



RFQ-1001074

Branding & Marketing for ISU Startup Factory

Issue Date: 7/29/2024

Questions Deadline: 8/6/2024 12:00 PM (CT)

Response Deadline: 8/12/2024 12:00 PM (CT)

Contact Information

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Event Information

Number: RFQ-1001074
Title: Branding & Marketing for ISU Startup Factory
Type: Request for Quote (Public)
Issue Date: 7/29/2024
Question Deadline: 8/6/2024 12:00 PM (CT)
Response Deadline: 8/12/2024 12:00 PM (CT)
Notes: The Small Business Development Center at Iowa State University (ISU) is soliciting information from qualified contractors to provide branding and marketing services described herein.

Suppliers should read all materials carefully and note the due date. Suppliers must submit all questions in the "Questions" tab related to this bid opportunity.

Bid responses will **ONLY** be accepted online via ISUBid. Please allow adequate time to review and submit your response prior to the deadline.

Bid Attachments

ISU Federal Grant Terms.pdf

[Download](#)

Review the federal grant terms carefully.

Requested Attachments

Detailed Quote

(Attachment required)

Please provide a detailed quote for the duration of this project. Quote should include an outline of the proposed class, how they will engage participants and make the session interactive. Homework, pre-reading or other assignments should be clearly described.

WORK SAMPLE

(Attachment required)

Please include a recent work sample that is relevant to this project.

Bid Attributes

1 INTRODUCTION

The ISU Startup Factory is a startup incubator program focused on helping technical startup founders move from "tech speak" to "business speak". The program takes founders through business thesis validation, customer discovery, model development and early-stage messaging; preparing them to bring their ideas into the world or pivot to the next great idea. We are seeking a marketing/ branding professional with 10+ years of experience to help create an introductory session on value-based messaging that helps the founders articulate their "why".

(Optional: Maximum 1000 characters allowed)

2 EVALUATION CRITERIA

Iowa State University reserve the right to select the Contractor(s) that is in the best interest of the University. The evaluation criteria utilized for this RFP may be based upon, but not limited to, the following criteria which are listed in no particular order:

- Overall Cost/Compensation for services
- Ability to meet required specifications
- Availability of support
- Quality of past experience
- Quality of references
- Exceptions taken to RFP Terms and Conditions

READ & UNDERSTOOD
(Required: Check if applicable)

3 REQUIRED SPECIFICATIONS

Below are the required specifications Iowa State University is looking for:

- Marketing/ Branding professional with 10+ years of experience
- Be able to create an introductory messaging session for early-stage startups. Sessions should be highly interactive and come with a deliverable providing actional language for each company.
- Sessions should include content that helps startup founder articulate their customer value proposition and company values.
- Facilitator should be open to modifications and feedback based on the experience of the participants
- Session should be delivered one time each semester. Typical delivery time is 2-3 hours, but can be expanded if needed.
- Ideal format of sessions should include some live individual time for each participating company. There will be 10 on average.

READ & UNDERSTOOD
(Required: Check if applicable)

4 LOCATION

Sessions should be able to be delivered virtually, as program is delivered online. Use of digital collaboration tools like google and Miro or Mural are encouraged.

READ & UNDERSTOOD
(Required: Check if applicable)

5 TERMS OF THE CONTRACT

Ideal start date is 09/01/2025 with content delivered in October 2024 and March 2025. Contract would end 05/31/2025.

READ & UNDERSTOOD
(Required: Check if applicable)

6 EXCEPTIONS TO FEDERAL GRANT TERMS & CONDITIONS

Do you have any exceptions to the Federal Grant Terms and Conditions (#1 under Attachments tab)? If YES, please list exceptions below.

YES or NO
(Required: Check if applicable)

7 EXCEPTION TO FEDERAL GRANT TERMS & CONDITIONS

Exception to Federal Terms & Conditions

Include page number, section and reason for exception.

Note: Exceptions taken may cause the Proposal to be rejected at the sole discretion of Iowa State University. Any terms to which Contractor does not take exception shall be binding and any subsequent objections to those terms shall have no effect.

(Optional: Maximum 1000 characters allowed)

8 Proprietary Rights

Unless otherwise provided in the Contract, any computer programs, software, data, reports, documentation, media, copyrightable work, discoveries, inventions, or other items created, developed or produced under this Contract (“**Work Product**”) are the sole and exclusive property of University and any copyrightable Work Product shall be deemed a “work for hire” under United States copyright laws. If the Work Product is not a “work for hire” under United States copyright law, Contractor hereby irrevocably assigns to University all right, title and interest in the Work Product, including all intellectual property rights, effective from the moment of creation of the Work Product. If Contractor incorporates in the Work Product items not created, developed or produced under this Contract (“**Contractor Proprietary Material**”) or if the Work Product requires Contractor Proprietary Material to operate or be useable, Contractor hereby grants University a nonexclusive, royalty-free, perpetual, irrevocable license (with the right to sublicense) to make, have made, reproduce, distribute, modify, prepare derivative works of, display, perform, sell and otherwise use Contractor Proprietary Material in connection with the Work Product. Contractor shall sign documents and provide assistance reasonably requested by University to confirm University’s interest in the Work Product and its license to Contractor Proprietary Material.

READ & UNDERSTOOD

(Required: Check if applicable)

9 REFERENCE #1 NAME & COMPANY

Note: It is strongly recommended that you provide references. If you do not provide references in your bid response, you may not be given an opportunity to provide them later in the bid process and you may be scored 0 points with respect to this evaluation criteria.

(Required: Maximum 1000 characters allowed)

10 REFERENCE #1 PHONE

(____) ____ - _____ ext: _____

(Required)

11 REFERENCE #1 E-MAIL

(Required: Email address)

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REFERENCE #2 NAME & COMPANY

Note: It is strongly recommended that you provide references. If you do not provide references in your bid response, you may not be given an opportunity to provide them later in the bid process and you may be scored 0 points with respect to this evaluation criteria.

(Required: Maximum 1000 characters allowed)

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3

REFERENCE #2 PHONE

(____) _____ - _____ ext: _____

(Required)

1
4

REFERENCE #2 E-MAIL

(Required: Email address)

Supplier Information

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Supplier Notes

By submitting your response, you certify that you are authorized to represent and bind your company.

Print Name

Signature