Tech-Enabled Corporate Outreach RFP Questions and Answers

Topic	Question	Answer
Budget and pricing	Is $40,000 (USD) a ceiling for the full term? Must it cover third-party licensing and data costs, or can those be priced separately as a pass-through? Are optional items priced outside that amount?	$40,000 USD is the budget ceiling for the December 1, 2026 to May 28, 2027 term. Proposals will be scored on what they deliver within that ceiling, and the core scope must be fully functional within it. If you would like to propose databases or other items beyond $40,000, please list each item and its cost separately. Recurring costs after May 28, 2027 should also be shown separately.
Budget and pricing	Is funding anticipated for licensing and support after May 28, 2027? Would it come from grant or organizational funds, and is there a target annual budget?	DRP makes no commitment beyond May 28, 2027. The federal award ends on that date, so any continued licensing or support would depend on other funding. Please present recurring pricing that is sustainable on that basis.
Budget and pricing	How should recurring costs after May 28, 2027 be presented (monthly, annual, or total for a defined period)?	Please present recurring costs after May 28, 2027 on a monthly basis.
Budget and pricing	What invoicing cadence does DRP expect, and are there grant-driven invoicing or reporting formats?	Invoicing will be milestone-based, with milestones set in the contract (Section 7). A vendor's standard invoice format is likely to be acceptable, though DRP may ask for modifications.
Contract	Is DRP open to a licensed-platform model, where DRP owns its data and DRP-specific work products and the vendor retains the underlying platform?	Yes. Proposers may offer existing technology (Section 1). DRP requires exportable access to its records, reports and work products (Section 4). Ownership and proprietary rights will be set in the contract.
Contract	Which DRP entity signs the contract, which federal and intellectual property clauses apply, and can proposers review the standard contract before proposals are due?	The contract will be executed by Detroit Regional Partnership Foundation (DRPF) under its federally funded research subaward from Southeast Michigan Grants Coalition (SEMGC). Applicable federal contract requirements can be found in 2 CFR Part 200, Appendix II. Additional federal provisions and specific intellectual property terms will be included in the proposed contract, which will be shared with the selected provider following the evaluation and selection process.
Current process and users	How does DRP identify, research, prioritize and contact prospects today (workflow, roles, tools, volumes, pain points)? Can existing documentation and sample materials be shared with the selected vendor?	DRP's current process, documentation and sample materials will be shared with the selected vendor at onboarding. The objectives in Section 1 describe what the system should address.
Current process and users	How many DRP staff will use the system, in which roles or teams, and how many need training?	Approximately up to 9 DRP team members will use the system, and all will need training - 4 - 5 business development, 2 research and possibly 1 marketing team member
Current process and users	Who approves outreach before it is sent, and who can change targeting and ranking criteria?	DRP staff select target companies, approve all external communications and manage relationships (Section 1). Specific roles and permissions will be set during onboarding.
Eligibility and federal	Is active SAM.gov registration (or a UEI) required, or is an exclusion and debarment check sufficient? When is it due? May a firm propose while registration is pending?	No SAM.gov documentation is due with the proposal. DRP completes exclusion and debarment checks, and any applicable SAM.gov registration, before contract execution (Section 7). A firm may propose while its registration is pending.
Eligibility and federal	Which federal agency and award fund this work (Assistance Listing number), and when does the award period end?	This work is funded by the U.S. Department of Commerce, Economic Development Administration (EDA), through the Build Back Better Regional Challenge award for the Global Epicenter of Mobility. The Assistance Listing number is 11.307, Economic Adjustment Assistance. The award period ends May 28, 2027.

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Eligibility and federal	Will the selected vendor be treated as a contractor or a subrecipient?	The selected vendor will be a contractor.
Eligibility and federal	Are firms based or incorporated outside the United States eligible? Do domestic preference requirements apply?	Yes. Firms based or incorporated outside the United States may propose and be awarded, provided they meet the federal requirements in Section 7, including exclusion and debarment checks. Federal rules encourage purchasing U.S.-produced goods, products, and materials.
Eligibility and federal	On the signature sheet, is a foreign tax identifier acceptable in place of a FEIN, and how should a foreign entity complete the organization type field?	A foreign tax identifier is acceptable. Please select Other for type of organization, state your jurisdiction of incorporation, and provide your foreign tax identifier in the FEIN field.
Eligibility and federal	Is a lack of prior federal funding or Single Audit history disqualifying?	No. The questionnaire is used to assess risk and set the level of monitoring. It does not disqualify a proposer on its own.
Eligibility and federal	Are sole proprietors or individual consultants eligible as prime? Are there minimum requirements such as years in operation or revenue?	The RFP sets no minimum for years in operation, revenue or legal structure. Proposers must show financial and technical capacity, satisfactory past performance and integrity (Section 7).
Eligibility and federal	May implementation, configuration and support be delivered by personnel located outside the United States?	Yes. Work may be delivered by personnel located outside the United States, subject to the federal requirements in Section 7 and the confidentiality terms of the contract.
Eligibility and federal	Are subcontractors and teaming arrangements allowed, including non-US subcontractors? Is prior approval required?	Yes. Please identify all subcontractors and their roles in your proposal (Section 5). The prime contractor is responsible for all work. Changes to subcontractors after award require DRP approval.
Eligibility and federal	What insurance types and limits are required of the selected contractor, and when?	The selected contractor will be required to maintain insurance coverage appropriate to the nature and scope of the services, as specified in the final contract. Any required coverage and limits will be confirmed before contract execution. Proof of insurance will not be required at the proposal submission stage.
Eligibility and federal	Can DRP pay a foreign contractor in USD by international wire, with tax documentation on Form W-8BEN-E?	Yes. DRP/SEMGC can generally make payments to foreign contractors in U.S. dollars by international wire transfer, subject to applicable banking, tax, and compliance requirements. Foreign entities will be asked to provide appropriate IRS tax documentation, generally Form W-8BEN-E, before payment. Additional documentation may be required depending on the contractor's legal structure, tax status, and the nature of the services provided.
Existing GEM intelligence	In what format and approximate volume will the current vendor / GEM materials be provided to the selected vendor (company profiles, scoring framework, qualified-lead criteria, profile format)?	DRP expects 300 to 400 company profiles. They can be provided in PDF or Excel format. The selected vendor will also receive the qualified-lead criteria, scoring framework and profile format produced under the current vendor engagement.
Existing GEM intelligence	What licensing or sharing restrictions apply to loading these materials into a vendor platform, and to updating, extending or exporting them during the term?	There are no restrictions on loading, updating, extending or exporting these materials, provided they are used only for the purpose of this project. Corporate profiles loaded into the vendor platform are to be used only with DRP and should not be used for any other purpose.

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Existing GEM intelligence	Will the selected vendor have access to the GEM materials and relevant DRP systems at kickoff or before December 1?	Materials and system access will be provided once the contract is executed. Contracting and onboarding are scheduled for November 30 to December 4. The criteria, scoring framework and the profiles completed by then will be provided at that point. The remaining profiles will follow as the consultant work finishes in January 2027.
Existing GEM intelligence	Will current vendor continue producing or updating company profiles during the term, and may the selected vendor work with them directly on handoff?	The corporate intelligence consultant work is expected to be complete in January 2027. DRP will coordinate the handoff of materials. Direct contact between the selected vendor and current vendor is not anticipated.
Existing GEM intelligence	Can a redacted sample profile and the scoring rubric, or their structure, be shared before proposals are due?	A separate sample profile has been uploaded to the website.
Hosting, security, AI	Is vendor hosting acceptable, or must the system run in a DRP-controlled environment?	Vendor hosting is acceptable. Proposers must describe security and access controls (Section 4).
Hosting, security, AI	Does DRP require specific security standards or certifications (for example SOC 2), single sign-on, or a security review?	DRP does not require a specific security certification, and single sign-on is not required. Please describe your security and access controls and share any attestations you hold (Section 4).
Hosting, security, AI	Must DRP data be hosted in the United States? Are there data retention requirements or restrictions on non-US personnel accessing DRP confidential information?	DRP does not require US data hosting. Please state where DRP data will be hosted and who will have access to it.
Hosting, security, AI	Are third-party AI model providers acceptable? Does DRP have a list of approved AI providers?	Third-party AI providers are acceptable, and DRP does not have an approved list that applies to this project. Please identify the providers you use. DRP information may not be used to train third-party models (Sections 2.C and 4).
Interviews	For November 23 to 25: virtual or in person, how long, who attends from DRP, is a live demonstration expected, and will all proposers or a shortlist be invited?	Interviews will be held virtually with shortlisted proposers between November 23 and 25. Each will last about 45 minutes, including a live demonstration and questions. Please be prepared to demonstrate your platform. The DRP evaluation team will attend.
Outreach	Is AI-assisted outreach expected to be live during the term, or demonstrated with activation at DRP's option? If live, should the system send after DRP approval, or should staff send drafts through existing tools?	The core deliverable is a demonstrated capability. Activation is at DRP's option. If activated, outreach runs through a DRP-approved workflow with human review, and nothing is sent without DRP authorization (Sections 2.C and 3).
Outreach	What rules should outreach follow before a message reaches a company (do-not-contact lists, coordination with state or county partners)?	DRP staff review and approve every outreach message before it is sent (Sections 1 and 2.C). That review covers any do-not-contact or partner coordination considerations. The selected vendor is not expected to manage those rules.
Proposal and forms	Which proposal length limit applies, and do the required forms count toward it?	The limit is 15 pages, in either PDF or PowerPoint format. This answer controls over the 10-page or 15-slide language in Section 5. The required forms do not count toward the limit.
Proposal and forms	May the proposal include a link to a recorded demonstration, and would it count toward the page limit?	Yes. You may include a link to a recorded demonstration, and it does not count toward the page limit. The written proposal must stand on its own. Evaluators are not required to view linked material.

Topic	Question	Answer
Proposal and forms	Which federal certifications are required with the proposal, and where can proposers obtain the forms?	Only the forms integrated into the RFP are required as part of the proposal. Any additional required certifications will be managed with the winning bidder after the contract is awarded.
Proposal and forms	Are the bidder signature sheet and risk assessment questionnaire in the RFP PDF the current approved versions?	Yes. The signature sheet and risk assessment questionnaire included in the RFP are the current approved versions.
Proposal and forms	How many references are expected? Are private-sector engagements and the experience of proposed personnel acceptable? Is there a sector requirement?	Please provide up to three comparable references. Commercial and public-sector engagements are both acceptable, and there is no sector requirement. References may relate to work by the proposing firm or by its proposed personnel.
Proposal and forms	Should licensed third-party data providers be identified as subcontractors, or only firms performing services?	Please identify as subcontractors only the firms that perform services under the contract. Third-party data providers are disclosed separately, as Section 4 requires.
Proposal and forms	What was the cutoff and channel for questions, and how will responses be distributed?	The question period closed November 6. All responses are posted on the DRP website and available to all proposers.
Proposal and forms	Are there addenda or contract requirements beyond the published RFP?	There are none beyond this Q&A and the required forms. Contract terms will be finalized with the selected provider (Section 7).
Scope and timing	What date or elapsed time does DRP consider "early in the engagement" for the initial operational platform?	DRP anticipates an initial operational platform within 30 days of kickoff. This is a target, not a fixed deadline, and can be adjusted with the selected vendor if necessary.
Scope and timing	What would DRP consider a successful first month, and which sectors should guide the first prospect list?	The seven focus areas in Section 1 will guide the initial prospect list. In the first month, DRP anticipates that loading of the available GEM intelligence will begin and that targeting criteria will be agreed with DRP staff. These are expectations and can be adjusted with the selected vendor.
Scope and timing	Which geographies and languages are priorities for prospect identification and outreach? Are trade missions or events planned between December and May that need target lists?	Asia and Europe are the priority markets. DRP staff travel to these markets regularly, so there are no specific trade missions or events to plan target lists around during the term. The ideal scenario is that we can utilize the platform to generate a specific list for intended domestic and international travel and trade show event prospecting.
Scope and timing	Approximately how many companies should the system monitor at one time (hundreds or thousands)?	DRP does not prescribe a limit on the number of companies monitored. Please state any volume limits or pricing tiers that apply to your solution.
Scope and timing	Is matching company needs to regional sites, workforce and assets part of the core scope or a priced option? Can DRP share that information?	It is not a core deliverable. Section 2.B asks for it where feasible, and Section 3 allows site and asset intelligence to be described and priced separately.
Scope and timing	Does DRP prefer a reporting cadence for performance measures? Do DRP or the federal funder require specific reports or metrics?	DRP prefers monthly reporting on the measures the selected vendor proposes. There are no federal reporting requirements or grant metrics that the vendor needs to supply.

Topic	Question	Answer
Scope and timing	Is work expected to start December 1? If the contract is signed later, does the May 28 end date move?	Work starts on contract execution, expected the week of November 30. The period of performance ends May 28, 2027, when the federal award ends. That date will not move if the contract is signed after December 1.
Scope and timing	Are any onsite activities expected in the Detroit Region (kickoff, training, working sessions), or can all work be done remotely?	The engagement can be delivered fully remotely. No onsite activity is required, including kickoff, training and working sessions.
Scope and timing	What support hours or service levels does DRP expect during the term and after May 28?	DRP does not set a service level. We do expect the selected vendor to answer staff questions and resolve issues in a timely way. Please describe your support approach in your proposal.
Systems and integration	Which CRM does DRP use, and approximately how many company and contact records does it hold?	DRP uses Salesforce as its only CRM. A record count is not provided because the selected vendor will not need to work with the full database. Additional information may be shared after contract execution.
Systems and integration	Is the platform expected to replace or feed the CRM? Is direct (API) integration required within the term, or is structured import/export acceptable at launch? Will API access be available?	The platform is expected to work alongside Salesforce, not replace it. Structured import/export is acceptable at launch. Direct Salesforce integration may be described and priced as an option. Please describe your integration options in your proposal (Section 2.A). Access arrangements will be confirmed with the selected vendor at onboarding.
Systems and integration	Does DRP license a contact data provider? If not, should contact data be included in the $40,000 or priced as an option?	Yes. DRP currently licenses ZoomInfo and DnB Hoovers for contact data. If your solution needs additional contact data, the same rule applies as for other data costs: the ceiling is $40,000, and any item beyond it should be listed separately with its cost (see Q32).
Systems and integration	Are there data sources DRP requires, prefers or prohibits for company and contact intelligence?	DRP does not require or prohibit specific sources. Proposers must disclose third-party data sources, subscription costs and licensing limits (Section 4). Any alternative data sources will require DRP approval prior to being sourced.
Systems and integration	Besides the CRM, which other prospect or project lists should the system check to avoid flagging known companies as new (for example, pipelines shared with state or county partners)?	Salesforce is sufficient. It is DRP's system of record for prospects, and no other lists need to be checked. The vendor will work with the DRP team to determine known companies.
Systems and integration	Which email, marketing automation and reporting tools does DRP use? Would outreach be sent from DRP's own domain and mail system?	DRP is shifting from Pardot to Hubspot. Outreach will be conducted both through a marketing platform as well as individual outreach. All outreach will go through Business Development team within the DRP Domain.
Systems and integration	Which research and data subscriptions does DRP currently hold, and do their licenses permit use inside a third-party or AI platform?	DRP holds subscriptions to several data resources. There will be no connected inside usage. Example resources include: Lightcast, Marklines, IBISWorld, Automotive News, AIAM etc.

[COMPANY NAME]

[Primary Industry] | [Ownership] | [Country] [Website] [State / Region] · Ownership: [Type] Composite Score: **XX.X%**

REVENUE (USD M)	EMPLOYEES	
X,XXX	X,XXX [Trend]	[Company overview: founding, headquarters, business lines, products, manufacturing footprint, U.S. presence, notable capabilities]

ABOUT THE COMPANY

Primary Industry	[Primary industry]	**Website**	[Website]
All Industries	[All industries]	**Sub-Industry**	[Sub-industry]
Headquarters	[State / Region, Country]	**All Sub-Industries**	[All sub-industries]
Ownership Type	[Public / Private]	**Parent Company**	[Parent company]

WHY WAS THIS COMPANY SELECTED? — SCORING RESULTS

FACTOR 1	**INDUSTRY FIT & OPERATING SCALE***	XX.X%	out of	XX.X% *
FACTOR 2	**SCALE & FINANCIAL STRENGTH***	XX.X%	out of	XX.X% *
FACTOR 3	**EXPANSION SIGNALS & US FOOTPRINT***	XX.X%	out of	XX.X% *
FACTOR 4	**CONTACTABILITY***	XX.X%	out of	XX.X% *
	COMPOSITE SCORE (Max 100%)	**XX.X%**		**100.0%**

SCORE BREAKDOWN

INDUSTRY FIT & OPERATING SCALE

CRITERION	VALUE	IDEAL VALUE	SCORE	WEIGHT
Industry / Taxonomy Match	[Matched technology targets]	[Ideal value]	**XX.X%**	XX.X%
Target Clusters Served (count)*	X.X	X.X	**XX.X%**	XX.X%
Employee Count	X,XXX	X,XXX	**XX.X%**	XX.X%
Employee Growth (1 yr %)	X.X%	X.X%	**XX.X%**	XX.X%
Weighted Average*			**XX.X%**	XX.X%

SCALE & FINANCIAL STRENGTH

CRITERION	VALUE	IDEAL VALUE	SCORE	WEIGHT
Total Funding (USD million)	$XXX	$XXX	**XX.X%**	XX.X%
Revenue Growth (2 yr %)	XX.X%	XX%	**XX.X%**	XX.X%
Annual Revenue (USD 000s)	$X,XXX,XXX	$XXX,XXX	**XX.X%**	XX.X%
EBITDA Margin (%)*	X.X%	XX.X%	**XX.X%**	XX.X%
Funding Rounds (count)	X	X	**XX.X%**	XX.X%
Weighted Average*			**XX.X%**	XX.X%

EXPANSION SIGNALS & U.S. FOOTPRINT

CRITERION	VALUE	IDEAL VALUE	SCORE	WEIGHT
US Market Expansion Announcements	X	X.X	**XX.X%**	XX.X%
New US Facility Announcements	X	X.X	**XX.X%**	XX.X%
Weighted Average			**XX.X%**	XX.X%

CONTACT

Decision-Maker Contact	[Name, Title] [Email] [Phone]		**XX.X%**	XX.X%
Address	[Street, City, State / Region, Postal Code, Country]			
Vendor Relationship	X		**XX.X%**	XX.X%
Weighted Average*			**XX.X%**	XX.X%

WHY IS THIS COMPANY A STRONG FIT FOR THE DETROIT REGION?

Technology Alignment	[How the company's products and capabilities map to the Detroit Region's target technology clusters]
Workforce & Scale Signals	[Recent revenue and headcount, and what the workforce supports]
US Market Presence	[Headquarters, revenue geography, U.S. revenue share, and existing U.S. entities or plants]
US Locations and Michigan Presence	[Existing operations in Michigan and the Detroit Region, and other U.S. sites]
Expansion Momentum	[Recent expansion announcements, capacity investments and U.S. plans, with source link]
Regional Ecosystem Fit	[Target customers, suppliers and partners in Michigan that match the company's offering]

* METHODOLOGICAL NOTES

[Scoring assumptions, caps and rules for missing data]