



## **REQUEST FOR PROPOSAL FROM THE WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (WISHH)**

### **I. DATE**

August 21, 2020

### **II. PROJECT OBJECTIVE**

This request for proposal (RFP) will identify experts to develop and implement a 12 hour workshop that will cover the basics of entrepreneurship, financial management and business plan development. The workshop attendees will include elite entrepreneurs from developing and emerging markets in Latin America, Asia and sub-Saharan Africa who have committed to launching a new or expanding business using U.S. soy. These entrepreneurs are part of the Soy Investor class who are receiving training and support from ASA/WISHH. The entrepreneurs will be looking to build a business in one of the following sectors: human food, aquaculture and poultry. The workshop materials should include topics such as understanding trade and import duties of product, components of a business plan, role of and inclusion of market analysis and SWOT in a business plan, creating financial projections, value proposition, alternative sources of funding.

### **III. ORGANIZATON BACKGROUND**

The American Soybean Association's World Initiative for Soy in Human Health (WISHH) program connects trade and development across global market systems, improving food security. Knowing that protein plays an essential role in human nutrition, visionary U.S. soybean growers founded WISHH in 2000 to serve as a catalyst in developing and emerging markets. WISHH brings the power of strategic partnerships to our unique market-systems approach. Local business leaders, governmental and non-governmental organizations as well as academic institutions join us in increasing demand and fueling economic growth for the sustained availability of nutritious and affordable human foods and livestock feeds.

For more information about ASA/WISHH, please visit [wishh.org](http://wishh.org).

### **IV. SCOPE OF WORK**

Successfully starting a new or expanding a business can be challenging, especially in ever-evolving markets in developing and emerging economies. Having the right tools and resources to develop an inclusive and comprehensive plan can help mitigate risks and identify both opportunities and threats to a business.

Over the past 20 years, WISHH has seen first-hand the need for innovative entrepreneurship within emerging market agricultural value chains. These entrepreneurs are leaders in their communities and sectors, providing jobs and generating income that remains local. Entrepreneurs in the developing world are an integral part of starting or building an industry and can help shape policies and rules that will guide the industry into the future.

WISHH has worked globally with a wide variety of entrepreneurs in the aquaculture, poultry, animal feed and food technology sectors. These entrepreneurs may possess existing business ventures but see an opportunity to be filled within their current or outside sectors. Providing business and technical support as early as possible in the business development process is critical to a successful launch. Prior to the business planning workshop, the Soy Investor class members will participate in a WISHH-sponsored webinar series that will address Food Safety, Lean Business Management and Crisis Management. These webinars will serve as an introduction to each topic and will provide key insights into other critical components of successful business plans. WISHH will also provide the Soy Investor class members with mentors possessing technical and business acumen to provide continued support and guidance as the entrepreneurs build and implement their business plans.

The business planning workshop should include, but not be limited to the following topics:

1. Understanding trade and import duties
2. Components of a business plan
3. Role of Market Analysis/SWOT in a business plan
4. Value Proposition
5. Creating financial projections
6. Alternative funding sources

This RFP has three activities:

- 1) Development of business planning curriculum
- 2) Implementation and delivering of the curriculum in a recorded format (MP4). WISHH will distribute the videos to participants via webinars and on the WISHH website
- 3) Content to be sent prior to the online training to prepare the entrepreneurs (articles, templates, suggested reading, etc.)

The developed materials will remain the property of WISHH and will be posted on the training section of the WISHH website and available for future use.

## V. TIMING

All activities must be completed by September 30, 2020

Intent to Bid (Fore Q&A Dissemination)	August 21, 2020
Bids due to ASA/WISHH	August 28, 2020
Contract awarded	August 31, 2020
Contract signed and activities begin	September 2, 2020
Development of Materials	September 2020
Final deliverables due	September 30, 2020

## VI. SELECTION CRITERIA AND CRITERIA WEIGHTS

Proposals submitted will be evaluated according to the following criteria:

Consultant skills/ experience	35%
Comprehensiveness	30%
Cost	20%
Timing	15%
<b>TOTAL</b>	<b>100%</b>

Special consideration will be given to Women or Minority Small Owned Business (WMSOB) entities with SBA certification (proof of certification must be provided at time of submission).

## VII. INSTRUCTIONS TO BIDDERS

Proposals must contain at a minimum the specific criteria requested in the Request for Proposal:

1. A capability statement highlighting the bidder's skills, resources, and experience. Please include your expertise in business plan and entrepreneurship development. Identify the qualifications that make the consultant an expert in developing the business plan and financial development materials and instructing entrepreneurs from developing and emerging countries.
2. Detailed budget on developing the business plan and financial materials and implementation and instruction to the training attendees. The detailed budget needs to show the costs broken out for each of the two activities.
3. Checklist of items that must be submitted:
  - Attachment A Proposal Authorization Cover Page Completed and Signed
  - A Capability Statement
  - Concept piece outlining proposed activities and budget (3-4 pages)
  - WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 4:30 PM CDT on Friday, August 28, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at [gperry@soy.org](mailto:gperry@soy.org). Ms. Perry will confirm receipt of each proposal; if receipt has not been confirmed, your proposal has not been received.

Questions regarding the RFP may be directed by e-mail to Gena Perry. No questions will be answered over the phone or in person.

*This is an all-inclusive contract which includes individual's or firm's time and materials. Travel costs will be reimbursed separately. No further funds will be allocated for this activity.*

If your proposal is not authorized by signature on Attachment A Proposal Authorization Cover Page, it may not be considered and may be rejected.

**Non-Discrimination Statement:** In accordance with Federal Law and U.S. Department of Agriculture (USDA) policy, ASA/WISHH prohibits discrimination in its programs and activities against its customers, employees, and applicants for employment on the basis of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation or all or part of an individual's income is derived from any public assistance program or activity conducted. ASA/WISHH is an equal opportunity provider and employer.

The firm or individual selected will be required to sign the ASA/WISHH code of conduct and conflict of interest statement.

**Award:** This RFP does not commit the ASA/WISHH to award a contract or to pay any costs incurred in the preparations or submission of proposals, or costs incurred in making necessary studies for the preparation thereof or to procure or contract for services or supplies. The ASA/WISHH reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the ASA/WISHH. The ASA/WISHH reserves the right to negotiate and award only a portion of the requirements; to negotiate and award separate or multiple contracts for the elements covered by this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of the ASA/WISHH, is not in a position, or is not sufficiently qualified, to perform the contract.

This RFP contains no contractual proposal of any kind, any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by the ASA/WISHH. No contractual relationship will exist except pursuant to a written contract document signed by the authorized procurement official of the ASA/WISHH and by the successful vendor(s) chosen by the ASA/WISHH.

Offerors submitting proposals must (1) be officially licensed to do such business in the country of operation, (2) be able to receive USDA funds, (3) not have been identified as a terrorist, and (4) be registered in the SAM.gov database prior to being awarded a contract. In addition, Offeror may be required to provide the following information prior to awarding of the contract:

- Documentation to verify licensure (i.e. tax id, registration certificate, etc.)
- Code of Conduct
- Conflict of Interest

## VIII. Attachments

- Attachment A: Technical Proposal Submission Sheet Cover Page

## IX. Question/Answer

- Q: Please clarify the *value proposition* module listed in the RFP.
- A: The goal of this section is to introduce the concept of value proposition, and how to think critically about it. We want them to be able to look at the value proposition we are proposing to them (i.e., that soy is an important part of their business because X, Y, Z) and learn how to identify the value proposition of their own company. This section could potentially have two components: 1. Helping companies evaluate the value proposition of soy. As a company that is using soy (and potentially importing it) we want them to understand what soy has to offer them in their various business ventures. As a key input, its important they understand how soy can help their business. 2. Helping them define their own value proposition and hopefully helping them understand that soy can play a key role in shaping that value proposition.

## Technical Proposal Submission Sheet

(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)

Date of Technical Proposal:	
RFP Number:	
RFP Title:	

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is \_\_\_\_days/weeks/months from the time and date of the submission deadline.

### Type of Business/Institution (Check all that apply)

Offeror certifies that it is:  Non U.S. Owned/Operated  Government Owned/Operated  
(If Non U.S. Owned/Operated is selected, continue to Anti-Terrorism Certification)

#### **OR FOR US ORGANIZATIONS ONLY:**

Nonprofit  For-Profit  Government Owned/Operated  
 Large Business  Small Business  College or University  
 Women Owned  Small and Disadvantaged Business

### Anti-Terrorism Certification

The Offeror, to the best of its current knowledge, did not provide, within the previous 10 years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts.

The Offeror also verifies that it does not appear on 1) the website of the Excluded Party List: <https://www.sam.gov>; or 2) the website of the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee"): <http://www.un.org/Docs/sc/committees/1267/consolist.shtml>.

The undersigned declares s/he is authorized to sign on behalf of the company listed below and to bind the company to all conditions and provisions stated in the original RFP document including attachments from ASA/WISHH.

### **Proposal Authorized By:**

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized for and on behalf of: \_\_\_\_\_ (DD/MM/YY)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

DUNS No: \_\_\_\_\_

Business Registration Number: \_\_\_\_\_