurs themselves? Are there any additional audience groups which may be desirable to engage through the videos?

US Ignite encourages proposal writers to take liberties with the audience of these videos beyond Entrepreneurs as mentioned in the RFP.

10. Section 4.1

Page 2

Can you elaborate on what is expected to be included in the Custom introductions?

US Ignite would like to see the creativity within the proposal of what custom introductions to the interviewees would look like.



11. Section 4

Page 2

Would the inclusion of a discovery/development exercise in our scope make sense?

Please include what you would find most beneficial for this project. This may include planning, development, and end result production. US Ignite would like to see your unique approach to this.

12. Section 4

Page 2

Question: When creating multiple interview-based videos of 3-4 minutes duration per video, we typically recommend including “cut-downs” of 15 seconds to 1-minute duration — these are more “bite-sized” and generally do quite well as top-of-funnel marketing collateral and on social media. This versioning may also include “compilation” videos which combine strong bites from separate videos to create additional, thematic videos (for example, topic-focused videos on funding, business development, working with co-founders, etc.) Does this approach resonate? Or would it be more desirable that we limit our thinking to the 3-4 minute videos only?

US Ignite would like to see multiple approaches to production, development, and publication of these videos. If the proposer would like to plan for developing smaller videos to use in specific market areas, we would like to see it in the proposal.

13. Section 4

Page 2

Question: We would recommend filming b-roll footage with each interviewee — this footage would consist of shots of interviewees “doing what they do” outside of a seated interview format. This content could be quite valuable and additive from a "watchability" of content standpoint. Does this sound like a good thing to include in our scope? Or would it be best that we focus on filming interview footage only?

Please include what you, as the proposal writer, see as a best fit for this project and for the objective. We look forward to reviewing creative ideas that help make these videos relevant to the viewer.

14. Section 4

Page 2

Should the proposer plan to assist with sourcing for interviews?

US Ignite would welcome an opportunity to include your recommendations and suggestions.



15. Section 4

Page 2

Will the awarded vendor have more pre-production meetings after the first initial kickoff?

Pre-production meetings can occur as needed to benefit both parties.

16. Section 4

Page 3

Does US Ignite have locations in mind for the shoots?

Locations have not been decided for this project.

17. Section 4

Page 3

Are there existing brand guidelines that the selected partner should work from?

US Ignite does have existing brand guidelines. These will be supplied to the chosen partner.