TERMS OF REFERENCES
AGRICULTURE MOBILE APPLICATION DEVELOPMENT

A. Background

In Lebanon, nowadays, youth is the most affected category suffering from many hardships and lack of affiliation within the society due to the multiple crises facing the country, mainly COVID-19 and currency devaluation. The difficult circumstances the country is facing, reduces the youth's opportunities of job creation, employment and increases unemployment rate and immigration trend.

One of The LEE Experience's main targets is youth. One of their programs being implemented currently with the International Labour Organization (ILO), provides support for agriculture and agro-food start-ups to reach many goals. The first target is to develop the ability of Lebanese & Syrian Startup including youth and women for starting up their businesses in the agriculture sector through an improved access to entrepreneurship trainings, technical trainings, business management advice and business to business linkages. The second is more global and on a national level; to have encouraged youth's involvement in building their future and response to multiple country crises and challenges. Finally, and most importantly, the program aims to introduce the digital experience into the program to improve its efficiency and leverage its success rate as well as creating the innovative platform for an increased continuous impact.

The program direct target is 650 vulnerable Lebanese and Syrian refugees in Beqaa, North-Lebanon and Akkar, including the poorest people, women and men, and people with disability to provide them with equal and expanded opportunities for participating in decision-making processes. Moreover, the project seeks to create innovative models of youth engagement to identify, analyze, and act against challenges in their communities.

North-Lebanon, Akkar and Beqaa governorates are considered remote and rural areas that rely mostly on agriculture- and suffer from limited public sector interventions and economic development. As a result, the project will provide financial, non-financial and microbusiness creation support for the vulnerable groups in the agriculture and agro-food sectors.

Out of these 650, 300 business plans are expected to be submitted, out of which 50 income-generating activities will be selected for coaching and seed funding.

B. Mobile application description

In light of the project deliverables, The LEE Experience aims at developing an Agriculture platform for networking, e-commerce, fund raising and e-learning.

The proposed platform mainly consists of building a network that:
- Connects people in the agriculture sector starting with the projects beneficiaries including farmers, workers, suppliers in the targeted communities and experts.
- Gives the Workers the opportunity to a) create their own profiles where they can share and promote their goods online so that buyers and anyone who signs in to the application could shop, and b) search for job opportunities within the local businesses.
- Enables the above-mentioned beneficiaries' **to truly work as one**. Therefore, the app should serve as a document management including data capture tools, farm maps, library of labels and safety data sheet (SDS), and communication tools in order to improve the workflow and increase production's efficiency. The app is the most convenient way to access, capture, manage and share the agriculture/ farm data from anywhere. **It should be an online /offline app that allows beneficiaries to get things done while in the field, even without an internet connection**. The app automatically syncs all the beneficiaries' information to their secure account once they are back in range.
- Allows farmers/ business owners, suppliers and advisors to connect and resolve support issues on the farm/ Agri-food/ labour by connecting farmers to multiple advisors/specialists from different companies/organizations/ establishments to submit and receive support in real-time via video/or call. Advisors/ specialists can manage multiple farmer services/ requests through a **dashboard and remote video that allows them to see what the farmer sees in real-time**. A **Web-based customer service dashboard** allows the advisor's organization/ company to see open cases, resolution status, and farmer feedback in real-time.
- The app can also make it possible for beneficiaries/ users to **remotely monitor environmental conditions and make decisions related to their Agri-labour, crop production sites or water management systems** by delivering customized insight for data from sensors in the field such as weather stations, soil moisture, and water distribution.
- Finally, in an objective to support local agro-businesses, the application will pertain a podium for crowd-funding where people from all over the globe could check businesses profiles, select one and send them a donation.
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The provider will be responsible for developing, designing and assisting in the launching of the application, as well as the support and maintenance post-deployment.

C. <u>Objectives</u>

- To create professional networking centered on the agriculture sector between business owners, agricultural workers, suppliers and the experts
- To support and open doors for the agriculture and food processing sector in rural areas through job creation and matching, e-commerce and funding opportunities.
- To give access for people from all over the world (Lebanese immigrants) and residents to the local markets.
- To create opportunities for local businesses to reach international markets and build new distribution channels.
- To equip the business owners with all the required knowledge to maintain a successful business through the access to learning materials, online events and communication with experts.
- To contribute to the support of agriculture businesses in Lebanon by giving donors access to business profiles and the ability to make donations.

D. <u>Outcomes</u>

1. **Agriculture community - digital network (similar to LinkedIn concept)** linkages between candidates (potential workers), business owners (farms or food processing businesses), suppliers and the technical experts.
2. **E-market - online shopping market:** for business owners to display their goods and offers and for consumers to check and shop online. Products can be filtered by categories, region, sort by prices…
3. **Learning space:**
   a. Materials uploaded by the experts/ admin (videos, articles) for the business owners to develop their knowledge.
   b. Ability to create events (webinars, interviews) and share invitation with the users to register.
   c. Q&A section: post your question and get an answer by our experts (solutions, tips, advices)
4. **Crowd funding page:** a list of businesses with a description and a brief about the business owner to help people select which business they want to fund. Payment should be made through the application.

E. <u>Mobile app users:</u>

- **Customers or/ and donors (anyone signing in to the mobile app):** order goods online, check the business profiles, and make a donation to selected local business.
- **Beneficiaries of our project (workers and business owners):** the workers have a specialized network to find job opportunities faster by connecting with the businesses in their region. The business owners can connect with suppliers to get their equipment and raw materials, get the direct consultancy from the expert or

watch a video to learn about something. Also, they have the ability to upload list or add their products on the dedicated e-market.

- **Suppliers:** create their profile and connect with local agriculture business owners to provide them with primary materials.
- **Experts:** To provide consultancy in business management, marketing and promotion advices, technical knowledge about the business, new technologies…
- **Admin/ILO & The LEE Experience:** uploading materials, managing the roles, reports generation, coaching and training main beneficiaries on the application.

F. General Features

- ➢ User friendly
- ➢ Ability to integrate with third party services such as:
    - a. Google Maps
    - b. Statistics plug-ins
    - c. Google Analytics
    - d. Accuweather/ weather forecasting
- ➢ shared inbox
- ➢ remote visibility
- ➢ interaction analytics
- ➢ a uniform navigation,
- ➢ cross-property dashboards
- ➢ Easily customizable
- ➢ Generate reports
- ➢ Secure
- ➢ Ability to upload documents, videos into the app
- ➢ English & Arabic Languages
- ➢ Multiple Users with rights and permissions
- ➢ Compatibility – IOS and Android

G. Support & documentation for admin

- ➢ User Manual
- ➢ Training for the Admin
- ➢ Training material that will be provided to the users
- ➢ Support for the team for minimum one year post-deployment

H. Additional requests

The following are the additional requests that the bidder must provide and clarify with the proposal submission:

- ➢ Details about Tools and Technologies to be used and the hosting options
- ➢ Detailed execution plan which includes the time required to make a full testing and review discussion at each milestone
- ➢ Technical and financial proposal
- ➢ License needed for the app

- ➢ User experience design which will ensure a friendly user experience and adoption of the mobile application.
- ➢ Workflow diagrams to explain the interactions a user can make on the app and the navigation structure
- ➢ Separate designer name should be stated with work portfolio
- ➢ Prepare a weekly progress report.
- ➢ Prepare a Monthly Report mentioning gist of all the activities undertaken, progress made, corrective action taken, if any, during the month.
- ➢ The Report Writing shall start from the first week of Commencement of the contract with the consultant.

Important note: Once the contract ends, after the support year, The LEE experience should have full ownership on the last updated version of the source code and the database. An extension support contract could be negotiated at this point.

I. <u>Schedule for completion: progress and payments</u>

The Mobile Application should be designed, developed, tested, installed and launched within <u>90</u> days starting from the date of contract signing. This duration must be mapped and submitted with the proposal including detailed tasks and strict deadlines, which will be considered as progress assessment tool. The payment schedule should be linked to milestones; once the milestone deliverables is approved the payment shall be issued. Finally, the contract is subject to penal conditions as per exceeding deadlines and lack of implementation of the above materials. (Fees and deduction will be detailed in the contract).

J. <u>Qualifications and Requirements:</u>

The provider should be a technology company with proven record of innovation in the mobile application field and market. That must include expert team for Mobile Application Development and Art. The proposal must include the CVs, job record, and portfolios of the team members that will be dedicated to the project.

The ideal candidates should have strong experience in Mobile Application Development with:

- ➢ Minimum of three years of experience in Mobile Application Development and Management
- ➢ Strong knowledge in iOS and android SDK
- ➢ Demonstrable portfolio of released application on the APP store and Play store
- ➢ Extensive knowledge of at least one programming language
- ➢ Fluency in English and Arabic Languages
- ➢ Individuals and Firms can apply

For the Art team should have the following:

- ➢ Bachelor or master degree in graphic design

➢ Excellent understanding of user- experience design for mobile application
➢ Demonstrable portfolio of designed Apps
➢ Expert level skills in design tools
➢ Fluency in English and Arabic Languages

K. **Bid grading system:**

All the submitted proposals will be assessed based on the same list of criteria detailed in the table below. In order to have an objective decision and make sure diversified points of view are taken into consideration, a committee will be formed to evaluate each proposal. The proposal should include the below sections:

- Organization experience (with Annex work portfolio)
- Experience in similar projects
- Understanding of the TOR and suggestion
- Technical approach and methodologies (including Journey Map, activities / phases proposition and deliverables)
- Team Composition (including Cvs)
- Workplan including milestones
- Financial proposal including Taxes

1. Portfolio and Experience	Nb. Of years in the development and the projects implemented (quantity and quality)	10%
2. Expertise	Working on application with similar features, similar industries (NGO, Agriculture, entrepreneurship, E-commerce or crowdfunding	10%
3. Design team experience and portfolio	Nb. Of years in the development and the projects implemented (quantity and quality)	20%
4. Technical proposal	a. Ability to understand what is needed, propose adequate solutions and anticipate future problems b. Timeline, communication channel and reporting frequency	30% (a.25% + b5%)
5. Financial proposal	The lowest cost	30%

- For more information contact prog@theleeexperience.com
- For submission before **Thursday 25, March 2021**, send to IT@theleeexperience.com