REQUEST FOR PROPOSALS

GLOBAL EPICENTER OF MOBILITY (GEM)

Technology Enabled Corporate Intelligence and Outreach

Request for Proposal: Key Terms and Timeline

Opportunity	Technology Enabled Corporate Intelligence and Outreach
Contract period	December 1, 2026 – May 31, 2027; extension subject to funding
Anticipated budget	$40,000; identify included, optional and ongoing costs
Questions and proposals	Bernard Swiecki, VP, Mobility Research Bernard.Swiecki@DetroitRegionalPartnership.com
Key DRP contacts	Angela Ladetto — SVP, Business Intelligence Angela.Ladetto@DetroitRegionalPartnership.com Alan Weber — Managing Vice President, Business Development Alan.Weber@DetroitRegionalPartnership.com Bernard Swiecki — VP, Mobility Research BernardSwiecki@DetroitRegionalPartnership.com Tesia Mamassian — VP, Operations Tesia.Mamassian@DetroitRegionalPartnership.com
Location	Remote; Detroit Metro Region
Submission	Email one PDF or PowerPoint attachment (maximum 10 pages or 15 slides, excluding required forms) to Bernard.Swiecki@DetroitRegionalPartnership.com.
Funding	Federal grant funds; subject to award requirements and availability.

Anticipated Procurement Timeline

RFP release	November 2, 2026
Questions due	November 6, 2026
Responses to questions	November 13, 2026
Proposals due	November 20, 2026, 5:00 p.m. EST
Evaluation / interviews	November 23–25, 2026
Anticipated notification	November 25, 2026
Contracting / onboarding	November 30 – December 4, 2026

Section 1: Background and Objectives

The Detroit Regional Partnership (DRP), through its Global Epicenter of Mobility (GEM) initiative, seeks a technology partner to implement and manage a technology-powered business attraction intelligence system serving the 11-county Detroit Region. The objective is to strengthen and scale prospecting by continuously identifying domestic and international mobility-related companies with potential investment or expansion opportunities, assessing their fit with the region, and turning intelligence into actionable outreach activity.

The system will build upon GEM-supported corporate intelligence research, including the separate Boston Strategies engagement, which established qualified-lead criteria, a scoring framework, corporate profile formats, and vetted company intelligence initially focused on seven mobility technology areas: propulsion batteries, e-motors, hydrogen fuel cells, power electronics, thermal systems, assembly automation, and vehicle software. The selected platform should ingest and operationalize this work, not duplicate it, while expanding targeting as appropriate into mobility-adjacent industries, advanced manufacturing and clean technology.

DRP seeks a configurable, practical technology solution with implementation, customization, training and ongoing advisory support—not outsourced business development. DRP staff will determine which companies to pursue, approve external communications and manage company relationships. Vendors may propose existing technology, configuration or alternative approaches that meet the outcomes below.

Section 2: Scope of Work

A. Platform Implementation and Existing Intelligence Integration

- Configure and deploy an initial operational platform early in the engagement, using existing GEM profiles, scoring methods and research where sharing and licensing permit.
- Work with DRP to refine target industries, company characteristics, qualification criteria and expansion signals; provide the ability to adjust targeting and prioritization over time.
- Describe integration options with DRP's CRM, existing research/data subscriptions and reporting or marketing tools, without requiring unnecessary duplication of data purchases.

B. Automated Prospect Identification and Intelligence

- Identify and monitor domestic and international companies with potential to establish or expand a physical presence in the Detroit Region, including mobility, advanced manufacturing, clean technology and related supply chains.
- Detect and refresh meaningful growth indicators, such as facility investment, hiring, financing, supply-chain changes, customer activity and North American market-entry plans.
- Produce prioritized company profiles, lead lists, alerts and source-supported explanations of company expansion potential and alignment with Detroit Region strengths. Avoid duplicating existing prospects and highlight genuinely new signals.
- Where feasible, support trade mission and event targeting and connect company needs with relevant regional assets, workforce or industrial site information.

C. Automated Outreach, Customization and Support

- Demonstrate capabilities for identifying relevant contacts, drafting personalized outreach, suggesting follow-ups and tracking engagement using verified intelligence.
- Explain optional or included outreach sequencing and connections to DRP-controlled email, marketing automation and CRM systems. No external communication may be sent without DRP authorization and appropriate legal and data safeguards.
- Provide staff training, technical support, working sessions and ongoing improvements to targeting, scoring, workflows, reports and platform configuration.
- Explain data security, AI output verification, human approval controls, data import/export and any use of DRP information in third-party model training.

Section 3: Expected Outcomes and Deliverables

- An operational AI-enabled system used by DRP staff for ongoing prospect identification, monitoring, qualification and prioritization.
- Integration or import of available GEM corporate intelligence, including an approach for refreshing existing company profiles and identifying new expansion signals.
- Actionable, source-supported company profiles, prioritized prospect lists, alerts and practical reporting.
- Demonstrated AI-assisted outreach functionality and, if activated, a DRP-approved workflow with human review and compliance safeguards.
- Training, support documentation and transparent post-engagement licensing, data, customization and support costs.

DRP does not prescribe a fixed monthly lead count. Vendors should recommend practical measures of prospect relevance, usefulness, deployment speed, staff adoption and workflow efficiency. Future business retention and expansion or site/asset intelligence capabilities may be described and priced separately; they are not core deliverables.

Section 4: Technology, Data and Governance Expectations

- Identify capabilities available immediately versus those requiring customization or new development, along with implementation dependencies.

- Disclose third-party data sources, subscription costs, licensing limits, security controls and data portability restrictions.
- Provide explainable and verifiable AI-supported intelligence; DRP must be able to review and correct relevant company information and outputs.
- Protect DRP confidential information and explain how access controls, source verification, outreach compliance and AI data-use restrictions will be addressed.
- Provide exportable access to DRP-specific company records, reports and work products, subject to applicable third-party licensing terms; ownership and proprietary rights will be addressed in the contract.

Section 5: Proposal Requirements and Evaluation

Submit one concise attachment (maximum 10 pages or 15 slides, excluding required forms). Include:

- Executive summary and relevant firm experience, assigned team and comparable references.
- Description or demonstration of the proposed platform, data sources, signal detection, targeting, lead prioritization and outreach capabilities.
- High-level six-month implementation plan, DRP responsibilities, support and training approach.
- Itemized price identifying implementation, licensing/data, support, customization, optional features and recurring costs after May 31, 2027.
- Completed bidder signature sheet, approved risk assessment questionnaire and required federal certifications (provided separately).

Evaluation Criteria

Technology capabilities and fit	35 points
Approach and implementation feasibility	20 points
Relevant experience and past performance	15 points
Support, usability and collaboration	10 points
Total cost, sustainability and risk	20 points
TOTAL	100 points

DRP may request clarifications, demonstrations or interviews. Selection will follow the approved procurement method and applicable grant and organizational requirements. Proposers should identify subcontractors and their roles.

Section 6: Required Documents

The bidder's signature sheet, approved federal contractor risk assessment questionnaire and any required federal certifications must accompany the proposal but do not count toward the page or slide limit. DRP will attach the current approved forms before publication.

Section 7: General Terms and Conditions

Selection of Service Provider

DRP will follow applicable federal and state requirements, 2 CFR Part 200 as applicable, award terms, and organizational procurement policies. Proposers must demonstrate financial and technical capacity, satisfactory past performance, and integrity.

Federal Eligibility and Registration

The selected provider must meet applicable federal contractor eligibility requirements. Required exclusion/debarment checks and any applicable SAM.gov registration will be completed before execution.

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 solicitation does not commit DRP to award a contract or reimburse proposal preparation, demonstration, or interview costs. DRP may reject proposals or cancel the solicitation consistent with applicable requirements.

Right to Negotiate and Request Information

DRP may seek clarifications and negotiate final scope, price, and terms consistent with the approved procurement method.

System Design Costs and Additional Charges

Implementation, configuration, training, and other required costs must be included in the proposed price. No unapproved additional charges may be billed.

Federal Funding

Contract execution and payment are contingent on availability of eligible grant funding and compliance with applicable award requirements.

Confidentiality and Data

The provider must protect DRP confidential information and comply with authorized uses of data, licensing restrictions, and applicable security requirements. Contract terms will address data access, ownership, export, and transition.

Contract Requirements

A written agreement will establish scope, milestones, invoicing, payment, federal contract clauses, intellectual property, confidentiality, termination, and reporting. Proposers should identify exceptions to the RFP.

Contract Completion

The provider must cooperate in orderly transition, including agreed documentation and export of DRP-specific work products.

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 organization ☐ Private Non-Profit ☐ Private For-Profit ☐ Community-Based ☐ 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

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

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