



# AC:STUDIO

## GIG MARKETPLACE RFP AND PROPOSAL GUIDE



THE  
ACCELERATOR  
CENTRE



CONESTOGA  
Connect Life and Learning

ENTREPRENEURSHIP  
COLLECTIVE

# TABLE OF CONTENTS

-

**Partnership Overview**

1

**Invitations & Submissions**

2

**Evaluation and Awards**

3

**Terms and Conditions**



# ABOUT OUR PARTNERSHIP



## **AC:Studio x Conestoga Gig Marketplace**

The AC:Studio program was designed to support high-potential startup founders, whether they have an existing business idea or they are looking for their next startup adventure. This hybrid accelerator/venture studio program combines the best of our award-winning AC:Incubate program with a venture studio model that funds high-impact startups, matches great ideas with talented founders. Through the partnership with Conestoga College's Gig Lab, this support will go beyond the usual mentorship and workshops, and provide startups with access to tactical support through the Gig Lab freelancers.

# **PART ONE:**

# **INVITATIONS AND SUBMISSIONS**

## **Invitations to Freelancers**

A Request for Proposals (the “RFP”) is an invitation by an AC:Studio company exclusively to prospective freelancers on the Conestoga Gig Marketplace to submit a proposal for a specific project. This process is initiated by filling out the form accessible at this [link here](#).

## **Proposal Submission to AC:Studio Companies**

A Proposal Submission (the “Proposal”) is a response by a Conestoga Gig Marketplace freelancer to an RFP from an AC:Studio company.

## **RFP Contacts**

AC:Studio Companies - Questions related to the RFP process should first be directed to company mentors and/or the Program Manager at the Accelerator Centre:

*Chris Leclerc, Manager Venture Studio Program and Client Experience  
Accelerator Centre  
cleclerc@acceleratorcentre.com*

Accelerator Centre Program Manager - To contact Conestoga in relation to the RFP process, the Program Manager at the Accelerator Centre can direct any questions via email to:

*Rose Mastnak, Director, Conestoga Entrepreneurship Collective  
Rmastnak@conestogac.on.ca*

Gig Marketplace Freelancers - To contact Conestoga in relation to the RFP process, Gig Marketplace freelancers can direct any questions via email to:

*Rose Mastnak, Director, Conestoga Entrepreneurship Collective  
Rmastnak@conestogac.on.ca*

## **Submission of RFPs to Freelancers**

Go to the AC:Studio Company landing page on the Conestoga Gig Marketplace at:  
**<http://conestogagigs.ca/accelerator-centre/>**

- Download and complete the official RFP form and save as a PDF.
- Search for freelancers that fit your needs.
- Complete the RFP form and [email your client experience coordinator](#) to get your RFP number.
- Complete the submission form, attaching the completed RFP form as a PDF. Attach any additional documentation to support project needs as a PDF.
- You will receive an email confirming completion of the submission.

*Submissions by any other method will not be accepted.*

## **Submission of Proposals to Companies**

Go to the AC:Studio Freelancer landing page on the Conestoga Gig Marketplace at:  
**<http://conestogagigs.ca/freelancer-rfp-submission/>**

- Freelancers must have received an RFP from an AC:Studio company in order to submit a proposal. No unsolicited proposals will be accepted.
- Questions may be submitted to companies ONLY using the Q&A form provided on the landing page.
- Complete the proposal form and save as a PDF.
- Complete the submission form, attaching the completed Proposal form as a PDF. Attach up to one (1) additional document to support your proposal as a PDF.

*Submissions by any other method will not be accepted.*

Freelancers will receive an email confirmation receipt upon submitting their proposals.

## Amendments of RFPs and Proposals

Companies may amend their RFP's before by re-submitting a revised RFP through the Gig Marketplace portal to the selected freelancers and including a message to all regarding the nature of the amendment.

Gig Marketplace freelancers may amend their proposals prior to the Submission Deadline by re-submitting a revised proposal through the Gig Marketplace portal. Revised proposals must be clearly marked "Revised" for differentiation.

## Withdrawal of RFPs and Proposals

To withdraw an RFP, a AC:Studio companies should send a notice of withdrawal to their Client Experience Coordinator Contact for AC:Studio.

To withdraw a Proposal, a freelancer should send a notice of withdrawal to the RFP Contact for Gig Marketplace Freelancers.





# **PART TWO: EVALUATION AND AWARDS**

## **Verify, Clarify and Supplement**

When evaluating proposals, AC:Studio companies may request further information from the freelancers in order to verify, clarify or supplement the information provided in the freelancer's proposal.

## **Evaluation Criteria**

AC:Studio companies must indicate the most important criteria they will use to evaluate proposals on all RFP form submissions.

After a thorough review of the proposal submissions, the preferred freelancer will be contacted to finalize the agreement.

## **Notification of Other Freelancers**

Once an agreement is made between an AC:Studio company and a freelancer, the company will notify the other freelancers directly via email. The notification is to include the #1 reason that the job was awarded to the winning proposal.

## **Acceptance of Proposal**

Company to sign accepted proposal submission and return to freelancer to confirm engagement.



# **PART THREE:**

# **TERMS AND CONDITIONS**

## **Disqualification for Conflict of Interest**

AC:Studio companies may disqualify a freelancer for any conduct, situation, or circumstances that, in its sole discretion, constitute a Conflict of Interest.

## **Illegal or Unethical Conduct**

Freelancers must not engage in any illegal business practices, including activities such as bid-rigging, price-fixing, bribery, fraud, coercion or collusion. They must not engage in any unethical conduct, including lobbying, as described above, or other inappropriate communications; offering gifts to any employees, officers, agents, elected or appointed officials or other representatives of a AC:Studio companies; deceitfulness; submitting proposals containing misrepresentations or other misleading or inaccurate information; or any other conduct that compromises or may be seen to compromise the competitive process provided for in this RFP.

## **RFP Process Non-Binding**

This RFP process is not intended to create and will not create a formal, legally binding bidding process and will instead be governed by the law applicable to direct commercial negotiations. For greater certainty and without limitation this RFP will not give rise to any Contract A-based tendering law duties or any other legal obligations arising out of any process contract or collateral contract.

## **Dispute Resolution**

Any proponent with concerns about the RFP process or project is required to immediately contact The Accelerator Centre Studio Team by email. The email must contain:

- (a) a clear explanation of the company's concerns with the procurement, including specifics as to why it disagrees with the procurement process or its outcome; and
  - (b) the freelancer's contact details, including name, telephone number, and email address.
- The AC will send an initial response to acknowledge receipt of the proponent's notice and indicate the date by which the AC will either provide the proponent with a formal response by email, or, will meet with the proponent for a formal debrief session.



# **PART THREE:**

# **TERMS AND CONDITIONS**

## **Confidential Information of AC:Studio Companies**

All information provided by or obtained from AC:Studio companies in any form in connection with this RFP either before or after the issuance of this RFP:

- is the sole property of the AC:Studio company and must be treated as confidential;
- is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the Deliverables;
- must not be disclosed without prior written authorization from the AC:Studio company; and
- must be returned by the proponent to the AC:Studio company immediately upon the request of the company.

## **Confidential Information of Gig Marketplace Freelancers**

Freelancers should identify any information in their proposal or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by the AC:Studio company. The confidentiality of such information will be maintained by the company, except as otherwise required by law or by order of a court or tribunal. Freelancers are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by AC:Studio companies to advise or assist with the RFP process, including the evaluation of proposals. If a freelancer has any questions about the collection and use of personal information pursuant to this RFP, questions are to be submitted to the RFP Contact.

## **Pricing**

All budgets provided from AC:Studio companies must be in Canadian dollars and do not include HST.

## **Billing/Payment Terms**

Service contracts are between the AC:Studio company and the Gig Marketplace freelancer but payment will flow through Conestoga College.

Any additional costs beyond the amount allotted to each AC:Studio company (\$6000) will need to be paid in full directly to the freelancer and will need to be defined in a separate contract with a distinct scope of work and set of deliverables.



THE  
ACCELERATOR  
CENTRE



## Request for Proposal Template for AC:Studio Clients

Home to Canada's first and only business incubator for freelance entrepreneurs, AC:Studio clients will have access to Conestoga's pre-qualified, talented freelance talent spanning UI/UX design, branding, graphic design, software development, video editing, bookkeeping, digital marketing, and more. (<https://conestogagigs.ca>). This Request for Proposal form represents the first step in the process with Conestoga Gig Lab freelancers.

### Company Information



Company Name

RFP Number (Will be provided by your CEC)

Provide a high level description of your company and target market.

*What do you do? Who do you do it for? What makes you different? Where can I find more information (i.e. website, socials etc.)?*



### Company Contacts



*List the Name and Email for all contacts that should be included on communications related to this project.*

### Project Information

*What topic does this project fall under?*





## Problem Statement

*What is the current problem that prompted this RFP? What do you need help with? Are there any roadblocks or barriers to success that will impact the project now or in the future?*



## Project Introduction

*Provide an overview of the project.*



## Objectives and Goals

*List a clear and concise objective statement for this project.*

*Our company is seeking (3-4 bullet points):*





*Ultimately, this will provide the following benefits (3-4 bullet points):*

### **Scope of Work**



*What deliverables or features are needed to make the project successful? Your company and the freelancer will ultimately sign off on this scope, so make sure you spend ample time detailing everything here. You won't be able to change it when the project begins.*





### Target Timeline

*Do you have expectations on when this work needs to be complete? Note that it must occur within phase 2 of AC:Studio.*



### Budget Expectations

*Do you have expectations on how much this project should cost?*

### Evaluation Criteria

*At this point in drafting your RFP, you probably have a good sense of what work you want the freelancer to do. However, you will need to select the freelancer best able to deliver the services required to achieve your goals. Which of the following criteria are the most important to you when evaluating and selecting a "Winning" freelancer proposal?*

Experience, Skill, Abilities and Qualifications of the Freelancer

The quality of services and work plan in their proposal

Added value and innovative solutions

Pricing



Other, please specify:



### Additional Information

*Please share any other information you feel is needed for this project.*

