



---

## Request For Proposal (RFP)

***"Software Solutions Provider for Impact Partners website"***

***For***

***Impact Investment Exchange (IIX), Singapore***

---

Request for proposal issue date: 30 October 2020

Request for proposal due date: 13 November 2020

**Proposal's main contact name and title:** Kirti Gandhi

**Contact details:** Email: [kgandhi@iixglobal.com](mailto:kgandhi@iixglobal.com)



## TABLE OF CONTENTS

<b>GENERAL INFORMATION</b> .....	3
STATEMENT OF CONFIDENTIALITY .....	3
PURPOSE OF THIS DOCUMENT .....	3
RIGHT OF REJECTION .....	3
ADDENDA DURING BIDDING .....	3
DEFINITIONS .....	3
COMPANY INFORMATION .....	3
<b>IMPACT PARTNERS</b> .....	4
CORE OBJECTIVES .....	4
PROJECT SCOPE AND DELIVERABLES .....	4
FUNCTIONAL REQUIREMENTS .....	4
SITEMAP AND FLOWCHART .....	5
TIMELINE AND MILESTONES .....	6
<b>SUBMISSION</b> .....	7
<b>EVALUATION</b> .....	8



## GENERAL INFORMATION

### STATEMENT OF CONFIDENTIALITY

The information contained in this document is confidential to Impact Investment Exchange ("IIX"). It may not be disclosed, duplicated, or used for any purpose apart from responding to this RFP, in whole or in part, without the prior written consent of IIX.

The information contained in this Request for Proposal ("RFP") (or accumulated through other written or verbal communication and pertaining to this RFP) is confidential to IIX. Information both parties receive regarding this RFP shall be held in confidence, subject to penalty of law.

### PURPOSE OF THIS DOCUMENT

IIX seeks responses to this RFP, with the intent to select a Vendor to upgrade/recreate the frontend and backend website of IIX's proprietary platform, Impact Partners. This will require designing and building a mobile-friendly website enabling different stakeholders including small to medium size business and investors to access dashboards, fill out surveys, receive customized information, and engage in other related activities related to digital finance and investment activities.

IIX is seeking each Bidder to submit along with their website proposals, additional bid documents, including but not limited to, pricing, project team and credentials, timeline, past project examples, and client references.

### RIGHT OF REJECTION

IIX reserves the right to accept or reject any or all responses to this RFP or any portion thereof for any reason or for no reason at all. Neither receipt of a response nor failure to reject a response shall impose any legal obligation on IIX or any of its affiliates. IIX may enter into discussions and/or negotiations with one or more qualified Bidders concurrently, should such action be in the best interest of IIX.

### ADDENDA DURING BIDDING

Any additional information required by Bidders, revisions in the work, changes or additions, discrepancies in the bidding documents, or clarifications will be in the form of addenda issued to all Bidders through Bidder's preferred email address. Any addenda issued to Bidders shall be acknowledged in the proposal when submitting bids.

### DEFINITIONS

To help Bidders understand this RFP, IIX has included a list of definitions for terms:

- Bidder: Entity submitting a proposal in response to this RFP
- Vendor: Entity selected to execute the frontend and backend website outlined in this RFP

### COMPANY INFORMATION

Impact Investment Exchange (IIX) is the pioneer in impact investing and the global leader in sustainability. We have transformed the financial system so that women, the environment and underserved communities



are finally given a value and a voice in the global market. Over the past decade, we have built the world's largest crowdfunding platform for impact investing ([Impact Partners](#)), created innovative financial products such as the [Women's Livelihood Bond Series](#), digitized our impact assessment to effectively measure and value the impact of an enterprise on people and planet through [IIX Values](#), operated award-winning enterprise technical assistance programs such as [IIX ACTS](#), and established an [Impact Institute](#) for training and education. To date, our work has spanned 46 countries, unlocked close to US\$200 million of private sector capital and positively impacted over 80 million direct and household lives. IIX has received numerous awards for its work including the Oslo Business for Peace Award, the 'Nobel Prize for Business.' You can find out more about IIX [here](#).

IIX is now looking for an experienced web-designer to update the frontend and backend of our Impact Partners website. Further details on the project goals, timeline and budget are outlined in the following section.

## IMPACT PARTNERS

### CORE OBJECTIVES

Impact Partners is the world's largest equity and debt crowdfunding investor portal for impact investing and features real-time investment status of early and growth-stage high-impact enterprises from across Asia Pacific. To date, Impact Partners has facilitated over 55 deals to support over 140 enterprises with over \$120M raised across sectors such as clean energy, education, healthcare, agriculture, water and sanitation, and financial inclusion, amongst others. This has impacted over 24 million lives, 57% of which are women.

While Impact Partners is a ground-breaking platform facilitating capital flow into the impact sector, there is still an outstanding need to scale the platform to further connect impact minded investors with investment-ready social impact enterprises looking to raise capital. According to the Global Impact Investing Network (GIIN)'s 2020 Annual Impact Investor Survey, 93% of investors cited lack of feasible investment opportunities as a key challenge to impact investing<sup>1</sup>. Furthermore, early-stage social enterprises typically require investment-readiness support including technical assistance and impact assessments to attract the investment needed to scale. However, the upfront costs of receiving such services are too high for these enterprises without being able to attract growth capital.

Impact Partners simultaneously addresses both of these gaps by providing a dedicated platform to directly connect accredited investors to enterprises while providing technical assistance services for the enterprises that are not yet investor ready. However, the platform as it stands now is not optimized for efficiency, scale, and insight that will allow the platform to widen its impact scope. The purpose of this project is to revamp the platform with data analytics, automated processes, and investor services to improve user experience, scale, and further address these market gaps.

### PROJECT SCOPE AND DELIVERABLES

IIX is currently seeking a Software Solutions Provider to work alongside IIX in building the Impact Partners website with updated user experience and data analytics capabilities based on IIX's current visual identity ([iixglobal.com](#)).

### FUNCTIONAL REQUIREMENTS

---

<sup>1</sup> GIIN (2020): "Annual Impact Investor Survey"



Our Impact Partners website will require the following characteristics which should guide the Vendor in determining the scope of design required for this project:

- **Light website** – Considering our Impact Partners website will be used in both developed and developing countries, we require our website to be fast and user-friendly in environments where internet connectivity may be slow.
- **Mobile friendly** – The Vendor must select appropriate designs which will ensure a fast and smooth functioning of the website on mobile-phones.
- **Log-in systems** – Impact Partners will have a few login and unique ID options available for different stakeholders. The Vendor will have to suggest easy and light options for such features given diverse market preferences and data protection laws.
- **User profiles** – Users will have unique profiles to market themselves and facilitate deals.
- **Automated screening** – To optimize user experience, enterprises will undergo an automated screening process that will determine their eligibility to be listed on the Impact Partners platform and receive technical assistance from the IIX team. Other enterprises that do not pass the screening will have the option to self-list for a monthly fee. This screening will take the form of a survey.
- **Data analytics** – To improve user experience and expand services for enterprises and investors, the Impact Partners website will require strong data collection and analytics capabilities. These analytics will primarily serve two functions
  - **For enterprises:** Data analytics will be used to analyze investor trends and behaviors to design templates for effective marketing and communication to attract capital.
  - **For investors:** Data analytics will be used to make performance comparisons among their portfolios and across sectors and countries along risk-return-impact metrics. These analytics will contribute to investors’ decision-making to maximize social, environmental, and financial returns.
- **Integration of other IIX products** – Impact Partners will integrate other IIX products, including:
  - **IIX Values:** IIX’s digital impact assessment. This assessment is survey-based with added input from an enterprise’s beneficiaries and generates reports to inform investors of an enterprise’s demonstrated impact and investment-readiness (iixvalues.com).
  - **IIX Impact Institute:** Enterprises that are not eligible for technical assistance will be redirected to the IIX Impact Institute, where they will undergo training to improve their business model and capacity (institute.iixfoundation.org).
- **Dashboard feature** – The Vendor will be required to design a sharp and clear dashboard for investors to monitor their portfolios with data analytics.

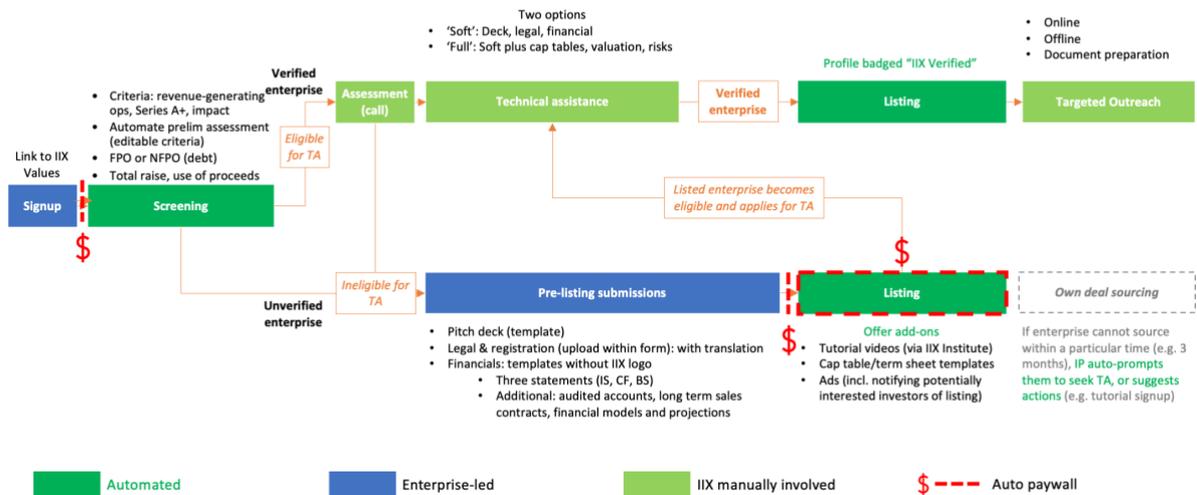
## SITEMAP AND FLOWCHART

The primary stakeholders that will utilize Impact Partners are social impact enterprises and impact-oriented investors. The features and processes of the platform are different for both stakeholders. The



process flow and features of the Impact Partners website for enterprises and investors are detailed below:

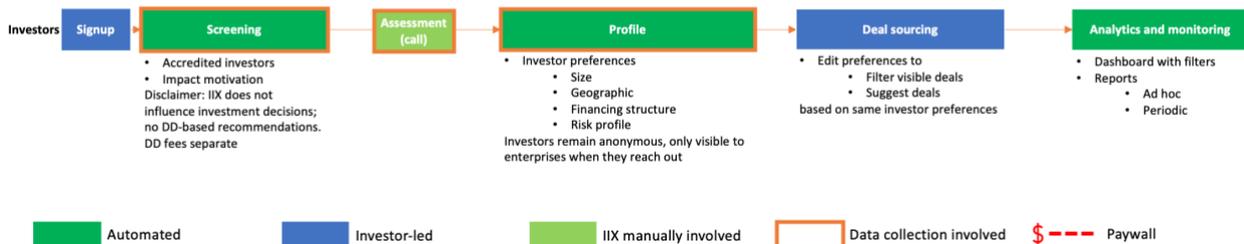
## Enterprise process



Enterprises will first undergo a screening process to determine their eligibility to be listed on the platform. Eligible enterprises will receive technical assistance and be listed as "verified" on the platform, while enterprises that do not pass the screening will have the option to self-list for a monthly fee and will be listed as "unverified".

Verified enterprises can attract investors with ready-made templates that are designed based on investor behavior and trends.

## Investor process



Investors will sign-up on the platform and will undergo screening to ensure that they are both accredited and impact-motivated. They will then be able to automatically source enterprises based on their preferences (size, geography, risk profile, etc.), and source deals. To support their investment activities, investors can then monitor their investments with data analytics and monitoring capabilities on a filtered dashboard and with periodic reporting from enterprises.

## TIMELINE AND MILESTONES



Impact Partners will be developed to be suitable in the global market. We are currently seeking quotation from a developer for **16 weeks**.

Please find a tentative timeline of the full project:

No.	Description of Content Development	Days	Timeline (week)															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Phase 1: Upgrade the platform to improve user experience																		
Software Development																		
1.1	Automate screening process	10																
1.2	List high potential-enterprises to be eligible for technical assistance from IIX, then listed as "Verified" on the platform; other enterprises listed as "Unverified"	10																
1.3	Develop filtering system for investors to filter enterprises	5																
Phase 2: Implement data collection and reporting capabilities																		
Software Development																		
2.1	Automate enterprise reporting	7																
2.2	Automate deal screening: Automated tools with customizable criteria to assess eligibility	8																
2.3	Implement portfolio monitoring capabilities and enterprise filtering	8																
Phase 3: Integrate data analytics technologies																		
Software Development																		
3.1	Integration of IIX Values for digital impact assessment and reporting	7																
3.2	Templates and add-ons: Apply analyses of investor behaviour and deal trends to help enterprises tailor practices to attract investment	5																
3.3	Backend databases can map trends, monitor portfolio companies' performance, and suggest enterprises to investors	5																
3.4	Data analytics for risk, return, and comparative impact information	5																
3.5	Translation services	10																

**SUBMISSION**

IIX expects each Bidder to provide the following in a single .pdf file as a response to this RFP.

1. Track record with portfolio of past projects, especially those which contained similar features (integrated screening, data-analytics, data-reporting and dashboards, etc.) with detailed visuals of end-products
2. 3 client references with emails and phone numbers
3. Project team details
  - a. CVs and supplementary bios of team members who will work on this web-app
  - b. Number of full-time and part-time staff, subcontractors or freelancers involved with the team (if any)
  - c. Home office of team
  - d. Working hours and working policies during holidays, weekends. Policies for working with clients in different time zones and how you approach working across multiple time zones.
4. Initial quotation
  - a. Provide quotation for the 6-week period of work scope, including out of scope support after signoff
  - b. Provide quotation for potential changes in the timeframe due to unforeseen circumstances
  - c. Provide quotation for on-going support



Proposals should be submitted to [kgandhi@iixglobal.com](mailto:kgandhi@iixglobal.com) by 23<sup>rd</sup> October 2020. Shortlisted vendors will receive a response no later than October 27<sup>th</sup>.

## EVALUATION

The chosen Vendor should also have experience in:

- Experience in frontend and backend software development
- Have a minimum of 5 years of professional experience in designing and developing web designs
- Demonstrate prior work experience in mobile/fintech application development, if possible. Past projects in designing web-apps for rural, low connectivity, developing countries is a bonus.
- Demonstrate an ability to work effectively under stressful conditions like heavy workloads and deadlines.
  - Maintain the capacity to be responsive to development requests within 24 hours or less after a request is finalized
  - Be available for regular meetings to discuss IIX's feedback on the smartphone web-app, and (info-)graphics and afterwards modify the structure and design accordingly.
- Be fluent in English, both spoken and written.
- Prove their team leader's qualification in information technology and/or graphic design with a specialization in at least one of the services relevant to this assignment.