



REQUEST FOR PROPOSALS

LEAD GENERATION SERVICES – EUROPE

Event	Time and Date
RFP Issued	March 6 th , 2020
RFP Questions Due (via email)	March 16 th , 2020 by 5:00 p.m. AST
RFP Responses Due (via email)	April 6 th , 2020 by 5:00 p.m. AST
Evaluation Period	April 6 th - April 10 th , 2020
Selection Date	April 10 th , 2020
Lead Generation Start Date	April 20 th , 2020

*InvestPR reserves the right to adjust the above schedule as needed.

**InvestPR will not provide any compensation for development of materials or time spent in creating a response to this RFP.

All submittals should be provided via email to anavarro@investpr.org

INTRODUCTION

Invest Puerto Rico Inc. (InvestPR) is soliciting proposals from interested firms and individuals to provide Lead Generation Services in Europe. The services include but may not be limited to:

- Develop a prospect pipeline of high growth companies within InvestPR's targeted industries and markets;
- Scheduling in-person and telephonic meetings with key decision-makers at pre-qualified companies;
- Providing market insights and feedback on Puerto Rico's value proposition based on information gleaned from leads and prospects; and
- Reporting and tracking European market interest in Puerto Rico based on the pipeline the contractor has developed.

ABOUT INVEST PUERTO RICO

Invest Puerto Rico (InvestPR) is the island's new economic development organization driving inward investment. We are a 501(c)3 non-profit organization created by the Government of Puerto Rico via Law 13-2017 with the mission of promoting Puerto Rico as a competitive investment jurisdiction to attract new business and external capital to the Island. InvestPR is tasked with promoting Puerto Rico as a premier location to do business in both the U.S. mainland and abroad. These efforts are led by IPR's business development team.

This solicitation and resulting agreement is intended to obtain lead generation and business qualification services for InvestPR. These services will extend InvestPR's existing marketing and business attraction strategy by increasing the number of high-quality business engagements and enhancing Invest PR's long-term FDI opportunity pipeline. The leads generated under this contract should be focused on strategic sectors outlined in InvestPR's [promotional plan](#) and leverage InvestPR's trade show and conference attendance as well as support up to four Foreign Direct Investment (FDI) missions to international markets over the course of one year. These trips may be scheduled around relevant industry trade shows such as Hannover Messe (July 13-17), Money 2020 Europe (June 16-18), MEDICA (November 16-19) and Going Global UK (November 18-19) with an additional three business days to allow additional meetings outside of the conferences.

Primary targeted sectors for Invest Puerto Rico lie in Knowledge Services which includes:

- Professional and Technical Services
- Business Support Services
- Software and IT
- Finance and Insurance.

The industrial value chain also represents significant opportunity for Puerto Rico. Meanwhile, secondary sectors of focus would include logistics enhancement and manufacturing.

LEAD GENERATION SERVICES - EUROPE

Invest PR intends to enter into a one-year (1) contract with the firm that covers the following:

- One (1) twelve-month term from the date of the signed contract.
- Annual contract renewal for up to three years pending satisfactory performance and receipt of all deliverables.

For consideration, proposals for this project must contain evidence of the Proposer's experience and abilities in the specified area and other disciplines directly related to the proposed service.

QUALIFICATIONS

The Bidder must show to the complete satisfaction of InvestPR that it has the necessary facilities, ability, and financial resources to provide the services specified herein in a satisfactory manner. The Bidder should also provide qualifications, experience, and references in order to satisfy InvestPR regarding the Bidder's qualifications. InvestPR may make reasonable investigations deemed necessary and proper to determine the ability of the Bidder to perform the work, and the Bidder shall furnish to InvestPR all information for this purpose that may be requested. InvestPR reserves the right to reject any offer if the evidence submitted by, or investigation of, the Bidder fails to satisfy InvestPR that the Bidder is properly qualified to carry out the obligations of the contract and to complete the work described therein. As a best practice and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals that include individuals that are residents of Puerto Rico, or that include small businesses from Puerto Rico as either direct contractors, local members of a joint venture, or part of a non-Puerto Rico based team.

Evaluation of the Proposer's qualifications shall include:

- A. Ability and Capacity to Perform Services: Demonstrated ability, capacity, skill, financial and other necessary resources of the Proposer to perform the work or provide the services required;
- B. Costs, Fees and Expenses: The reasonability of the costs, fees, and expenses structure provided by the Proposer given the complexity of the tasks and projects requested from the service provider;
- C. Examples of Work Product: The quality of examples of previous work product from previous engagements or professional endeavors of the Proposer or Proposer's professionals that will be involved in providing the services being procured; and
- D. References: The character, integrity, reputation, judgment, experience, and efficiency of the Proposer or Proposer's professionals that will be involved in providing the services being procured.
- E. Resumes: Proposers must provide a listing of the personnel to be assigned, including organizational structure and each person's area of responsibility. Resumes for each professional assigned are also required. Responders must have enough and qualified staff immediately available to contract solicitations and to enter and manage any components targeted by the RFP.

SCOPE OF WORK**A. DELIVERABLES**

The successful bidder shall be responsible for:

- Develop a prospect pipeline of high growth companies within InvestPR's targeted industries and markets; most active in the following sectors:
 - Knowledge Services, Manufacturing, Creative Industries, Professional & Business Services, Financial Services and major disruptors in AI, FinTech and IoT/Big Data
- Companies should be headquartered in Europe. The markets which have shown the most promise in Europe include Germany, the United Kingdom, France, and Spain.
- Scheduling a minimum of 32 in-person meetings and 18 teleconference meetings with key decision-makers at pre-qualified companies across trade shows and FDI missions that meet the following requirements:
 - Minimum sales of \$25M and a minimum of 50 employees
 - No physical presence in Puerto Rico
 - Concrete plans to expand into the U.S within 12-24 months; the company is clear about job creation, capital investment and need for real estate.

B. REPORTING

- Prepare profiles and briefs of proposed corporate meetings with notes from correspondence with corporate decision-makers and report on market intelligence acquisition for prospective targets.
- Bi-Weekly progress reports by phone/email with InvestPR's Business Development Team;
- Final report of contract results, overall market intelligence, trends and feedback acquired from prospecting. (Content to be predetermined in consultation with IPR's Business Development Team)
- Excel file of the final target leads lists with responses and feedback that may need to follow up.

EXECUTION

In-Person Meetings - The selected firm will schedule pre-mission corporate calls at least 8-10 weeks in advance. All target industries will be identified and accounted for on scheduled pre-mission calls. A list of all potential companies will arrive within 45 business days of the mission. Company briefs will be provided two weeks before the mission trip. A follow up brief will be scheduled within 15 business days after the mission trip.

Teleconferences - Company briefs will be provided two weeks before the mission trip. A post-call report summarizing the discussion and next steps will be provided within one week of the call.

Monthly reports capturing activity, insights, and opportunities will be provided the first week of every month.

The firm will report to the Business Development Department at Invest Puerto Rico.

SUMMARY

Invest PR is requesting a proposal that will show the approach used to target companies, a statement of qualifications demonstrating capacity, and breakout cost of meetings for the requested markets. Four (8) Missions with at least 8 meetings per mission.

TIMELINE

The work is to be performed from April 1, 2020, to March 31st, 2021. It is expected that the project will have the following timeline:

- RFP Issued: March 6th, 2020
- RFP Questions due: March 16th, 2020
- RFP Responses due: April 6th, 2020
- Selection Date: April 10th, 2020
- Lead Generation Start Date: April 20th, 2020

InvestPR reserves the right to adjust the above schedule as needed.

QUESTIONS

Please direct all questions to: mcruz@investpr.org

SUBMISSION REQUIREMENTS

A consultant, firm, or combination thereof wishing to submit a proposal must include the following in their response:

- A brief history of the proposing entity, including general background and relevant experience.
- Explanation of the approach the firm will use to identify and reach out to potential leads.
- Resumes of the personnel assigned to the project.
- A statement substantiating the resources of the proposing entity and the ability to carry out the scope of work requested within the proposed timeline.
- Proposed fee structure, including billing rates, hourly rates, reimbursable expenses, incidentals, etc. Preferences will be given to firm-fixed pricing.
- Contact information for at least three (3) clients or former clients, preferably for a similar scope of work.
- At least three (3) references of similar lead generation programs in international markets.
- A statement of conflicts (if any) the proposing entity or key employees may have regarding these services. These may include but are not limited to representation of competitor regions, If no potential conflicts of interest are identified, please state so.

SELECTION CRITERIA

Proposals will be reviewed and evaluated by a selection committee.

Criteria for evaluation will include:

[40]% Ability and Capacity to Perform Services

[30]% Examples of Work Product

[15]% Costs, Fees and Expenses

[15]% References

BUDGET

Invest PR has established a baseline budget of \$120,000 for this proposal. However, bidders can gain up to an additional \$30,000 (\$2,000 per qualified lead above the 50 required leads) .

RFP SUBMISSION PROCESS

Proposal deadline: **Proposals must be received via email no later than April 6th at 5:00 PM AST.** Proposals should be sent by e-mail to Astrid Navarro anavarro@investpr.org mcruz@investpr.org.