



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

I. DATE

October 28, 2020

II. PROJECT OBJECTIVE

This request for proposal (RFP) will identify experts to develop and implement a 12 hour course of modules and “office hours” Q&A that will cover 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 Entrepreneur class who are receiving training and support from ASA/WISHH. The entrepreneurs will be looking to build or expand a business in one of the following sectors: human food, aquaculture and poultry. The workshop materials should include topics that are necessary to a good business plan, including but not limited to the role and importance of market analysis and SWOT in business planning, creating financial projections and budgets, value propositions, marketing and promotion and alternative sources of funding.

III. ORGANIZATON BACKGROUND

The American Soybean Association (ASA) was founded in 1920 by soybean farmers and extension workers to promote soy for high protein applications in developmental settings. Overseas activities initiated in the mid-1950s, and to date ASA has worked in over 80 countries. The World Initiative for Soy in Human Health (WISHH) was founded in 2000 to expand the work of the American Soybean Association (ASA) in developing emerging markets to improve health, nutrition and food security, building the groundwork for future markets of soy. WISHH provides services in food technology, business development, nutrition services, and program and proposal development. WISHH expertise extends its network into additional areas, such as aquaculture and animal feed.

ASA/WISHH connects trade and development to strengthen agricultural value chains in emerging markets, creating trade and long-term demand for U.S. soy. Trade can improve lives worldwide for both farmers and consumers. U.S. soy trade in emerging markets is pivotal to improve accessibility, affordability, and acceptability of high-quality plant and animal-sourced proteins in developing economies. Rising incomes in emerging economies generate further opportunity for trade. ASA/WISHH builds opportunity for long-term trade by improving agricultural value chains, human and animal nutrition, and farmer net incomes. ASA/WISHH initiatives broadly fit in two arenas: (1) trade-building long-term, early-stage market development, and, (2) trade-building international agriculture and economic development. The St. Louis-based Program operates in sub-Saharan Africa, Asia and Central America.

ASA/WISHH offers over six years of proven feed sector capacity and decades of accumulated knowledge from ASA programs. Principal approaches include market and economic assessments, technical assistance and capacity building, food and feed trials and demonstrations, farmer field days, youth mentorship programs, food and feed value chain development, and market linkages.

ASA/WISHH achieves its mission by working in close partnership with: (1) the public sector (e.g., USDA, USAID, U.S. land grant universities, and host country governments), (2) the private sector (e.g., trade associations: Qualified State Soybean Boards and U.S. Soybean Export Council), and (3) private voluntary organizations. The Program draws upon the resources and experience of these partners and the services of a cadre of ASA/WISHH consultants with technical expertise in agricultural, international and commercial development spheres. ASA/WISHH relies on decades of experience in food commercial development and agricultural development programming. The Program takes pride in its growing portfolio of success with U.S. government-funded projects, including USDA (Food for Progress, McGovern-Dole, Global Broad-Based Initiative, Foreign Market Development, Market Access Program, Emerging Markets Program, and Quality Samples Program) and USAID funding in both prime and sub-recipient capacities. ASA/WISHH has also attracted both private sector and other complementary funding sources from various donors to build on and leverage core funding from Qualified State Soybean Boards.

The WISHH program receives funding from the United States Department of Agriculture (USDA) through the Emerging Markets Program (EMP), Market Access Program (MAP), Foreign Market Development Program (FMD), Agriculture Trade Promotion Program (ATP) and the Global Broad-Based Initiative (GBI). WISHH's objective is to increase the international consumption of soy protein in the human, livestock, and aquaculture sectors in new markets and thereby create new opportunities for soybeans and providing higher economic returns to U.S. soybean producers.

For more information about ASA/WISHH, please visit 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. 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 for business growth 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 Entrepreneur class members participated in a WISHH-sponsored webinar series addressed Food Safety, Lean Business Management and Crisis Management. WISHH will also provide the Soy Entrepreneur class members with mentors possessing the technical and business acumen to provide continued support and guidance as the entrepreneurs build and implement their business plans.

The business planning workshop will consist of self-administered modules with 1-2 modules covered each month. This approach will allow the entrepreneurs to process and apply each topic before moving on to the next component of the business plan. Each lesson should conclude with specific action items that trainees should work on prior to the next training. The consultant should determine the schedule of topics and timing in collaboration with WISHH staff. Due to the wide variety of time zones of participants, the modules should be recorded so they can be shared with the entrepreneur class members. The consultant should be available at designated times for virtual and live "office hours" Q&A with program participants. For example, the consultant will have two 30 minute Q&A sessions month where participants can ask follow up questions/ask for guidance as they move along the process, totaling ten Q&A sessions throughout the length of the project implementation. This will allow the Q&A sessions to occur at times convenient for those living in different time zones. Content related to business plan development, such as articles, templates and suggested reading, should be sent to the entrepreneurs in December with the first module taking place in January 2021. Some participants are Khmer,

Burmese, French and Spanish speakers with limited working English knowledge; while not all content must be translated into these languages the consultant should be aware of this and work to provide solutions so that participants are able to gain maximum value from this training.

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

1. Importance and components of a good business plan (introduction)
 - a. Defining and using Value Propositions
2. Market strategies
 - a. Defining the market
 - b. Projecting market share
 - c. Pricing
 - d. Distribution
 - e. Promotion plan/marketing
3. Competitive analysis
 - a. SWOT Analysis
4. Design and Development Plan
 - a. Product development
 - b. Market development
5. Financing
 - a. Creating financial projections
 - b. Alternative funding sources

The entrepreneurs and companies participating in this training have a variety of experience and background in business development, with some companies more mature than others. Although there are many important components of a business plan WISHH has identified the following as priorities for the entrepreneurs: value proposition, distribution, marketing and alternative funding sources. WISHH implemented market assessments in the participating regions which will contribute significantly to the participant's competitive analysis.

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. The consultant will also schedule and be available for live Q&A sessions with the participants throughout the implementation period via Zoom (or a comparable platform)
- 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 May 31, 2021

Intent to Bid (Fore Q&A Dissemination)	October 28, 2020
Bids due to ASA/WISHH	November 18, 2020
Contract awarded	November 25, 2020
Contract signed and activities begin	December 1, 2020
Development and Implementation of Materials	December 2020-April 2021
Final deliverables due	May 31, 2021

A suggested timeline for module implementation is as follows:

December 2020: Pre reading, templates and pre-course materials sent to participants

January 2021: Introduction to Business plan and components; two Q&A sessions

February 2021: Competitive Analysis, Market Strategies; two Q&A sessions

March 2021: Design and Development Plan; two Q&A sessions

April 2021: Financing; two Q&A sessions

May 2021: Last two Q&A sessions and final report

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%
TOTAL	100%

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
- Proposal including:
 - 100-word executive summary of the proposal
 - Full detailed proposal
 - Proposal detailed budget

- WMSOB Proof of Certification (if applicable)

Proposals should be submitted no later than 4:30 PM CST on Wednesday, November 18, 2020. To be considered for award, proposals must be submitted by e-mail to the following: Gena Perry at 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: _____