



Marketing Support Request For Proposal

February 18, 2020

The Maryland Energy Innovation Accelerator (MEIA), whose website can be found at www.mdeia.org, focuses on early-stage technology commercialization in partnership with Maryland-based Universities and Labs to support Maryland's Clean Energy and Climate Goals. MEIA is part of the Maryland Clean Energy Center (www.mdcleanenergy.org), which is a corporate instrumentality of the State of Maryland.

MEIA seeks a marketing support vendor for the Startup Teams in Cohort 1 as described in the scope of work. One vendor will be selected to support 5 teams.

Schedule

Questions are due by 5pm on Friday, February 21. A response will be posted by close of business on Monday February 24. Final proposals are due by 5pm on Tuesday February 25. Optional telephone interviews will take place on Thursday February 27. Winner will be selected on February 28.

Please submit questions and proposals to brian.toll@mdeia.org by February 25, 2020 by 5pm.

Scope of Work

1. All teams will require Brand discovery and definition.
 - a. Develop brand mission and vernacular used by brand to describe its activities.
 - b. Develop key messaging statements (25 words, 50 words, and 100 words)
 - c. Develop "About Us" copy for website
2. Teams will select either basic or advanced Logo development. Basic logo development includes:
 - a. Develop at least 3 basic logo designs and brand elements. Provide at least 2 revisions.
 - b. Provide colors, fonts, and logo files for print and web use (including both horizontal and vertical logo orientation).
3. Logo development advanced includes:
 - a. All the items in basic, plus more customized logo design and brand elements, plus business cards, plus brand usage guide.
4. All teams will require a Design Pitch Deck (10 pages) to use at the MEIA Capstone Business Plan Pitch event.
 - a. Provide presentation template and graphic elements to support a professional pitch presentation. Client to provide copy. Provide finished presentation.
 - b. Provide at least 2 template options and 2 rounds of revisions. Design at least 8 custom design elements such as infographics or icons that enable the Startup Team to convey their business in a professional presentation.
 - c. Presentation format will likely follow this or similar format:
 - i. - Title/Intro: Should include tagline
 - ii. - Problem: Reveals the issue and current solutions
 - iii. - Solution: Focuses on the value prop of your solution
 - iv. - Results: Show customer traction, successful pilots, current revenue

- v. - Market opportunity: Identify bottoms-up TAM
- vi. - Competitive landscape: Differentiate on strategy
- vii. - Business model: Highlight sales channels, customer acquisition
- viii. - Milestones/next steps: Accomplishments with investor's money
- ix. - Team: Highlight the skills on the team and where are the gaps
- x. - Round details: Set stage for timing, size of raise, status of round, etc.
- d. Deliver presentation in google or PowerPoint format so client can edit and customize.

Implementation Schedule

The work for Brand Discovery should begin and conclude in March 2020. Logo development should occur in late March and conclude by mid-April. Pitch Deck development should begin in mid-April and should be complete prior to May 26, 2020, which is the date of the MEIA pitch practice event.

Optional Donation

MEIA has a sponsorship program that provides exposure for your firm with our Startups who are looking for professional services providers. Respondent may offer an in-kind Sponsorship in the form of a donation/discount. This donation/discount will be credited as a donation for purposes of determining Sponsorship Level and Sponsor Benefits. \$5,000 minimum donation is required.

Maryland Energy Innovation Accelerator Benefits	Gigawatt Sponsor	Megawatt Sponsor	Kilowatt Sponsor	Watt Sponsor
Minimum In-Kind Donation	\$25,000	\$15,000	\$10,000	\$5,000
Cohort Finale Pitch Dinner An Invitation Only Event # Tickets	4	3	2	1
Present at Workshop at Startup UMD	YES	YES	YES	NO
Speak at Cohort Training Event	YES	YES	YES	NO
Logo on Website / Banners / Emails	Large & Top Row	Medium	Medium	Small
MEIA Website Profile	YES	YES	YES	YES
Marketing to Cohort Team	In Person and Electronically	In Person and Electronically	In Person and Electronically	In Person and Electronically
MEIA-MCEC Benefits				
MCEC Newsletter Article Sent to over 2,000 people at 500 different companies	Quarterly	Bi-annually	One time	NO
MCEC-hosted Lunch-N-Learn Targeting entire MCEC community.	YES	YES	NO	NO

Judging Criteria

45% Total Price (line 12 of response form), 35% Firm qualifications, 10% Ability to make schedule, 10% for Small, Women, or Minority-owned Business.

A small business is defined: <https://gomdsmallbiz.maryland.gov/Pages/sbr-Program.aspx>

A Minority-owned (includes Women) business is defined:
<https://gomdsmallbiz.maryland.gov/Pages/mbe-Program.aspx>

Response Form

1. Company Name:
2. Company Point of Contact Name, Phone, Email:
3. Company Website:
4. Other qualifications or examples of similar work:
5. Can you meet the production schedule? If not, what schedule do you propose?
6. Price per team for brand discovery:
7. Price per team for basic logo:
8. Price per team advanced logo:
9. Price per team for Pitch Deck development:
10. Add 6, 7, 8, and 9 to determine Total Per Team Price:
11. Optional Donation to MEIA (minimum \$5K):
12. Total Price is (5 teams * Total Per Team Price) minus Donation:
13. Please provide an hourly rate for change orders or extra work that exceeds the fixed price provided in #12:
14. Are you a Small, Women or Minority Owned Business?