
Request for Quote

Washington Technology Industry Association

Washington State Startup Report - Design Services

BACKGROUND

WTIA was founded in Washington state in 1984 and is a consortium that includes a 501(c)(6) not-for-profit member trade association, a 501(c)(3) not-for-profit tech apprenticeship intermediary, and a Washington state registered for-profit corporation providing healthcare, retirement, and business insurance to small and medium sized businesses. Our mission is to foster a robust, inclusive, and equity-centered technology-driven economy that empowers thriving communities.

The WTIA was recently awarded funds through a grant from the Economic Development Administration to create a startup report for early-stage startup activity in Washington state. As part of the report development, WTIA will secure design services to create an externally facing report that includes WTIA branding.

DESCRIPTION & DELIVERABLE

WTIA will be conducting research through public and private databases, surveys, interviews, and similar to identify information about the early-stage startup ecosystem in Washington including # of startups, investment activity, trends, valuation data, and state-wide resource providers. The research will be conducted by WTIA staff, our partners, and an Associate Researcher that was hired for this project.

Design services will be leveraged to:

- Refine charts, tables, graphs, and other report elements
- Implement WTIA brand guidelines throughout the report
- Help with data storytelling
- Create graphics for use in the report
- Create other design elements
- Ensure layout and composition are refined and professional looking
- Create versions optimized for print, web, and mobile
- Create promotional and marketing assets, such as event images, social media images, teasers, and executive summaries

ESTIMATED BUDGET

The total budget will be \$6,000 through May 2025, and the final designed report will be due in early May.

PROPOSAL REQUIREMENTS

- Company Information including name, address, and company description.
- Cost and fee information not to exceed \$6,000
- At least one example of previous portfolio work
- Responses to the following prompts and questions:
 - Describe any experience designing research reports.
 - Describe any experience designing tech-sector or innovation focused reports.
 - Describe plan to create versions optimized for print, web, and mobile.
 - Provide a 45-day work plan to complete the project. Please assume that data will be finalized 30 days before the final due date in early May.

Proposals shall not exceed ten (10) pages total, including the company information, cost and fee information, and responses to prompts and questions; proposer(s) will not be graded upon the length of their proposal or effort to reach the 10-page maximum. Proposer(s) are encouraged to focus on the quality and brevity of their proposal.

Submit responses to Vera Panasiuk, at vpanasiuk@washingtontechnology.org, by February 14th, 2025 at midnight Pacific time. Responses must **NOT** be mailed.

EVALUATION CRITERIA

Evaluation Criteria	Value
Company Information including name, address, and description	Y or N
Cost and Fee Information	20%
At least one example of previous portfolio work	30%
Prompt & Question Responses	50%

TIMELINE

RFQ Issued	January 13th, 2024
Proposals due	February 14th, 2025 by 11:59PM PT
Possible finalists interviews	Week of February 17th 2025
Purchasing Date	Upon execution of contract

QUESTION AND ANSWER PERIOD

Questions must be submitted to Vera Panasiuk, at vpanasiuk@washingtontechnology.org by January 31st, 2025 at 4:00PM PT. We will post answers to submitted questions each on February 3rd, 2025.

SELECTION CRITERIA

Proposals will be evaluated to determine the firm or platform best suited to complete the project's scope of work based on features, quality and quantity of data, expertise, and fixed fee quotation.

WTIA may choose to interview one or more responders but reserves the right to choose or to contract with the person or firm that best meets the qualifications without conducting any interviews. WTIA also reserves the right to reject all proposals.

Submitting a proposal or being chosen as the most qualified proposal does not guarantee a contract will be executed.

SUBMISSION INSTRUCTIONS

Proposals are due no later than 11:59 pm PDT, February 14th, 2025. Late submissions will not be accepted or considered. WTIA assumes no responsibility for formatting or transmission errors.

Responses must be submitted in MS Word or PDF format by email to Vera Panasiuk, at vpanasiuk@washingtontechnology.org. Responses must **NOT** be mailed.

GENERAL INFORMATION

Subcontractor cannot be presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency.

Discrimination Laws

Subcontractor shall comply with all federal, state, and local nondiscrimination laws, regulations, and policies. Contractor noncompliance with certain anti-discrimination laws may result in canceling the contract.

Required Disclosures

Subcontractor shall disclose any potential or actual conflicts of interest, including but not limited to, any recent business dealings that could be perceived as a conflict, any current or recent state employee working on behalf of subcontractor. Subcontractor shall also certify that it has not been debarred from contracting with the Federal government, and shall further disclose if there are any legal actions against it.

Insurance

Subcontractor, at its expense, shall maintain in full force and effect insurance coverages that are considered standard for its industry.