



REQUEST FOR PROPOSALS

Global Epicenter of Mobility (GEM)

Mobility Corporate Intelligence

**Proposals will be received until
January 15, 2026 at 5:00 pm EST**

This RFP is also available at
<https://gemdetroitregion.com/>

**Federal
Contractor**

REQUEST FOR PROPOSALS (RFP):

Opportunity Name	Mobility Corporate Intelligence
Anticipated Budget	Up to USD \$200K; Inclusive of monthly invoices, data, tools and resources needed to complete the work.
Contract Duration	February 2026 – January 2027
Direct Questions & Proposals	Angela Ladetto, Senior Vice President, Business Intelligence & Strategy Angela.ladetto@detroitregionalpartnership.com
Location	Remote, Detroit Metro Region
Key DRP Contacts	Angela Ladetto, Senior Vice President, Business Intelligence and Strategy Bernard Swiecki, Vice President, Mobility and Research Justin Robinson, Chief Program Officer
Timeline	<p>A. Request for proposals release date: December 12, 2025</p> <p>B. Deadline for submitting proposals: January 15, 2026 by 5:00 pm EST</p> <p>C. Delivery method for submitting proposals: E-mail proposals to angela.ladetto@detroitregionalpartnership.com. In email subject line, please include: "Proposal for Mobility Corporate Intelligence." Proposals must be submitted in slide format; submission in other formats will not be accepted.</p> <p>D. Contract and payment schedule: Once proposals are received, DRP will evaluate and select a provider, develop a detailed contract proposal, and set contract terms, including a payment schedule. NOTE: This contract is funded through federal sources and is dependent on the ongoing availability of those government funds.</p> <p>E. Bidder interviews: Finalists will be invited to an in-person and/or remote interview between January 26 – 30, 2026.</p> <p>F. Notification of award: It is expected that a decision to select the successful bidder will be made within 1 week of the final interview process, with a decision anticipated by February 4, 2026. Upon conclusion of final negotiations with the successful bidder(s), all offerors submitting proposals in response to this Request will be informed via e-mail of the decision.</p>

SECTION 1: BACKGROUND

As part of the Global Epicenter of Mobility Initiative (GEM), The Southeast Michigan Grants Coalition (SEMGC) has sub-awarded BBBRC federal grant funds to the Detroit Regional Partnership's (DRP) Research Team to conduct research that brings forward-looking intelligence and insights that are helping to transform and grow our advanced mobility ecosystem.

We invite proposals from qualified independent analysts, independent consultants, firms, or industry associations to design and execute a comprehensive corporate intelligence and lead development strategy that accelerates business attraction, investment, and job growth within the Detroit Region's advanced mobility industry. This initiative also supports our GEM Partners in expanding services to new companies entering the region.

Building on research released in 2024 that identified seven cross-sector mobility technologies with strong near-term growth potential, this RFP seeks a provider to define a corporate intelligence methodology and curate insights that identify domestic and international companies—both leading and expanding—within these technologies and their supply chains, with the goal of enriching the Detroit Region’s mobility ecosystem.

The seven (7) technologies identified are propulsion batteries, e-motors, hydrogen fuel cells, power electronics, thermal systems, assembly automation, and software (consisting of software defined vehicles (SDV), cybersecurity, and over-the-air updates (OTA). More information on these findings can be found on [The Road to 2030](#) website.

For the purposes of this RFP, *Advanced Mobility encompasses the multidimensional movement of people and goods, along with the products, materials, processes, and technologies supporting it.* It promotes social and economic connectivity and regional competitiveness by fostering product & technology development and testing, talent development, and attracting public and private investment and quality jobs. The Detroit Region is composed of 11 counties: Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw, and Wayne.

The selected independent contract analyst or provider will be responsible for developing a research methodology to identify and qualify companies for outreach, followed by a sustained 10-month engagement to deliver weekly in-depth profiles of vetted corporate targets. Separately, the proposal should also include the potential for conducting initial outreach to these identified companies.

SECTION 2: SCOPE OF WORK & DELIVERABLES

This work expands on research released in 2024 that identified seven cross-sector mobility technologies with the strongest potential to drive near-term regional growth. The selected provider will be responsible for designing and implementing a comprehensive corporate intelligence strategy that leverages market research, financial analysis, and other data sources to identify domestic and international companies—both within these technologies and their supply chains—that are leading, expanding, and well-positioned to contribute to Southeast Michigan’s mobility ecosystem.

The provider/vendor will be responsible for two workstreams:

Part A: Corporate Intelligence Methodology Design (February - March 2026)

- Conduct a landscape assessment of existing DRP tools (e.g., Lightcast, Crunchbase, ZoomInfo, FDI Markets, Hoovers, D&B and others).
- Define key indicators of corporate expansion, such as R&D intensity, hiring spikes, funding rounds, IP filings, and global moves, etc.
- Create a joint definition of “qualified” lead and collaboratively determine the details to be captured in a corporate profile for each lead.
- Develop a lead development methodology and scoring matrix that captures, qualifies and distributes actionable corporate leads.
- Create standardized templates for company profiles, outreach communications, and pipeline tracking.

Part B: Vetted Corporate Profiles & Lead Delivery (March 2026 – January 2027)

- Deliver **30-45 fully** qualified corporate leads each month that align within mobility technologies and/or industry sectors exhibiting key expansion signals.
 - Provide a corporate profile for each lead, using the approved template, highlighting the key signals that justify the company's selection for outreach and illustrate why the Detroit Region is a strong fit.
 - Maintain a centralized, CRM-ready pipeline tracker compatible with Excel or Salesforce.
 - Recommend automation tools (e.g., APIs, Zapier, Power Query, Power BI) to streamline data collection, lead monitoring and reporting.
 - Provide mid-year and year-end assessments of lead quality and methodology effectiveness.
 - Document workflow and provide training sessions for DRP/GEM team members to ensure knowledge transfer and continuity.
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The provider will be expected to work independently and collaboratively with the DRP Research Team to develop a campaign that complies with the Phase II BBBRC grant deliverables. Regularly scheduled check-ins will be required. **Please include additional licenses, data sets and tools you anticipate may be needed to conduct this work.**

Company profiles and intelligence developed will be considered intellectual property and will be owned by DRP and SEMGC. Independent analysts, contractors and/or consultants must also commit to open communication about delivery dates, launch dates, and any contingency plans should delivery dates be adjusted.

SECTION 3: PROPOSAL REQUIREMENTS

For a proposal to receive consideration, the application included in this packet must be answered completely. Proposers should take care in following the format of the application. Proposals should be submitted in slide form consisting of no more than 15 slides. Use narrative and/or include attachments where requested. Proposals should be clear, concise and provide a description of the bidder's capabilities to deliver the required outcomes. The proposal should be submitted as one (1) attachment and include the following:

1. Completed bidder's signature sheet (form included in RFP)
2. Executive summary
3. Experience and qualifications-include staffing information with bios/resumes of team directly supporting project
4. Description of vendor approach to deliverables, including
 - a. Overall project flow
 - b. Analyses performed
 - c. Anticipated visualizations
5. Staffing & working with DRP
6. Timeline
7. Detailed Itemized Budget
8. Completed Risk Assessment questionnaire (form included in RFP)

Bid Review Process

The application is a preliminary mechanism used to determine the suitability of a vendor for funding. The review process involves:

- **Preliminary Screening**

To be considered for funding you must submit information in the proposal format. Based on your response, an evaluation team will determine whether further consideration of the proposal is warranted.

- **Follow-up / Fact Finding Documentation**

Upon analysis of your completed application and budget, you may be asked by DRP to submit additional information or details to the evaluation team or to participate in a call or web meeting to discuss your proposal.

- **Evaluation Process**

Proposals will be scored using a pre-determined scoring matrix by an evaluation committee.

- **Proposal Content and Evaluation**

Based on proposal submitted, your suitability to deliver service will be rated by cost as the primary selection criteria, unless the lowest quote proposal is less than responsive or unresponsive according to the additional consideration of the criteria listed below:

- **Past performance & experience: 20 points maximum**

Please provide an organizational overview of experience, links to relevant products (past and present) and otherwise demonstrate the credentials and capacity to perform the desired work and achieve identified goals. Provide 3 references from past contracts of similar work. Please provide the same information for any individuals or businesses outside of your own organization that will be contracted for any portion of this project.

- **Description of deliverables: 20 points maximum**

Provide a description of how your organization intends to fulfill the scope of work and deliverables associated with this project and other relevant services provided by your organization. Describe how your approach will meet the expectations identified in the previous sections. Indicate if any work will be contracted to other organizations.

- **Staffing & working with DRP: 15 points maximum**

DRP expects the vendor to have professional staff presently in their employ who have credentials (education and/or experience) and capacity to perform the required services. Clarify what is expected of DRP staff and what is expected of the vendor for a successful partnership and describe management of the work to be completed. In addition, provide description of the firm, including professional qualifications of the principals involved in administering the project including names, titles, and role in the project plus their specific experience. Do not include the resumes and professional qualifications for individuals who will not be assigned to the project.

- **Timeline: 20 points maximum**

Provide a timeline for completion of deliverables. Bidders should provide a timeline of activity for deliverables following award of the contract. Provide a list of any assumptions made regarding the timeline.

- **Total Cost: 25 points maximum**

Since the basis of the award to vendors is a competitive process, DRP expects to fund the bidder who delivers the most cost-effective price at the best quality of service. Proposers must submit the expenses related to producing each of the items identified in the scope of work/deliverables.

Evaluation Scoring

Past performance & experience	20
Description of deliverables	20
Staffing and working with DRP	15
Timeline	20
Total Cost/Cost Effectiveness/Risk	25
Total Points	100

Please do not add any additional attachments.

SECTION 4: REQUIRED DOCUMENTS

Bidder's Signature Sheet: Please complete this form and return as the cover page of your proposal. This sheet does not contribute to the 15 page proposal limit.

Name of Organization: _____

Street Address, City, State, Zip: _____

Contact Representative and Title: _____

Contact Representative Phone Number: _____

Contact Representative E-mail Address: _____

Type of Organization: ☐ Public School ☐ Private Non-Profit ☐ Private For-Profit
☐ Community-Based organization ☐ Community College ☐ Other (specify): _____

Bidding under the name of: _____

Federal Employer Identification Number: _____

Which is (check one of the following):

☐ Corporation, incorporated under the laws of the State of: _____

List all officers and stockholders:

☐ Assumed Name (Register No.): _____

☐ Individual ☐ Partnership

Is any owner, partner, stockholder or employee of the company or institution completing this Request for Proposal associated with or have a family member working with DRP, or an administrative employee of DRP?

☐ Yes ☐ No

If yes, name of company member: _____

I certify that this proposal is a firm offer and that complete and accurate records justifying all expenditures, leaving a clear audit trail to point of origin will be maintained, subject to periodic audit by the Detroit Regional Partnership. I further certify that I have read and understand the specifications within this application.

NOTE: This document must be signed by the individual who has signatory authority for the organization under whose sponsorship this proposal has been submitted, listed below:

If another individual is authorized to sign contracts as a result of this proposal, indicate:

RISK ASSESSMENT QUESTIONNAIRE

<p>In accordance with Office of Management and Budget (OMB) Title 2 CFR Part 200.331 DRP, is responsible for evaluating its contractors for risk.</p> <p>Please provide responses to the questions that follow:</p>	<p>Name of Contractor and Contractor Representative completing this questionnaire:</p>	(DRP to complete this column)			
		FEDERAL AWARDING AGENCY			
		GRANT			
		CFDA#			
		RISK ASSESSMENT			
		Comment	Low	Med	High
<p>1. Prior to receiving funding from DRP, had your organization received a federal grant (directly or indirectly) within the past five years?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, when? _____</p> <p>Description of grant:</p>					
<p>2. Has your organization previously been required to submit to a compliance audit or Single Audit as required by OMB A-133, Title 2 CFR Part 200 or the cognizant agency?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, provide the single audit. This attachment does not apply to maximum page count.</p> <p>Was the award determined to be a major federal program in the audit?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>					
<p>3. Were there any findings resulting from the single audit?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>					
<p>4. Does the individual (or team of individuals) with primary responsibility for grant-related financial activities have prior experience with federal grants?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, describe.</p>					
<p>5. Does your organization have written policies and procedures related to internal controls and oversight? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>					
<p>6. Has your organization had new or substantial changes to its operating structure/systems or has new personnel? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>					

OVERALL RATING BASED ON SCORING (1 TO 4 = "LOW", 5 TO 8 = "MEDIUM", OVER 9 = "HIGH")

Section 5: General Terms and Conditions

Selection of Service Provider

DRP will comply with all federal and state mandates governing contractor selection including federal guidelines 2 CFR 200. Due to the potential funding source for DRP, contractors are required to abide by the same standards and regulations (2 CFR 200).

To be considered for funding, contractors must have:

1. Adequate financial resources or the ability to obtain them;
2. The ability to meet program design specifications at a reasonable cost;
3. A satisfactory record of past performance; and
4. A satisfactory record of integrity, business ethics, and fiscal accountability.

System Awards Management Registration (SAM)

DRP will require the proposer selected to register under the federal government's System Award Management, accessible by visiting SAM.gov. This registration must be complete, and the organization must be searchable on the site prior to contract execution. A vendor identified on SAM.gov as debarred/suspended or another unfavorable status may be eliminated from consideration.

Protest Procedures

DRP will follow appropriate protest procedures if the awarding of bids is questioned or challenged. These procedures are advertised here as part of the RFP process and will be available at any time upon written request.

An individual, company or organization not in agreement with the awarding of a bid shall submit a written protest to the Chief Executive Officer of Detroit Regional Partnership, within five business days of awarding a bid. If the DRP vendor has not been notified prior to DRP's receipt of protest, the notification will be held pending resolution of the protest.

DRP shall review the protest and respond to the protest in writing within 10 business days of its receipt. If the complainant is not satisfied with the response, they may appeal it to DRP. If an agreement is still not reached, the complainant shall obtain, at their expense, an arbitrator that is acceptable to all parties. The appointed individual will evaluate all information and make the final decision.

Right to Refusal and Proposal Preparation Costs

This preliminary application does not commit DRP to award a contract, or to pay any costs incurred in the preparation of a proposal submitted in response to this request or to procure or contract services or supplies. This includes any demonstration and/or interviews that are part of the proposal process. DRP reserves the right to accept or reject any or all proposals in part or in their entirety if it is in the best interest of DRP to do so.

Right to Reject

DRP reserves the right to reject any and all bidders in response to this RFP in the event funding becomes unavailable or other unforeseeable circumstances occur. A contract with the successful vendor will be based upon the factors described in this RFP.

Right to Negotiate

DRP will require the proposer selected to participate in negotiations and to submit in writing any price, technical, or other revisions of their proposals as may result from negotiation.

Right to Request Additional Information

DRP reserves the right to request any additional information that might be deemed necessary.

System Design Costs

The successful bidder shall be responsible for all design, information gathering, and required programming to achieve a successful implementation. This cost must be included in the base bid.

Additional Charges

No additional charges, other than those listed in the proposed cost breakdown, shall be made. Prices quoted will include verification/coordination of order, all costs for shipping, delivery to all sites, unpacking, setup, installation, operation, testing, travel, cleanup and training.

Federal or State Sales, Excise, Or Use Taxes

Owner does not pay sales use tax. All other taxes, fees, permits and shipping costs, etc. shall be included.

Vendor Selection

The Detroit Regional Partnership is seeking the services of an organization that is qualified and experienced in providing a comprehensive package of services. For maximum flexibility, continuity, and efficiency, DRP may contract with one or with multiple organizations to provide the deliverables as outlined in this Request for Proposal.

Contract Requirements

DRP considers this RFP legally binding and will require that this RFP and the resulting awarded vendor proposal and any amendments be included as addenda to any subsequent contracts or service agreements between the Vendor(s) and DRP. It should be understood by the Vendor(s) that this means that DRP expects the Vendor(s) to satisfy substantially all requirements and reports listed herein. Exceptions should be explicitly noted in the Vendor Proposals. Lack of exceptions will be considered acceptance of all the specifications as presented in this RFP.