



## **Request for Proposal (RFP)**

### **Strategy Firm Engagement for Splash Social Enterprises**

**Issue Date: August 14, 2020**

**Fact-Finding Questions Due: August 25, 2020**

**Response to Fact-Finding Questions: August 28, 2020**

**Proposal Due: September 4, 2020**

**Bidders Notified of Decision: September 11, 2020**

Please note that Splash reserves the right to modify this schedule as needed. All bidders will be notified simultaneously by email of any changes.

### **I. BACKGROUND**

Splash Social Enterprises is an award-winning, lean, and fast-paced social enterprise. We are a mission-aligned subsidiary of Splash International and were established in 2018 to design and sell improved handwashing and drinking water stations for children in school settings. To date, we have sold stations for use in schools in India and Ethiopia and expect to extend sales to third parties in 2020.

### **II. OVERVIEW**

Splash Social Enterprises (SSE) is seeking an innovative, independent firm to provide strategy consulting services to inform development of a new handwashing station product for COVID-19 response. While a variety of quick response handwashing products for emerging markets exist, SSE has identified a market gap for high quality, durable, easy-to-deploy handwashing stations for institutional settings that incorporate behavior change nudges. With an improved handwashing station product, we can serve both the short- and long-term needs that non-profits, multilaterals, and governments are prioritizing given the COVID-19 outbreak. We have verified demand for this product in Ethiopia and India and would like to explore demand in additional geographies through this engagement.

The selected firm will help SSE in assessing market gaps and opportunities, surveying customers and end users, evaluating competition, assisting in decision-making processes, and analyzing project goals and objectives.

### **III. SCOPE OF WORK**

The selected firm will be responsible for two related scopes of work, the first in 2020 and the second in 2021.

#### **1. Marketing and strategy consulting engagement between October 1, 2020 and December 15, 2020**

- Analyze consumer needs and desires for handwashing products in institutional settings (including rural schools, healthcare facilities, and disaster relief) to support COVID-19 response.



- We anticipate that the customers for this product (non-profits, governments, multilaterals) will differ from the end users (patrons of rural schools, healthcare facilities, and disaster relief facilities) and want to develop a strong understanding of the needs of these groups.
- We will provide the selected firm with a list of 10-15 industry contacts (both private and public sector) who should be interviewed as part of this research.
- Conduct a market assessment to confirm target geographies, market gaps, competition, and preferred price point.
  - We will equip the selected firm with an initial list of target geographies and high-level market research on competitor options.
- Support SSE to refine product scope and implementation plan using consumer intelligence data.
  - We completed a thorough business planning exercise in 2018 that has provided the foundational thinking for our social enterprise work. We can provide the selected firm with these materials as well as the planning documents that have been created for this project.
  - Splash has identified a small group of product customers who we want to engage throughout the product development process and anticipate that this audience will participate in the concept testing.
- Support SSE to diagnose issues and risks and plan responses.
  - We have completed an initial issue/risk framework but will require assistance from the selected firm to finalize this.

## **2. Conducting concept sprints and providing strategic support throughout 2021 as SSE designs our new product.**

- We want to include two rounds of 2-week sprints for concept testing, using the market assessment results to help us refine our product profile.
- Additionally, we anticipate engaging the selected firm in short-burst cycles estimated at 3 days/month to complete the following:
  - As needed, update/revise consumer intelligence data collected during Q4 2020.
  - Support SSE to monitor issues and risks and plan responses.
  - Collaborate with SSE to define its marketing and fulfillment strategy.

## **IV. KEY DELIVERABLES**

### **2020:**

- Weekly project status reports beginning in November 2020.
- Report submitted by December 15, 2020 that includes the results of the consumer intelligence and business strategy activities completed in Q4 2020.

### **2021:**

- Monthly project status reports beginning in November 2020.
- Two reports (format TBD) detailing results of concept sprint exercises.



## V. SKILLS, ATTRIBUTES, AND EXPERIENCE

- The firm should have experience conducting market assessments and business planning work for Sub-Saharan Africa and/or South Asia markets
- Experience with international development/NGO clients required
- Experience engaging local stakeholders in India and/or Ethiopia preferred
- WASH sector experience preferred
- The firm or consultant must be responsible for the quality of the work of any sub-contractors that they employ for this project
- One to two members of the working group from the hired firm for this project must be maintained throughout the engagement to promote consistency and efficiency
- Preference for firm located in India and sub-Saharan Africa

## VI. PROPOSAL REQUIREMENTS

Splash would like bidders to submit a proposal that includes a technical narrative and budget for the full scope of work (no more than 5 pages, please). Please include details on the following:

- Detailed timeline and proposed methodology for each workstream deliverable
- Profile of relevant corporate qualifications, similar clients
- Profile of relevant experience and related work, countries served
- Provide additional details on your service model and identify team members SSE will engage with
- Biographies of proposed consulting team members and any relevant subcontractors
- Detailed budget by workstream, including daily rates

## VII. RESPONSE GUIDELINES

The strategy consultant will report to Linzi Lee-Blodgett, Project Manager for Splash Social Enterprises.

### Instructions and Deadlines for Responding

#### A. Contacts

Linzi Lee-Blodgett, [linzi@splash.org](mailto:linzi@splash.org)

#### B. Fact-finding questions

Questions on this solicitation will be accepted via email to the contact listed above through 08/25/2020 and responses from SSE will be sent by 08/28/2020. Inquiries after this date cannot be accommodated.

#### C. Proposals

Completed proposals should be submitted by email to the contact listed above no later than 09/04/2020. The subject line of the email should read: Splash Social Enterprises RFP (your company name). We advise that you send files in commonly recognized MS formats. We will not accept responsibility for resolving technical transmission problems with proposals. A hard copy of the proposal **should not** be sent. Your proposal should



only include information specific to accomplishing the scope of work. Additional information submitted outside of the proposal requirements will be reviewed at Splash's discretion only and should be placed in an appendix. Elaborate materials, artwork or other information not directly related to the scope of work are not suggested.

#### **D. Conclusion of process**

Applicants will be notified of Splash's decision by **09/11/2020**. Final award is subject to the terms and conditions included in this solicitation, as well as successful final negotiations of all applicable terms and conditions affecting this work.

### **VIII. TERMS AND CONDITIONS OF THE SOLICITATION**

#### **A. Notice of non-binding solicitation**

SSE reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal.

#### **B. Confidentiality**

All information provided by SSE as part of this solicitation must be treated as confidential. If any information is inappropriately released, SSE will seek appropriate remedies as allowed. Likewise, Proposals, discussions, and all information received by SSE in response to this solicitation will be held as strictly confidential.

#### **C. Conflict of interest disclosure**

Suppliers bidding on SSE business must disclose, to the procurement contact listed in the RFP, any actual or potential conflicts of interest. Conflicts of interest could be present if; there is a personal relationship with a SSE staff member that constitutes a significant financial interest, board memberships, and other employment. Suppliers and SSE are protected when actual or perceived conflicts of interest are disclosed. When necessary, SSE will create a management plan that provides mitigation of potential risks presented by the disclosed conflict of interest.

#### **D. Communication**

All communications regarding this solicitation shall be directed to appropriate parties at SSE indicated in Section VII A. Contacting third parties involved in the project, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

#### **E. Acceptance**

Acceptance of a proposal does not imply acceptance of its terms and conditions. SSE reserves the option to negotiate on the final terms and conditions. We additionally reserve the right to negotiate the substance of the finalists' proposals, as well as the option of accepting partial components of a proposal if appropriate.

#### **F. Right to final negotiations**

SSE reserves the option to negotiate on the final costs and final scope of work, and also reserves the option to limit or include third parties at Splash's sole and full discretion in such negotiations.



**G. Proposal Validity**

Proposals submitted under this request shall be valid for 60 days from the date the proposal is due. The validity period shall be stated in the proposal submitted to SSE.