



Request for Quotation (RFQ)

RFQ Number: LED RFQ- 141

Issuance Date: June 4, 2020

Deadline for Offers: June 18, 2020

Description: App Platform & Web Developing

For: LED-Lebanon

Funded By: United States Agency for International Development (USAID),
Contract No. AID-268-17-C-00001-00

Implemented By: Chemonics Beirut S.A.R.L

Point of Contact: Roger Karam

***** ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *****

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <http://www.chemonics.com/OurStory/OurMissionAndValues/Standards-of-Business-Conduct/Pages/default.aspx>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value, or compensation to obtain business.

Offerors responding to this RFQ must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact Douglas Griffith, dgriffith@chemonics.com with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics' Washington office through the contact information listed on the website found at the hyperlink above.

Section 1: Instructions to Offerors

1. **Introduction:** Chemonics, through Chemonics Beirut S.A.R.L., acting on behalf of the U.S. Agency for International Development (USAID) and the Lebanon Enterprise Development (LED) Project, under contract number AID-268-C-17-00001, is soliciting proposals from local Lebanese firms that can support our clients on the below scope of work.

Offerors are responsible for ensuring that their offers are received by Chemonics in accordance with the instructions, terms, and conditions described in this RFQ. Failure to adhere with instructions described in this RFQ may lead to disqualification of an offer from consideration.

Offerors should take note that this RFQ does not obligate Chemonics to execute a subcontract nor does it commit Chemonics to pay for any costs incurred in the preparation and submission of any proposals for this solicitation. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

2. **Offer Deadline and Protocol:** Offerors shall submit their proposals electronically in accordance with the instructions below:
 - **Technical and financial** offers must be received no later than 4 pm local Beirut time on **June 18, 2020** by email to LEDprocurement@lebanon-edp.com
 - Technical offer ONLY shall be submitted to the client. It is the responsibility of the offeror to share contact information of the client and send the technical offer before the above-mentioned deadline.

Please reference the RFQ number **141** in any response to this RFQ. Offers received after the specified time and date will be considered late and will be considered only at the discretion of Chemonics.

3. **Questions:** Questions regarding the technical should be asked to the client directly during site visit & questions regarding administrative requirements of this RFQ may be submitted no later than 4 pm local Beirut time on **June 16, 2020** by email to LEDprocurement@lebanon-edp.com Questions must be submitted in writing; phone calls will not be accepted. Questions and requests for clarification—and the responses thereto—that Chemonics believes may be of interest to other offerors will be circulated to all RFQ recipients who have indicated an interest in bidding.

Only the written answers issued by Chemonics will be considered official and carry weight in the RFQ process and subsequent evaluation. Any verbal information received from employees of Chemonics or any other entity should not be considered as an official response to any questions regarding this RFQ.

4. **Scope of Work:** Section 3 contains the scope of work of the required service.
5. **Quotations:** Quotations in response to this RFQ must be priced on a fixed-price, all-inclusive basis, including delivery and all other costs. **Pricing must be presented in USD** and offers must remain valid for not less than thirty (30) calendar days after the offer deadline. Offerors are requested to provide quotations on their official quotation format or letterhead;

In addition, offerors responding to this RFQ are requested to submit the following:

- Organizations responding to this RFQ are requested to submit a copy of their official registration or business license.

6. **Taxes and VAT:** The agreement under which this procurement is financed is not exempt from the payment of taxes, tariffs, duties, or other levies imposed by any laws in effect in the Cooperating Country. Therefore, offerors must include taxes, charges, tariffs, duties and levies in accordance with the laws of the Cooperating Country.
Chemonics Beirut SARL is VAT exempted all invoices issued by your company will be stamped and signed with a special stamp filled in detail as mentioned in the agreement with the ministry of finance.
7. **Eligibility:** By submitting an offer in response to this RFQ, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. Chemonics will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.
8. **Evaluation Criteria:** The award will be made to a responsible offeror whose offer follows the RFQ instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below
1. *Cost: 30 Points*
 2. *Offeror's qualification, expertise & past experience: 20 Points*
 3. *Scope of Work: 25 Points*
 4. *Site Visit & Client feedback: 20 Points*
 5. *Timeline & Days of Intervention: 5 Points*

Follow-up discussions may be conducted with several Consultant(s) to resolve any questions, finalize the scope of work and agreement on final not-to-exceed costs as a means to recommend final selection to Chemonics.

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFQ, an offer may be deemed “non-responsive” and thereby disqualified from consideration. Chemonics reserves the right to waive immaterial deficiencies at its discretion.

Best-offer quotations are requested. It is anticipated that award will be made solely on the basis of these original quotations. However, Chemonics reserves the right to conduct any of the following:

- Chemonics may conduct negotiations with and/or request clarifications from any offeror prior to award.
- While preference will be given to offerors who can address the full technical requirements of this RFQ, Chemonics may issue a partial award or split the award among various suppliers, if in the best interest of the Lebanon LED Project.
- Chemonics may cancel this RFQ at any time.

Please note that in submitting a response to this RFQ, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the Lebanon-LED Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. Chemonics, at its sole discretion, will make a final decision on the protest for this procurement.

9. **Terms and Conditions:** This is a Request for Proposal only. Issuance of this RFQ does not in any way obligate Chemonics, the LED Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to Chemonics' standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request.

Section 2: Offer Checklist

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFQ:

- SOW
- Timeline & Days of intervention;
- Cost in USD
- Qualification, expertise & past experience: please include:
 - CVs for the consultants that will work on the project
 - Company Profile
 - List of clients having similar intervention
- Company Registration papers

Section 3: Scope of Work

A- Description of the Client

Music Arts Design sal (MAD):Beirut, Greek Orthodox Hospital Street, Jesuit Building, GF

Rima Yaacoub and Lise Yaacoub are marketing and creative design consultants that worked in the creative industry through several artists and designers. They built good relationships with big players in the entertainment industry. Their job was to represent artists and manage their brand identity and deal with negotiations for big partnerships and events. They noticed that there is a gap in the market, and they saw a lot of artists that needed help to work and live from their passion, so they came out with the idea of MAD.

In 2016, Rima and Lise founded Music, Arts, Design - MAD in Lebanon. MAD is an entertainment marketplace that helps people discover, launch and meet talented musicians, artists, and designers. MAD allows artists who lack visibility and funding to transform their talents into full-time jobs. Due to their innovative platform, MAD provides artists with 360° promotional services, a crowdfunding space to fund their projects and an online store to sell their creations. MAD also builds collaborations between artists and brands who are looking for their next brand ambassadors and influencers. Artists fund their projects through the collaboration of brands and brands market themselves through the artist's content.

MAD's platform currently offers entertainment content for millennials, automated services for artists to promote their art and sell their creations and automated services for brands. Currently, MAD's entertainment content is available through partnerships with TV Channels, digital distribution platforms, and web aggregators.

After it began, MAD boomed quickly, and the founders started working to open another entity of MAD in France. Being incubated at Willa (formerly Paris Pionnières, Paris), Station F fellowship program (Paris), and Paris & Co which is the largest incubator in the creative industry in France, helped the founders test the waters with the French market and they were able to see the acceptance of the market to the idea of MAD. In October 2017, MAD inaugurated its offices in Paris, France.

MAD is in negotiations with one of the world's leading communication companies to sign a partnership that will lead to MAD sharing business development efforts and bids with the company. This partnership allows MAD to reach international brands with business development efforts centralized through a major advertising and public relations agency covering the international market.

The communication company gave very good feedback on the portfolio of MAD and are very interested in signing a partnership with the company. The only constraint affecting the deal is that they require that MAD's online platform should be upgraded along with developing their mobile application. They requested that both web and mobile platform need to include all automated functionalities that would allow brands to be autonomous in scheduling and diversifying their campaigns and include all the content they produce.

LED will cost-share with MAD to hire a consultant/consultancy firm that will help MAD develop the new generation of their online web and app platform that includes a fully automated suite of services for artists and brands. The consultant will work closely with MAD on upgrading their online web platform and develop MAD's mobile application that includes micro influence campaign services between brands and artists and product placement functionality for brands on artists' projects. Moreover, the platform should allow millennials and users to discover and watch MAD's entertainment content directly on their platform and allow brands to add their content and help generate a higher conversion rate of online purchases through push/pull notifications. This will help MAD attract all companies and brands with a digital advertising monthly budget.

Fly-Foot SAL: Beirut, Mazraa, Damascus Street, Nay Tower, 5th floor

Fly-Foot is an online platform that allows users to book football experiences and personalize them by adding flights, hotels, stadiums or city tours, accompanied by an on-spot service app. The founders' desire to connect passionate football fans with their favorite games and teams inspired the construction of Fly-Foot network, expertise, and the team that creates the most authentic football travel experiences.

Fly-Foot has been creating trips for fans for three World Cups. That is more than 10 years of flying people to watch their best games in cities all around the world. Fly-Foot has organized trips for more than 800 games, over 4500 fans, and to over 45 destinations around the world.

At Fly-Foot, as a first option, a client can customize complete packages that include stadium tickets, round trip flights, central accommodation, airport pickup, 24/7 on spot customer service, and touristic tours and experiences. As a second option, a client can buy a semi package that includes stadium tickets and accommodations.

Fly-Foot team knows the ins and outs of the cities and stadiums, so their clients could benefit from the tour guiding service offered by Fly-Foot too. Fly-Foot also has extra football services such as attending training sessions, meeting legendary players, special discounts for official merchandise, and custom-made official jerseys.

Fly-Foot offers corporate travel experiences for large groups. Packages include flight and match tickets and accommodations for all attendees, team dinners, touristic and team building activities, and dedicated meeting rooms. Schools can organize trips designed for large groups of students traveling with their coaches or instructors along with a dedicated Fly-Foot instructor that will guide them throughout their stay. Summer camps are also one of Fly-Foot's services. The company partnered with top European clubs to offer the best experience to the youth. Packages include official programs, certificates, 2 training sessions a day, official kits, and sports activities with city tours and excursions.

LED will cost-share with Fly-Foot to hire a consultant/consulting firm that will assist the company in designing the front end and back end of the app platform. The consultant will work with Fly-Foot on setting a roadmap to be followed that will lead to making the application capable of integrating with other apps without facing any barriers, thus opening more distribution channels. The app should serve Fly-Foot to fully digitize the journey of its customers especially during and after the trip phases. It will help Fly-Foot fully automate its customer service module and it will help Fly-Foot

upsell tours, excursions and add on services, and widening their product offerings. This app improvement will enhance the experience of what the customer is exactly looking for and will eventually build user loyalty as well as increase referrals and leads.

Pages Jaunes Liban SAL: Beirut, Gemayzeh Pasteur street, Pasteur 40 Bldg.

Pages Jaunes Liban (PJL) emerged as a subsidiary of the European Pages Jaunes Group - France in 1997. It is owned by DITO (Directory Information and Technology Organization), created in Lebanon in 2006. DITO owns and manages the operations of Pages Jaunes Liban and Jordan Yellow Pages. The holding is the Middle East leader in creation, translation, and full assembling of data. It manages a database of approximately 1.4 million records.

Today, PJL is in the process of establishing the first true online marketplace platform in Lebanon to be called "Made in Lebanon". It will help the artisanal products to be online and promote all Lebanese products and services in Lebanon and abroad. The project phases consist of the following:

- Develop a mobile app with a web-base content management system aimed at updating client data on the go. The objective of this app is to make a real business statistic on the whole territory through the app that will be used by ambassadors who will have the role to enter new entities.
- Create a completely new and creative design with the full development of the e-commerce marketplace website, reflecting an SEO (search engine optimization) friendly structure and layout, a nice look and feel pushing PJL brand forward; in addition to full e-commerce functionalities including full online transactions.

PJL marketplace has to manage the entire transaction, from listing to payment processing (with the service and goods delivered offline). PJL wants to set up an optimized strategy based on targeted awareness as a first step allowing them to have a successful online launch and consequently building up on this success to increase online awareness, reach more relevant people and increase online sales.

PJL is targeting the small and medium businesses who are not present online (both registered businesses and private individuals aiming to formalize their activities into a business). PJL plans to help those businesses to become present on its online marketplace platform which will enable them to have new sales channels.

PJL is also planning to invest in a global marketing campaign to exponentially grow its customer base. This campaign will be done on the below digital channels: Facebook, Instagram, and YouTube; Google Display, Google Paid Search and Remarketing ads also, an SEO campaign for the new e-commerce website to be developed.

The company is currently planning to have on its platform a wide variety of general interest products that cater to almost all the needs of the consumers; they will emphasis providing access to items falling under the following categories: sport & outdoors items, accessories, home & garden items and clothing, tickets & pass, electronics, beauty products, and music instruments.

LED will cost-share with PJL to assign an expert who will assist the company in the front-end of the platform/app as per the latest UI/UX trends and best practices for optimized user experience,

provide a full CMS –Content Management System –solution which ensures maximum flexibility for webmasters and administrators; also, the consultant will be working with the company to get them on High Natural Rankings.

trakMD SAL: BDD – Berytech Bldg.- Bechara El-Khoury Street – Bachoura – Beirut

TrakMD is a patient engagement platform founded in 2018 that aims to establish a better healthcare experience for patients and providers. Patients enjoy a free mobile app that allows them to find & book appointments that suit their needs with the click of a button, 24/7. For patients, the existing platform offers simple features such as personal health records, automated appointment reminders, personalized patient education, and preventive healthcare reminders. On the other hand, it offers healthcare providers the opportunity to digitize their practice with a comprehensive solution, attract new patients, increase retention rates and callbacks, and empower their patients by placing them at the center of their healthcare experience.

At the onset of COVID-19, trakMD dedicated its resources to provide a helping hand to the community from which it thrives. The efforts led to a collaboration with the Ministry of Public Health in Lebanon to develop an online symptom checker for COVID-19 through which individuals are assisted in what best course of action should be taken based on their input. This collaboration has been yielding great success with over 30,000 checks completed in the first two days.

As the COVID-19 crisis continues, it is causing widespread concern, fear, and stress. In Lebanon, with the disruptive effects of COVID-19, caused by the social distancing, experts are debating an imminent catastrophic impact on people’s mental health, importantly, the children’s and elderly’s mental health. Also, the belief that everyone should have instant and affordable access to a board-certified doctor, whenever and wherever needed became an emergency in this time of crisis.

Upon discussion with the MOPH and mental health professionals, trakMD intends to alleviate this predicament by planning and developing an interactive online consultation solution that places healthcare needs in the palms of patients. This solution will follow the Health Insurance Portability and Accountability Act (HIPAA) standards, a series of regulatory standards that outline the lawful use and disclosure of protected health information (PHI). The HIPAA-compliant online consultation solution connects patients to healthcare professionals securely and provides a suite of interactive tools for efficient and satisfactory healthcare experience. High definition video consultation, multidisciplinary patient-focused conference video call, automated push reminders for mental health exercises or activities requested, live examination results sharing for relevant specialties, secure messaging, customizable personal health records, and more features are tools that shall differentiate the online healthcare experience as effective. Thus, trakMD would become a one-stop-shop for all healthcare issues through a full-fledged developed platform.

With people having been at quarantine for weeks now, addressing emerging mental health concerns, let alone those with pre-existing mental health conditions, is impeded by an inability to seek professional help. Despite all the mental health awareness campaigns in Lebanon pre-COVID-19, the subject was still a taboo. With the outbreak of COVID-19 epidemic, the mental health issue gets worse; also, all other healthcare fields have been affected as patients finding it difficult to consult professionals and many are avoiding the few clinics that are still in practice.

Being the first video telemedicine company in Lebanon, trakMD has serious demands from several potentials who are interested in its telehealth platform. The healthcare professionals and hospitals are the main buyers for trackMD.

trakMD aims to invest in a global online and offline marketing campaign to grow its customer base. This campaign will be done on the following digital channels: Facebook, Instagram, and YouTube; Google Display, and Remarketing ads.

trakMD will provide a fully integrated solution for virtual primary care protected by local law, totally free for patients.

As the solution shapes up, telemedicine services made available through trakMD would be provided by Lebanese licensed healthcare providers practicing professional practices by offering on-demand and scheduled visits via any smartphone, tablet, or computer.

The healthcare professionals would subscribe for paid packages that allow them a specific quotation of online consults conducted based on their package. A fixed monthly fee would be charged to each specialist in addition to a handling fee of 10% of the consultation amount.

For hospitals, the platform will help in facilitating their communication with hospitals abroad to check on special cases. A minimum fixed monthly fee would be charged depending on the size of the hospital, the number of used hours and the number of used GB.

The lack of access to affordable healthcare in the time of crisis is going to be a large and growing problem, making trakMD mission that much more important. To make trakMD application the fastest and easiest way to see a doctor or psychologist online, the company has to upgrade and develop its current platform/app to respond to the emerging need. The solution needs to be functionally and technically compliant with HIPAA standards for customer engagement best practices and international standards.

LED will cost-share with trakMD to hire a consulting firm with IT specialists who will help the company in the design and development of a web-based online consultation enabling patients to search for healthcare providers, view their profiles and availability timeslots, book their appointment, get notified and reminded when the appointment is due, join the online consult call, and add reviews. Besides, the healthcare providers will be able to manage their availability, appointments, create electronic health records, and initiate a multiple party video conference call to discuss emergency matters and/or patient case. Additionally, the consultant will help to create an Application programming interface (API) to integrate trakMD application with third party Voice over Internet Protocol (VOIP) and payment gateway solution.

Site Visit

The site visit for this requirement is mandatory. If you submit a tender without having attended the site visit your bid may be deemed non-compliant and will not be considered.

To arrange a visit, please coordinate a site visit with our business advisor for each client before the deadline. Depending on the situation, each client has the right to take conference calls instead of site visit.

Client	Business Advisor	Tel
MAD	Hussein sheet	+961 70 516 905
Fly Foot	Hussein sheet	+961 70 516 905
Pages Jaunes Liban	Nivine Chaaban	+961 70 516 132
Trak MD	Nivine Chaaban	+961 70 516 132

Scope of Work:

Each consultancy firm should submit a proposal that include a detailed SOW accompanied with price for each technical assistant per client. Please note that each firm has the right to choose to submit their proposal for one and/or more companies combined.

N.B: Before awarding the contract for the winning vendor please be reminded that the SOW hence deliverables will be divided between LED and the client firm. The consultancy firm will sign two separate contracts for the SOW:

1. A contract to be signed with LED that represents most of the technical assistance deliverables and;
2. A contract to be signed with the client firm to represent the deliverables for the client cost share part.

Section 4: Offer Cover Letter

The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:

To: LED Project
Qubic Center, 10th Floor, Section E&D
Daoud Ammoun Str., Horsh Tabet, Sin El Fil
Beirut, Lebanon

Reference: RFQ No. 141

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFQ. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFQ. We further certify that the below-named firm—as well as the firm’s principal officers and all commodities and services offered in response to this RFQ—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any Chemonics or LED project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFQ; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to Chemonics’ prohibitions against fraud, bribery, and kickbacks.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: _____

Name and Title of Signatory: _____

Date: _____

Company Name: _____

Company Address: _____

Company Telephone and Website: _____

Company Registration or Taxpayer ID Number: _____

Company DUNS Number: _____

Does the company have an active bank account (Yes/No)? _____

Official name associated with bank account (for payment): _____