

RFP ID # WMQT2 Issued: [07/08/13]

Submission deadline: [Time/TBD]

Bidders Meeting: [Day/TBD]

Deadline for final submission of questions: [Day/ Date/ Time]

Questions: Questions can be submitted prior to the Bidders Meeting on **August 13th 2013**; however, no answers will be provided and/or circulated prior to that date.

ALL QUESTIONS PERTAINING TO THIS RFP MUST BE SUBMITTED BY
[August 5th 2013]

No interpretation of the meaning of the Bid Documents (drawings, specifications, et. al.) will be made to any bidder. Questions may be emailed to joelriddle2@gmail.com

Questions will be answered by the appropriate individuals and answered within **2** business days via email with a return reply acknowledging receipt of the email requested. Questions and answers will be shared with all bidders.

Introduction

Scrum Inc. invites proposals for designing and developing a new website as well as migrating Scrum Inc.'s current website to the new platform.

Based on previous work experience, your firm has been selected to receive this RFP and is invited to submit a proposal to produce the exhibition experiences described herein.

BIDDERS SHOULD NOTE THAT ANY AND ALL WORK INTENDED TO BE SUBCONTRACTED AS PART OF THE BID SUBMITTAL MUST BE ACCOMPANIED BY BACKGROUND MATERIALS AND REFERENCES FOR PROPOSED SUBCONTRACTOR(S) - - NO EXCEPTIONS.

Bidders Meeting

There will be an opportunity for prospective Bidders to meet with Scrum Inc. staff for a Question and Answer session at Scrum Inc. headquarters on [**August 13th 2013 at 1:00pm**].

Participation at the Bidders Meeting is not mandatory, however, it is limited to two (2) people per firm. The purpose of this meeting is to give vendors the opportunity to ask Scrum Inc. questions about the exhibition(s). If you are intending to send representatives to this meeting please send an RSVP to Christine Hegarty, who can be reached at christine.hegarty@scruminc.com

Please provide us names and titles of those attending by August 5th 2013.

Each bidder will be responsible to provide detailed minutes and notes of the meeting within **two (2) business days** of the conclusion of the conference including detailed description of any changes made to the scope of work. These should be forwarded to Christine Hegarty as Microsoft Word documents. Scrum Inc. will then create a master meeting record that will be distributed to Bidders within the following **two (2) days**. The minutes will serve as the (only) official record of the items discussed and resolutions made during the meeting. All modifications noted in these minutes will be shared with all bidders

Exhibition(s) included in this RFP:

Please refer to the attached [Title of List] for the complete roster of exhibit experiences included in this RFP package. The experiences listed on this roster are part of the following exhibition(s) in development, slated to open [date]:

The scope of work for each of these exhibitions is detailed in the Proposed Scope of Work section of this RFP. To bid on an exhibit, the Contractor must complete all scopes of work listed therein.

Background

Scrum Inc. is a business services company that specialized in Scrum and Agile methods. Currently, Scrum Inc.'s website is divided amongst multiple platforms with different levels of functionality. Scrum Inc.'s goal is to integrate these platforms into a single platform with high functionality that is editable by the Scrum Inc. staff with limited need for on-going support and maintenance.

- ScrumLab is an online archive of Scrum content. It combines blog, video, text, images, and files, creating a multi-media experience intended to educate end users about Scrum development. The site is currently managed by Invision Power Suite, which Scrum Inc. finds functionality over burdensome and aesthetically challenged. ScrumLab is a fee based subscription service and must accept payments.
- Scrum Inc. provides assessments, coaching, consulting and classes to the general public and to private interests. Clients currently choose, register and pay using our site. The site will need to have a highly functional scheduling and ticketing system.
- Scrum Inc. corporate website is used for basic communication and information purposes. The proposed work must continue to deliver the same functionality. However the current site doesn't allow the Scrum Inc. staff to make all the changes we would like to the site.
- These three elements must be seamlessly integrated into a single platform offering the ability of the Scrum Inc. staff to edit all aspects of the content. It must also integrate well a handful of Scrum Inc. partners' websites.

Submission Procedure

Scrum Inc. reserves the right to waive irregularities and to reject any or all bids. The Owner also reserves the right to negotiate with the selected bidder in the event that the price exceeds available funds. Scrum Inc. may consider informal any bid not prepared and/or not submitted in accordance with the provisions hereof and may waive any informalities or reject any and all bids. Any bid may be withdrawn prior to the above scheduled time for the opening of bids or authorized postponement thereof. Any bid received after the time and date specified shall not be considered. No bidder may withdraw a bid within sixty (60) days after the actual date of the opening thereof.

Modification of Bids

PROJECT DOCUMENTS:

The following accompany this RFP in [Disc] Format:

[Institution] [RFP Title]

[Institution] [RFP Title] Bid Sheets:

Each electronic project folder includes a tab for individual exhibits plus a Consolidated Bid Sheet listing all of the exhibits within [the/each] project. [List Bid Sheet titles]

Opening, Evaluation and Contracting

Scrum Inc. may open proposals at any time after the submission deadline. All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the vendors best fulfills the needs of Scrum Inc. and this project. Scrum Inc. anticipates entering into a contract with this/these vendors to execute the proposed work. This Request for Proposals, however, does not commit Scrum Inc. to award a contract, to pay any costs incurred in the preparation of a proposal or to contract for the goods and/or services offered. Scrum Inc. reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified vendors or to cancel this Request for Proposals, if it is in the best interests of Scrum Inc. to do so. The decision of Scrum Inc. shall be final.

After the selection of a Contractor the work schedule should include continuous collaboration between Scrum Inc. and the Contractor to better define, elaborate upon the Contractor's scope of Work starting with the date of this Agreement and extending for the life of the project.

Form of Contract

Enclosed with this Request for Proposal is a sample copy of Scrum Inc.'s typical form of contract. Scrum Inc. expects to enter into contract with the successful bidder on the basis of this form of contract.

The submission of a proposal implies an acceptance of determining final scope amounts and general acceptance on the part of the bidder of the terms of this form of contract, and especially of those parts establishing warranties, guarantees and Scrum Inc.'s rights to intellectual property.

Agile Contract Requirements

Scrum Inc. is a business services organization that specializes in Agile/Scrum development. As such, the project must be completed using agile methodology and the contract governing the project will be based on rules of Agile contracts. (See attached.)

PROPOSED SCOPE OF WORK:

Scrum Inc. is an Agile business services company and uses the Scrum development methodology for all work. The Scrum methodology is based on complex adaptive systems and one of its fundamental tenants is that the people doing the work know best how to complete. As a result, the proposed Scope of Work is a list of acceptance criteria Scrum Inc. has determined will allow for the functionality desired.

Website Tests:

(note: ideally we would have one store rather than three, but I just separated it out into functional areas)

Content delivery:

1. Scrumlab
 - a. Must have user modifiable modules to display content.

- b. Must display multiple types of content (video, slides, pdfs) on the same page.
 - c. Must be sectionable with at least the following sections:
 - i. Videos
 - ii. Latest Blog
 - iii. Latest content
 - iv. Related content
 - v. Scrum Patterns
 - vi. Twitter Feed
 - vii. Advertising (buttons and banners)
 - viii. Easy ability to add other types of content
 - d. Must have easily modified membership levels
 - i. Levels must be paid, and easy to switch from one to another
 - ii. Every piece of content should be able to be assigned a level
 - iii. Content must be easily movable from one level to another
 - iv. Ability to have free and discounted memberships for a period of time.
 - e. Content must be sortable and searchable by tag and category
 - f. Content must be searchable by word or phrase
 - g. Content must be able to be organized by type
 - h. Content must be able to be emailed, tweeted, facebook etc.
 - i. Must have easily editable auto-emails
 - j. Must give reports with following data for individual items, groups of items, and whole store:
 - i. Purchase date
 - ii. Revenue
 - iii. Coupon/discount used
 - iv. Type of payment method
 - v. User name
 - vi. User email
 - vii. Comments
 - k.
2. Recorded Webinars
- a. Webinars must be able to be easily posted
 - b. Must be able to be accessible only to paid customers or customers or a certain membership level
 - c. Webinars must play quickly and easily
 - d. Webinars need to be able to be inserted into ScrumLab pages and to have pages of their own.
 - e. Files over one hour in length must be posted with the capacity to post dozens or scores.
 - f. Must have easily editable auto-emails
 - g. Must give reports with following data for individual items, groups of items, and whole store:
 - i. Purchase date
 - ii. Revenue

- iii. Coupon/discount used
- iv. Type of payment method
- v. User name
- vi. User email
- vii. Comments

3. Events and ticketing

- a. Must be able to display upcoming events
- b. Must be able to price upcoming events
- c. Must be able to have limited tickets and display sold out when sold out
- d. Events must be able to be open for sale until a specified time then automatically closed
- e. Must have location of events
- f. Must be able to sell physical and virtual events
- g. Must be able to have one person purchase for another
- h. One person needs to be able to purchase multiple tickets
- i. One person must be able to enter contact data for multiple attendees
- j. Must have automated early bird pricing
- k. Must have coupon codes
- l. Must be able to upsell
- m. Must give reports with following data for individual items, groups of items, and whole store:
 - i. Purchase date
 - ii. Revenue
 - iii. Coupon/discount used
 - iv. Type of payment method
 - v. User name
 - vi. User email
 - vii. Comments
- n. All report data must be easily exportable to a csv
- o. Must connect easily to Domo
- p. Must have easily editable auto-emails upon purchase, close to the event, and post event
- q. Ideally would have easy integration with go-to-webinar

4. Corporate website

- a. Should easily import and replicate current site
- b. Must have all functionality of current site
- c. Must be easily integrated with hubspot
- d. Must be easily user editable
- e. Must have easy way to create forms
- f. Must link up easily with Scrum Foundation site

1. Work Parameters

Subcontractor's Scope of Work Bid
(Example: John Doe Acoustics – acoustic set up \$XXXX)