Berlin, 18 November 2022.

WEB APPLICATION FOR WOMEN ENTREPRENEURS IN RWANDA AS PART OF THE BECOMING NALA INITIATIVE

enpact e.V. seeks to contract development of a web application (an online platform) for women entrepreneurs in Rwanda for the Becoming Nala - Initiative. Bids for this tender shall be governed by the following terms:

A Background information

A.1. Context and Background on the project

enpact is a Berlin-based charitable organization committed to promoting the exchange of knowledge between entrepreneurs in emerging and developing markets and implements programs for strengthening social entrepreneurship as well as job creation measures.

enpact is currently implementing a 12-month incubation and acceleration program, providing teams from Indonesia and Rwanda with coaching, training, expert exchange, and financial support to develop solutions and maximize social impact for specific challenges. The so-called Decentralised Development Lab (DDLab) is a program designed to identify, incubate and accelerate highly qualified solution providers with innovative approaches to specific development challenges and is supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) through the «Bund-Länder-Programm — German Government and Federal States Programme (BLP)». Two out of four teams have passed from the incubation phase to the acceleration phase, where the teams have the objective to develop a tangible MVP with a first implementation that has the potential for being scaled after the end of the accelerator. In the framework of this program, enpact e.V. contracts external services and experts required to support the development of the idea by the participating solution providers.

A.2. Recipient of the service

One team of the acceleration phase, and the recipient of the services of this tender, is the BECOMING NALA initiative. The project aims to connect women entrepreneurs through its global network and to enhance the visibility of female entrepreneur associations. To address the challenge of rural female entrepreneurship, the team BECOMING NALA is developing a digital platform for aspiring women

entrepreneurs in rural areas. Thus BECOMING NALA connects women in rural areas of Rwanda who have an idea-stage or early-stage small business with mentoring opportunities, webinars, acceleration projects, and funding. The platform aspires to make it easy for them to get matched with local, regional, or global opportunities that fit their needs. Finally, the BECOMING NALA initiative will contribute to the awareness of structural inequality with its gender perspective.

During the incubator phase of the DDLab, BECOMING NALA created the so-called sisterhood concept to organize two target groups: rural entrepreneurs ("startup sisters" - rural female entrepreneurs, mostly in the agriculture or craft sector organized in cooperatives) and established entrepreneurs ("big sisters" - women entrepreneurs allocated in Kigali or in secondary cities with access to education, internet connection or business-related opportunities). In order to reach both groups the idea of a hybrid platform was developed. The hypothesis was validated with academic research, qualitative field interviews, and an online survey. Moreover, a first click-dummy was created to test the first version of the platform among the big sisters.

During the accelerator phase the MVP of the online platform for this initiative - the object of this tender - shall be developed. Events, networking, and training complement the development of the MVP on an offline level.

B Objective, timeline and deliverables of this tender

B. 1. Objective

enpact e.V. wishes to enter into a service contract. The objective of this tender is to create an **online platform for women entrepreneurs in Rwanda** as part of the Becoming Nala - initiative.

The online platform is intended:
- To connect women entrepreneurs with financing, training, mentoring, or networking opportunities that help them grow their businesses.
- To bring women with little digital training closer to new opportunities to access the market and to be inspired by local role models that encourage them to launch their enterprises.

The tenderer is expected to have a substantial experience in the **full cycle of the professional software development** with a focus on the following:

- UX Research and Design
- Business Analysis
- Software Architecture
- Development of Web Applications
- Development of Responsive Applications
- Development of Comprehensive Matching Algorithms
- Development of Multimedia Management Systems
- Development of Peer-To-Peer Learning and Education Systems
- Integration of 3rd Party Systems, including
    - Authentification and Authorization Systems

- - ○ Payment Providers
  - ○ Search Engines
  - ○ Affiliate Program Solutions
  - ○ Content Management Solutions
  - ○ Content Delivery Solutions
- Development of SEO ready solutions
- Automatic and Manual Testing
- Good Understanding of the Target Group

Due to the targeted groups and the requirements for the web application (online platform), bidders are required to have **high proficiency in English**. A good knowledge of **Kinyarwanda** is desired.

B.2. Scope of work

The scope of work covers services for setting up and implementing a web application (online platform) for the Becoming Nala - initiative.

This web application shall consist of the following functional modules:

Functional Modules	
Landing page	SEO Ready web landing page for capturing attention of users and motivating them to take a training or consume a service. The page should be optimized for mobile usage. Not only UX and UI should be mobile friendly, but also loading times should be optimized, especially for unstable internet connections.
Services	As the platform provides different services for their users, this module should allow them to find the right service, get full information about it as well as consume it. A special kind of service is training. Trainings are personalized with the help of the smart matching algorithm. The users should easily navigate the trainings by filtering them by free/paid, category, date. Services are created through the admin panel by the administrator.
Enroll in a training	Enrolling in a training program is only possible for registered users. Upon login, the users can register themselves for the training. The system handles possible errors like e.g. enrolling in a past training. Trainings are created through the admin panel by the administrator.

Signup	Users should be able to register themselves. Besides the basic information like name, email, phone.nr, … there should also be a validation via email or phone.nr. The system allows signup via 3rd party identity providers: google, facebook, twitter. The users signed up with one of the 3rd party providers can enrich their profiles with further needed information. Upon registration, a user can take a survey.
Login	Login into the system should be implemented with the industrial security standards. The system also allows login via 3rd party identity providers: google, facebook, twitter.
Reset password	Resetting password should be realized by following best practices, like sending a link to the registered email to reset the password.
Take survey	Survey serves two goals: gather additional information about users to use in the matching algorithm as well as motivate the users to use the system as the survey should show them their deficits. The survey is organized as a wizard of several steps, each asking one question and providing different possible answers. Their answers influence the weights in the matching algorithm. The Survey should be completely configurable via the admin panel by the administrator, who should be able to define questions, answers and categorized weights.
User Profile	The user profile is the personalized dashboard for the users. It collects the relevant information like basic personal information including upload of the personal picture, professional information, access to survey, level of completion, scheduled trainings as well as access to change the password.
Matching Users to Trainings	Smart algorithms should match the users and the trainings using heuristic operators for categorized weights in the personal profile. The matched trainings will be proposed for exploring as well as for enrolling in them.
Get in touch	The administrator can feature persons in the admin panel. The shortcuts to the profiles as well as the profiles of the persons will be displayed on the landing page. Any user can view a profile of a featured person and request to get in touch with her/him. The administrator can review requests and connect the user with the person.
Administration	The complete platform should be administration-able. The administrator has access to a special application admin panel where all aspects of the platform can be administered. This includes services, trainings, surveys, users, featured persons as well as content of the pages and the analytics.

B.3. Milestones and deliverables:

Project Start	● Kick-Off	**15 Dec 2022**
Milestone 1	● Project setup	**By 31 Dec 2022**
Milestone 2	● *Landing page* completed ● *Services* feature completed	**By 15 Jan 2023**
Milestone 3	● *Enroll in training* feature completed ● *Signup* feature completed ● *Login* feature completed ● *Reset Password* feature completed ● *Taking survey* feature completed	**By 31 Jan 2023**
Milestone 4	● *User profile* feature completed ● *Matching* option functional ● *Get in touch* feature completed	**By 15 Feb 2023**
Milestone 5	● *Administration* ● Project finalization ● System ready to go live	**By 28 Feb 2023**

The total duration for the implementation of the service required is 2.5 months. **All deliverables for this work package are expected to be completed by Tuesday, 28 February 2023**.

B.4. Geographic Scope of this Tender

Potential tenderers may be agencies, companies or freelancers located and registered in any location. Due to the specific focus of this call for tenders, tenderers with expertise in the local context are preferred. Tenderers must be able to provide invoices in accordance with German tax legislation.

B.5. Starting Date for the Contract and Duration

It is expected that the service contract will be signed by **15th December 2022** and run **until 28th February 2023**. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 28 February 2023. The execution of the deliverables shall not start before the contract has been signed or before the date specified in the contract.

Any questions regarding the call for tenders that may arise will be answered in the Frequently Asked Questions (FAQs) section of the call for tenders.

C Technical Information on Tendering

C.1. Eligibility

Participation in this tender procedure is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the expertise and network required for the deliverables of this tender, it is expected that the tenderer demonstrates

- A proven track record of web application development projects within a similar scope.

- Prior work experience with women empowerment projects
  OR knowledge about the Rwandan entrepreneurial ecosystem
  OR prior work experience with the non-profit and/or the economic cooperation sector.

### C.2. Guidelines on Offer and Offer Deadline

Any entity wishing to respond to this call for tenders may do so by submitting a technical offer in English which covers the approach and services they can provide for the duration of the expected contract duration.

All technical offers should include a **general concept** of how the tenderer will deliver on the expected deliverables. This simulation must include unit prices for all foreseen deliverables as well as **a total price** that covers all the services in the concept.

The tenderer should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract including timely completion of the activities, and ensuring the required level of quality is met.

> Offers are accepted until **Friday, 02 December 2022, 11:59 pm (Berlin Time - CET)** and must be submitted by e-mail to contracts@enpact.org with the subject line: *Call for Tenders for web application for women entrepreneurs in Rwanda - Name of submitting entity/person.*

Timeline Overview for tender process
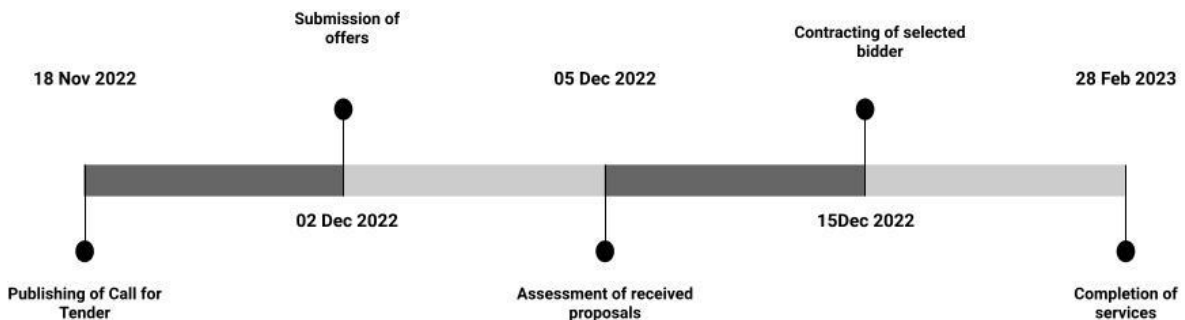
Please note that the timeline is subject to slight changes.

C.3. Evaluation and Award

C.3.1. Award Criteria

The contract will be awarded based on the tender featuring the best price-quality ratio (BPQR award method). The quality of the tender will be evaluated based on the criteria mentioned below; the maximum total quality score is 100.

Tenders that receive less than 60% of the maximum possible mark for the quality evaluation will be eliminated and their final score will not be calculated. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

Grading criteria	Point value [max. point value = 100]
Does the proposal consist of the required elements (concept incl. price list)?	5
Was the proposal submitted in English and submitted on time?	5
Is the proposal clearly structured and comprehensible against the background of the service description?	5
Does the offer include a feasible timeline and detailed overview of deliverables?	20
Does the offer include an economic breakdown for each milestone?	15
Does the tenderer demonstrate a clear understanding of platform development needs?	15
Is the offer designed in such a way that it suggests the existence of skills in project and time management?	5
Does the offer fully comply and correspond to the (relevant) objectives stated in the tender specifications?	5
Does the tenderer demonstrate high proficiency in the required languages (English, Kinyarwanda)?	5
Does the tenderer demonstrate a substantial proven track record in software development?	5
Does the tenderer demonstrate substantial experience with women empowerment projects?	5
Does the tenderer demonstrate a substantial connection or knowledge about the Rwandan entrepreneurial ecosystem?	5
Does the tenderer demonstrate substantial experience in working in the non-profit sector?	5

The price of the tender will correspond with the simulated price offered in the project concept; the price list provided serves as a reference for unit prices of services offered by the tenderer to be considered in case the contracting authority and the contractor agree to deviate from the simulation. As such, the price list is not considered for the calculation of the price criteria.

Price scoring shall show the distance between the cheapest offer and the other offers. Points are awarded in relation to the competitive offer price. For example, the competitive offer receives 100 points for the total price. The score of the other bidders is determined according to the inverse rule of three as follows: Number of points bidder 1 = (cheapest offer price divided by offer price 1) x 100. The result is rounded to two decimal places.

C.3.2. Ranking of Tenders

The contract will be awarded to the tender offering the best price-quality ratio as determined in accordance with the formula below. A weight of 70/30 is given to quality and price. In all calculations, results are rounded to two decimal places.

> Score for Tender X = (Most Competitive Price / Price of Tender X) * 100 * Price Weighting (30%) + Total Quality Score (out of 100) for all quality criteria of Tender X * Quality Weighting (70%)

The tender ranked first after applying the formula will be awarded the contract.

C.3.3. Information to Tenderers on the Final Evaluation

enpact will inform tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure. enpact will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected tender and the name of the successful tenderer. However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the interest of the initiative.

> **Please note:** Please submit any question or offer regarding this call for tenders to contracts@enpact.org.