



Request for Proposals (RFP) for Video Services

Project: InnovateDMV

Issue Date: September 14, 2023

1. Introduction

US Ignite is thrilled to announce the launch of our ambitious project, InnovateDMV (www.InnovateDMV.com). US Ignite believes that as a hub for digital community transformation, InnovateDMV will allow more residents within underinvested zones across the region to tap into new learning opportunities and entrepreneurship. Collectively, with more than 40 community partners, InnovateDMV hopes to place applications and technology solutions within reach of the community we serve. At the core of this project, we seek to provide greater opportunities to underserved residents of DC and Arlington County to participate in and gain from the rapidly growing technology sector in the region.

US Ignite seeks to build a video library to inspire and empower local tech entrepreneurs in the District of Columbia and Arlington, Virginia. As part of our commitment to fostering innovation and entrepreneurship in the region, we seek a qualified video services provider to collaborate with us on this exciting initiative.

2. US Ignite Background

US Ignite (www.us-ignite.org) is a national nonprofit, a 501(c)(3), that is accelerating the smart city movement – and creating value for an entire ecosystem – by guiding communities into the connected future, creating a path for private sector growth, and advancing technology research that’s at the heart of smart city development. As a trusted partner, US Ignite combines this smart city ecosystem, successfully pairing financial investment with technical and organizational expertise. Through the public-private partnership programs we run, US Ignite is a catalyst for communications network advancement and for innovation in smart city services powered by a new generation of technologies. Read more about US Ignite at <https://www.us-ignite.org/>.

3. Project Overview

InnovateDMV needs a visionary storytelling project that features compelling success stories from the entrepreneurial landscape, showcasing the journeys of successful business leaders and imparting invaluable lessons learned throughout their endeavors. The project aims to inspire aspiring entrepreneurs, foster a vibrant entrepreneurial community, and provide accessible knowledge and insights to help them succeed. Below are two potential ideas for segments. We look forward to working with the selected firm to develop these ideas fully.



3.1 Sample Segment - Explanatory Video with Partners (3-4 total):

This segment will focus on introducing InnovateDMV and its mission to support small businesses and startups in the DC and Arlington areas. It will include the following key elements:

1. "Who Are You?": We envision a dynamic introduction featuring snippets from various program partners and staff expressing their identities, roles, and passion for driving innovation and growth in the region.
2. "Why Support Small Businesses/Startups in DC and Arlington?": In this part, we seek to highlight the significance of nurturing local talent, creating job opportunities, and fostering economic growth through the support of small businesses and startups in our communities.

3.2 Sample Segment - Storytelling Video with Entrepreneurs (7-8 total):

This segment will delve into the personal journeys of successful entrepreneurs, providing a glimpse into their challenges and triumphs. It will include the following components:

1. "Tell Us About Your Entrepreneur Journey": We aim to present captivating stories of entrepreneurs showcasing their determination, vision, and the path they undertook to build their successful ventures.
2. "What Is the Most Important Lesson Learned?": This section will feature profound insights from the entrepreneurs about the pivotal lessons they learned during their journey, offering wisdom that aspiring entrepreneurs can apply to their ventures.

4. Scope of Work

US Ignite requests that the vendor create a video series featuring InnovateDMV staff through segmented interviews drawn from twelve conversations with founders and partners of this campaign effort. With a budget of **\$60,000**, the videos should capture the energy and innovation of several DC and Arlington-based entrepreneurs and the ecosystem where they work and feature the hosts as experts in the field of leaders supporting tech-based entrepreneurship.

The vendor shall provide:

- **Pre-Production:** Provide pre-production services, including a planning meeting, to help establish the style and scope of videos. It also includes interviews with US Ignite staff and other stakeholders involved with the creation and execution of the dashboard. The vendor shall then deliver a high-level outline for the project, followed by script ideas and interview questions to be approved by US Ignite.
- **Production:** Provide personnel and equipment needed to create the videos.
- **Post-Production:** Provide the following deliverables post-production:
 - 10-12 videos (~3-4 minutes each), including
 - Rough Cut Video, including video and graphic recommendations,
 - Final Cut Video includes up to two rounds of revision,
 - Custom introduction and credit sequences for video, and
 - All other raw video footage (if applicable).



The vendor will lead all aspects of the following:

1. **Storytelling:** At the heart of the campaign is a well-conceived and designed campaign to capture inspiration from local entrepreneurs. Creativity from the video services provider will drive the success and put the campaign in the best position to succeed.
2. **Filming and Production:** The selected video services provider will be responsible for filming and producing captivating interviews and segments. This includes capturing high-quality video footage, clear audio, and professional editing.
3. **Graphic Design:** We seek exceptional graphic design capabilities to package the videos with engaging visuals that reflect our brand identity and appeal to our target audience.
4. **Output Formats:** The final deliverables will consist of videos tailored for various social media platforms (e.g., TikTok, Twitter, LinkedIn, Instagram) and our organization's website. The videos should be easily shareable and optimized for maximum impact.

5. Proposal Submission

Interested video services providers are invited to submit their proposals no later than **October 3, 2023**. The proposals should include the following:

1. **Company Overview:** A brief introduction of the video services provider, including relevant experience and expertise in producing similar video projects.
2. **Project Approach:** A detailed outline of the provider's approach to capturing the essence of InnovateDMV, incorporating the sample segments provided, and creating a compelling video library that aligns with our vision.
3. **Previous Work Samples:** Examples of previous video projects demonstrating the provider's ability to create impactful and inspiring content.
4. **Team and Equipment:** Details about the team members involved in the project, their roles, and the equipment to be used.
5. **Budget:** A comprehensive breakdown of how the provider proposes to use the **\$60,000** budget for all convening, filming, editing, graphic design, subtitles, and any additional services required to deliver this project completely.
6. **References:** Contact information for at least three references from previous clients.

6. Administrative Information

The project is expected to commence on or around December 1, 2023 when an agreement is reached and be completed no later than 75 business days after agreement is signed. Detailed information follows:



6.1 Solicitation and Project Timeline

Table 1: Solicitation Timeline

Milestone	Date	Description
RFP Release	9/14/2023	Date RFP opens
RFP Requests for Clarification	9/24/2023	Deadline to ask questions on RFP document (this document)
RFP Clarifications	9/26/2023	US Ignite shall provide responses
RFP Responses Due	10/03/2023	Deadline to submit proposals
Interview Finalists	10/10/2023	US Ignite may contact finalists for video interview
Scoring Begins	10/17/2023	Scores tabulated, background checks, references checked and selected vendor notified, and contract negotiation
Contract Award (CA)	12/01/2023	This is the latest date. US Ignite will strive for earlier date

6.2 Questions and Answers

All clarification questions must be submitted by **September 24, 2023, no later than 8:00 PM Eastern Daylight Time (EDT)** via email to erin.hill@us-ignite.org. Questions should be submitted in the following format:

1. Section Number
2. Paragraph Number
3. Page Number
4. Question

US Ignite will endeavor to respond to all parties no later than **September 26, 2023, 8:00 PM EDT**.

6.3 Proposals

All responses to this RFP shall be made in writing to erin.hill@us-ignite.org. Communications made to other US Ignite personnel or attempts to ask questions by phone or in person will not be allowed or recognized as valid and may disqualify the supplier. Suppliers should only rely on written statements issued by the RFP coordinator.

All proposals must be submitted by **October 3, 2023, no later than 8:00 PM EDT** to erin.hill@us-ignite.org. Any bid proposal received after this deadline will not be considered.



Proposals must include:

1. Proposer Information:

- a. Provide primary contact information, including the organization's name, phone number, email, and the main point of contact.
- b. Attach sample work if available (links are acceptable).
- c. Include the number of personnel required and the positions required (i.e., producer, videographer, audio manager, director, production assistants, etc.).
- d. Share biographies of key staff that are committed to working on this initiative. Include a description of experience for each proposed staff member (half-page limit per proposed staff member).

2. Scope of Services: Indicate how your organization will meet all or select requirements noted in the Scope of Services section.

3. Cost: Please provide the cost considering ALL the activities included in Part 4 Scope of Work.

Table 2: Evaluation Criteria

Criteria Description	Weight
Project Management: Demonstrated understanding of the project requirements and the clarity and completeness of the project plan to reach the proposed timeline and the feasibility of completing the project within a reasonable timeframe.	25%
Creativity: Ability to bring the InnovateDMV project to life, effectively incorporating the provided sample segments.	15%
Experience: Shows strong video and graphic design capabilities that align with our brand. Experience and/or samples provided showing high-quality production and elevates the visual appeal of the videos. Has referenced work with entrepreneurs, specifically, DC area start-ups and small businesses.	35%
Cost: Competitive and detailed budget proposal.	25%

US Ignite reserves the right not to select any organization if conditions change between the time of the RFP release and the completion of the review process. No contractual obligation on behalf of US Ignite whatsoever shall arise from the RFP process. Additionally, this RFP does not commit the US Ignite to pay any cost incurred in preparing or submitting any response to the RFP.

We eagerly look forward to receiving your proposals and joining hands with a talented video services provider to make InnovateDMV a transformative resource for the local tech entrepreneur community.