



**REQUEST FOR PROPOSALS  
FOR NORTH AMERICA LEAD GENERATION SERVICES  
Invest Puerto Rico Inc.**

<b>MILESTONE</b>	<b>DATE AND TIME</b>
RFP Issue Date	November 22, 2022
Submissions of Letter of Intent (Attachment A)	December 2, 2022, by 3:00 p.m. AST
Submissions of Questions and Requests for Clarification (via email)	December 2, 2022, by 3:00 p.m. AST
Responses to Questions and Requests for Clarification (via email)	December 9, 2022
Proposals Due (via email)	December 16, 2022, by 5:00 p.m. AST
Final agency selection will be completed by or before	January 4, 2023
Lead Generation Contract Start Date	January 9, 2023

\*Invest Puerto Rico reserves the right to adjust the above schedule as needed.

## **INTRODUCTION**

Invest Puerto Rico Inc. is soliciting proposals from interested firms and individuals to provide Lead Generation Services for the North American market. The services include but are not limited to:

- Developing a prospect pipeline of high-growth companies within InvestPR's targeted industries and markets;
- Developing a pipeline around events, missions, and conferences to connect InvestPR's Business Development team directly with companies;
- Scheduling in-person and virtual 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 target market interest in Puerto Rico based on the pipeline developed

## **ABOUT INVEST PUERTO RICO**

Invest Puerto Rico (InvestPR) is a 501(c)3 non-profit organization created by the Government of Puerto Rico via Act 13-2017 with the mission of promoting Puerto Rico as a competitive investment jurisdiction to attract new business and capital investment to the island. The entity is tasked with promoting Puerto Rico as a premier location to do business and assisting companies and investors establish their operations on the island by:

- Providing data and information about Puerto Rico's economy and industry sectors to enable informed decision-making;
- Assisting with the process of identifying commercial and industrial real estate for projects;
- Connecting companies with the talent they need to operate;

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- Serving as a connector to organizations in the public, private, nonprofit & academic sectors to facilitate their arrival on the Island; and
- Connecting investors with local projects and businesses seeking capital.

## PURPOSE

This solicitation and resulting agreement are intended to obtain lead generation and business qualification services for the Business Development team at InvestPR. These services will extend InvestPR's existing marketing and business attraction capacity by increasing the number of high-quality business leads and enhancing Invest PR's long-term investment opportunity pipeline. The leads generated under this contract should be focused on strategic sectors outlined in InvestPR's below and leverage InvestPR's trade show and conference attendance. Additionally, the selected bidder should be prepared to support up to four (4) North American missions to key markets and/or relevant conferences over the course of the contract. These trips may be scheduled around relevant industry trade shows.

Primary targeted sectors for Invest Puerto Rico are:

- Biosciences (with a focus on cell & gene therapy, pharmaceuticals, and medical devices)
- Aerospace and Advanced Manufacturing
- Information and Communication Technologies
- Energy (with a focus on manufacturing)
- Professional Services (such as financial services & engineering with the exception of call centers)

The industrial supply chain and professional services that support the above sectors will also be considered of significant value.

## SCOPE OF WORK

### A. DELIVERABLES:

Deliverables shall be considered those tangibles and resulting work products which are to be delivered to InvestPR. All deliverables and resulting work products from this contract will become the property of InvestPR. The successful bidder shall be responsible for:

- Developing a prospect pipeline of high growth 150+ companies within InvestPR's targeted industries and markets; most active in the following sectors:
  - Biosciences, advanced manufacturing, aerospace, energy, and information and communication technologies (ICT).
  - Companies that represent the industrial value chain and/or professional services to support these sectors.
- Enabling virtual or in-person meetings between companies and the InvestPR Business Development team; as well as serve as key opportunities for InvestPR to articulate its value proposition to relevant industry leads. This pipeline should be focused on investment potential for Puerto Rico.
- Though this RFP is seeking lead generation from North America broadly, companies with headquarters in the following markets are considered high priority: California, New York, New Jersey, Massachusetts, Florida.
  - Qualified leads from other major markets in North America, such as Canada, Texas, Illinois, Arizona, Virginia/DC, Pennsylvania, will also be welcome.
- Scheduling in-person or virtual meetings with key decision-makers at a minimum of 50 pre-qualified companies across trade shows and domestic North American missions that meet the following requirements:
  - Minimum expected capital investment of \$25M and a minimum of 50 employees



- No physical presence in Puerto Rico
- Concrete plans to expand into the U.S within 6-18 months; the company is clear about job creation, capital investment and need for real estate.
- Average salary of above \$45,000 per annum
- Invest Puerto Rico is seeking this lead generation support meetings around events IPR is scheduled to attend. Event calendar can be shared after contract is executed.

#### 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;
- Final report of contract results, overall market intelligence, trends and feedback acquired from prospecting.
- Excel file of the final target leads lists with responses and feedback that may need to follow up.

#### C. EXECUTION

In executing this scope of work, the chosen Bidder will be responsible for:

- Scheduling pre-mission/event corporate calls at least 6 weeks in advance. All target industries will be identified and accounted for on scheduled pre-mission calls. A list of all potential companies will be delivered within 45 business days prior to mission or event. Company briefs will be provided two (2) weeks in advance before the mission or event. A follow up brief will be delivered within 15 business days after the mission trip.
- Scheduling post-mission follow up videoconferences with companies within 2 (two) weeks of the end of the mission trip.
- Monthly reports capturing activity, insights, and opportunities will be provided the first week of every month.
- Reporting directly to the Business Development team at Invest Puerto Rico.

#### D. TIMELINE

InvestPR intends to enter a one-year contract with the firm that covers one 12-month term from the date of the signed contract January 9, 2023, to December 31, 2023.

### SUBMISSION REQUIREMENTS

Bidders must include the following in their response:

- A brief history of the proposing entity, including general background and relevant experience.
- 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, etc. Preferences will be given to firm-fixed pricing.
- Contact information for least three (3) references along with case studies of similar lead generation programs in North American markets.
- A statement of conflicts (if any) the proposing entity or key employees may have regarding these services. If no potential conflicts of interest are identified, please state so.

### SELECTION CRITERIA AND QUALIFICATIONS

The Bidder must show to the highest satisfaction of InvestPR that it has the necessary qualifications and financial resources to provide the services specified herein in a satisfactory manner.

Proposals will be reviewed and evaluated by Invest Puerto Rico. The criteria for evaluation will include:



- A. Ability and Capacity to Perform Services (40%): Demonstrated ability, capacity, skill, financial and other necessary resources of the Bidder to perform the work or provide the services required, including resumes of the proposed team members;
- A. Strategic Thinking and Planning Approach (25%): Clarity and thoughtfulness of the Bidder's approach to fulfilling the multifaceted solicitation, with clear timelines associated with events and other global activities relevant to lead generation and business development.
- B. Examples of Work Product (20%): The quality of examples of previous work product from previous engagements or professional endeavors of the Bidder or Bidder's professionals that will be involved in providing the services being procured, including relevant references that indicate the character, integrity, reputation, judgement, experience, and efficiency of the Bidder or team members that will be involved in providing the services being procured; and
- C. Costs, Fees and Expenses (15%): The reasonability of the costs, fees, and expenses structure provided by the Bidder given the complexity of the tasks and projects requested from the service provider;

#### Other Considerations:

- Evaluation of the proposals will be under the jurisdiction of InvestPR. InvestPR will evaluate all material submitted and engage in interviews and/or discussions with the respondents deemed as most qualified, based on responses.
- InvestPR will select the Bidder that best represents itself as capable of meeting the needs stated in this RFP.
- As a best practice and subject to InvestPR's best ability and judgment, InvestPR will favorably consider proposals of entities that demonstrate diversity and inclusion policies.
- Discussions will take place between InvestPR and the Selected Bidder to define a more detailed scope of work. Ultimately, a contract will be executed between the Selected Bidder and InvestPR.
- If InvestPR is unable to negotiate a satisfactory contract with the Selected Bidder, negotiations with that Bidder shall be terminated and the organization shall undertake negotiations with another qualified Bidder until a satisfactory contract is negotiated. If InvestPR is unable to negotiate a contract with any of the Selected Bidders, the organization shall re-evaluate the scope of services and fee requirements.
- InvestPR reserves the right to reject any or all qualification submittals or to waive any minor defects or irregularities in any submittal. InvestPR further reserves the right, without prior notice, to supplement, amend or otherwise modify this request for qualifications or otherwise request additional information from any or all applicants.
- Invest Puerto Rico will not provide any compensation for development of materials or time spent preparing a response to this RFP.
- Once selected, the Selected Bidder must be prepared to begin work with InvestPR immediately

#### **BUDGET**

InvestPR has established a baseline budget of \$100,000 for this proposal.

#### **RFP SUBMISSION PROCESS**

**Proposals must be received no later than December 16, 2022, at 5:00 PM AST.** Proposals as well as any questions regarding the submission process should be sent by e-mail to Rafael Pérez ([rperez@investpr.org](mailto:rperez@investpr.org)) and Peter Ruiz ([pruiz@investpr.org](mailto:pruiz@investpr.org)).

#### **ATTACHMENT A**



Letter of Intent

I submit this Letter of Intent to notify Invest Puerto Rico of [name of your organization]'s intent to participate in the RFP process for North American Lead Generation services.

I acknowledge that this letter of intent is only a requisite to submit questions within the December 2, 2022, by 3:00 p.m. AST deadline and that all proposals submitted within the RFP deadline will be evaluated by Invest Puerto Rico. I understand that all questions and answers will be shared.

Peter Ruiz will be Invest Puerto Rico's main point of contact for the purposes of the application process and can be reached at: [pruiz@investpr.org](mailto:pruiz@investpr.org).

Thank you.

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Name and Signature

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Title

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Organization

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Date

