



## **ERDCWERX Request for Proposal – Technical and Marketing Content Development**

ERDCWERX is an innovation hub of DEFENSEWERX, based in Vicksburg, Mississippi that actively supports the technology transfer goals of its government partner, U.S. Army Engineer Research and Development Center (ERDC). One of the most diverse federal laboratory entities in the United States, ERDC has over 80 active patents and seeks to actively promote their innovations for commercialization in government and commercial markets. ERDC patents include but are not limited to military, environmental, and construction engineering and associated products. Patent promotion includes the feature of ERDC innovation in national award applications as well as direct communication regarding patent commercialization opportunities.

ERDCWERX operates under a Partnership Intermediary Agreement (PIA) with ERDC and seeks a subcontractor to aid in the accomplishment of the following tasks:

- Develop written application content for Federal Laboratory Consortium and other national awards
  - o Support strategic decisions by ERDC and ERDCWERX regarding
    - awards and planner opportunities to be pursued
    - ERDC achievements to be featured
  - o Achieve success in award applications, implement process and content improvements, as needed, to enhance results
- Aid in the creation of written and visual content that features ERDC patents with high commercialization potential
  - o Support the ERDCWERX and ERDC teams in the assessment of new ERDC patents to establish commercialization strategies and develop promotional content

### **Ideal Vendor Qualifications**

- Skilled at writing technical and marketing content
- Experienced in the assessment of new innovations and identification of commercialization potential
- Experienced in the development of award applications and other competitive proposals
- Availability of multiple staff, if needed, during periods of heavier workload

### **Project Timeframe**

- ERDCWERX seeks a subcontractor for the period of July 2022 through June 2023
- Assuming successful delivery of services, ERDCWERX reserves the right to extend the agreement timeframe beyond the initial 12-month period as needed



## Assumptions

Strategic input and content development of subcontractor is benefited from the following resources already in place:

- Established web platform and promotional strategies
  - o See ERDCInnovation.org for details
- Existing document formats/templates
- ERDC award applications and IP promotion have achieved success; the organization is committed to continuing the momentum and positive results
- Undertaken with direct input from ERDC tech transfer officers and ERDCWERX staff
- Estimated time commitment from subcontractor is expected to range from 12-20 hours per week with the exception of two months (award application deadlines) when the workload is likely to approach 30-40 hours per week
- Upon selection, subcontractor will be hosted by ERDCWERX for strategic planning, orientation, and introduction to ERDC and its research capabilities; A maximum of two subcontractor representatives will be hosted for a 2-day visit to ERDCWERX and ERDC in Vicksburg, Mississippi within 30 days of contract award; All other project activity will be undertaken on a remote basis unless otherwise requested by ERDCWERX, at which time any additional subcontractor costs will be negotiated and added to agreement terms

## Evaluation Criteria

- Capabilities and reputation of company
- Relevant experience of company team members
- Availability and applicability of company resources
- Efficiency and effectiveness of proposed approach
- Cost of proposed services
- Degree of satisfaction of current and previous clients

This RFP does not obligate ERDCWERX to award an agreement if circumstances change or received submissions do not satisfy minimum requirements. ERDCWERX may provide feedback to each vendor regarding the contents of their submitted proposal.

## Anticipated Steps\*

- 18 May 2022 – RFP Announced
- 09 June 2022 3:00 PM CST - Deadline for proposal submission
- 14 June 2022 – Notify top candidates, request additional detail if needed
- 15-20 June 2022 – Conduct phone interviews with top candidates if needed
- 22 June 2022 – Select preferred candidate, initiate negotiations
- 23 - 24 June 2022 – Complete negotiations and finalize vendor agreement
- 1 July 2022 – Vendor work commences

\*Dates may shift slightly based on client and vendor candidate availability.



## Requested Proposal Format

Please submit content in the order listed below; Maximum four pages, 1" margins, Size 12 Arial font, PDF format, 10MB maximum; Please provide access to portfolio and supplemental materials through web links in proposal document.

- Organization name, street address, years in business (current and previous names), organization structure (LLC, other), small business classification (if any), DUNS number
  - Primary Contact name, job title, email address, mobile phone number
  - Names, experience, and qualifications of project leader and team members proposed to undertake work
  - Unique capabilities and experience of team, relevant to requested deliverables
  - Successes in award applications and competitive proposal submissions within the past five years, description of total volume of activity undertaken (# submitted, # successful, explanation)
  - Known limits in capacity of proposed team (maximum hours per week available, major 2022-23 schedule obligations in other contracts, etc.)
  - Current and recent projects undertaken by company, customers served
  - Description of proposed approach (strategies, tactics, technology) for coordination and delivery of requested services
- Project budget by expense category – please propose staff costs using hourly and monthly rates; please include an estimate of other recurring costs as well as travel expense associated with the required orientation visit to ERDCWERX
- Five customer references with organization name, contact name, contact email and mobile phone number, nature of work completed for this customer

For additional details regarding ERDCWERX, please visit [www.ERDCWERX.org](http://www.ERDCWERX.org) and [www.ERDCinnovation.org](http://www.ERDCinnovation.org).

To pursue this opportunity, please utilize the following link to complete contact fields and attach your proposal PDF. <https://erdcwerx.wufoo.com/forms/r1pr4c4q01fgaou/>

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