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| --- | --- |
| **Date:** | dd-mm-yy |
| **To:** | USAID Investment Promotion and Access to Finance Activity |
| **RFP Title and RFP Reference No.** |  |
| **RFA Date** | dd-mm-yy |
| **From:** | **Name of Lead Applicant (if applying as a consortia):** |  |
| Address: |  |
| Contact Name, Title: |  |
| Email: |  |
| Telephone #: |  |
| Applicant Legal Status: |  |
| Year Founded:  |  |
| Registration #: |  |
| Tax ID / Fiscal #: |  |
| Indicate other consortia members (if applicable):Consortia member 1 (name, address, year founded, registration #, Fiscal #):[add if more] |  |

We/I hereby certify that the information contained herein and attached hereto is complete and accurate to the best of our/my knowledge (**if applying as consortia, please add their name/signature/date**).

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Head of Organization Signature Date

# Technical Proposal[[1]](#footnote-1)

## Describe and provide documentary evidence of the Offeror(s) experience, expertise and creativity (5 pages):

* The service provider's overall experience and expertise in developing websites, and promotional videos for similar agencies, organizations, or industries, including examples of successful past similar work that demonstrate creativity, strategic thinking, and impact. The Offeror needs to provide evidence that showcases their capabilities in creative design, website development, and the creation of promotional videos. They should demonstrate proficiency in generating engaging content and crafting compelling narratives, ensuring that each project reflects a deep understanding of client needs and industry standards.
* Optional: Provide creative designs or ideas for the website, and promotional video. Offeror can provide actual designs or description of ideas. This is not mandatory but will strengthen the technical proposal.

## Describe the proposed approach and methodology to deliver the Statement of Work (3 pages)

* Demonstration of understanding of the required tasks of this RFP and providing a framework on how this work will be completed including provision of a timeline of implementation.
* Optional: Service provider’s understanding of the industry in which KIEA operates.

## Provide proposed staff bios and capabilities (2 pages):

* Qualified and experienced staff with specific experience in similar tasks and deliverables. The Offeror needs to demonstrate this through the provision of CVs of staff with the required experience to deliver the intended tasks of this RFP.
1. Not to exceed 10 pages. Supporting documents, samples of past similar work, proposed creative designs and/or ideas, and CVs of the proposed key staff members, which the bidders are required to submit, will not be counted toward the 10-page limit. [↑](#footnote-ref-1)