



# Request for Proposal

Proposal for Mapping Cape Breton Entrepreneurial Ecosystem

August 31, 2018

Proposal can be submitted to:

Carla Arsenault  
President and CEO  
Cape Breton Partnership  
285 Alexandra Street  
Sydney, NS B1S 2E8  
Email: [carla@capebretonpartnership.com](mailto:carla@capebretonpartnership.com)

Deadline: September 14, 2018 by 5pm

Address Inquiries to:

Carla Arsenault at [carla@capebretonpartnership.com](mailto:carla@capebretonpartnership.com) or by phone (w) 902-562-0122.

THE CAPE BRETON PARTNERSHIP RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS OR TO ACCEPT ANY OR ALL PROPOSAL OR PART THEREOF CONSIDERED TO BE IN ITS BEST INTEREST. WE THANK ALL INQUIRIES IN ADVANCE AND ADVISE THAT ONLY THOSE PROPOSALS SELECTED WILL BE CONTACTED. PROPONENT(S) SHOULD BE PREPARED TO MAKE A PRESENTATION OR PROVIDE ADDITIONAL INFORMATION AS REQUIRED.

## ABOUT CAPE BRETON PARTNERSHIP

The Cape Breton Partnership is Cape Breton's private sector-led economic development organization. Supported by over 150 private investors, the organization works to build a prosperous Cape Breton. The Cape Breton Partnership aims to instill ownership, confidence, and pride to enhance prosperity in Cape Breton. Our activities focus on advancing the following strategic goals:

- Promote Cape Breton as an excellent place to do business
- Identify and advance economic opportunities that create new opportunities for growth
- Recognize and address economic challenges impacting business retention and expansion
- Build a dynamic business led organization that fosters private and public partnerships

Since its inception, the Cape Breton Partnership has made remarkable progress in building a solid foundation for growth and positive change. Over one hundred and fifty investors have committed to investing in Cape Breton's future economic growth. Private sector support and collaboration remains a top priority for the Partnership and continues to be a driving force behind changing our local attitudes and transitioning the economy into a new era of prosperity.

## PROJECT OVERVIEW

Capebretonbusiness.com is a one-stop shop website that will provide businesses access to all the various resources on Cape Breton Island. The goal of this website is to be the one place where you can receive all business resources whether you are a start-up or at the end of your business life.

Capebretonbusiness.com will be an easy way to access all the business information that you will need in Cape Breton.

## STRATEGY REQUIREMENTS

The Cape Breton Partnership is seeking for a consultant to research and map out all the resources found on Cape Breton Island pertaining to business development to be included on a website called, capebretonbusiness.com that is being developed by the Partnership as a one stop shop for business on the Island. The listing of resources is critical, but the mapping and flow of how the resources are available and at what phase of the business cycle is also key. The consultant will use information found on a current list of service providers, but also research to find additional information not provided in this list.

Examples of resources found on this website will include:

- Financial advice and support
- Accounting
- Business Planning and Development
- Business Systems
- Commercial Real Estate
- Marketing/Communication
- Websites
- Graphic Design
- Promotional Products
- Recruitment/HR
- Succession Planning
- Other

## PROJECT GOAL

The goal of this project is to have a list of resources that would be useful to provide in a one-stop shop website for business, helping to improve the entrepreneurial eco-system in Cape Breton. Having all these resources in one spot will benefit not only the individual that is looking for the information, but also the businesses and organizations that provide these services.

## PROJECT SCHEDULE AND REPORTING

Upon written approval to proceed, the consultant shall;

- Complete the project by October 26, 2018
- Work closely with the Cape Breton Partnership Creative Island team and the Prosperity Framework Entrepreneurship Sector Team throughout the project, and
- Provide a final presentation once the project is complete.

## PROPOSAL SUBMISSIONS

Proposal submissions must include, at minimum, all of the following information:

- The corporate name and company profile of the submission proponent;
- A statement of the firm's understanding of the scope of the project;
- A description of the project plan to be followed to meet the project's objectives;
- A detailed profile of the experience and expertise of the submission proponent;
- A description of each member of the proponent's project team, including a description of their experience and examples of past work;
- A schedule of **(DAILY)** fees and expenses setting out rates of remuneration for team members and an estimate of time each member will devote to the project;
- A project timeline and reporting schedule;
- A detailed breakdown of maximum project costs;
- Portfolio examples and references for 3 relevant projects for which the proponent has been the lead, as well as detailed descriptions of experience on projects based in Cape Breton;
- A Gantt chart depicting each team member and their associated level of effort for each key deliverable (i.e., breakdown of junior/senior personnel and how many days each would work at each phase of the project by key deliverable); and
- Identification of team members based in Cape Breton.

Proposal submissions may be submitted in hard copy paper format, but must include a digital submission in pdf format. All included images must be of high resolution quality.

## SELECTION PROCESS

The proposals will be reviewed by staff of the Cape Breton Partnership and a scoring system will be used in accordance with the proposal components listed above. The proposal with the lowest bid will not necessarily be selected. The Cape Breton Partnership retains the right to accept or reject any or all of the proposals received.

## INQUIRIES & PROPOSAL SUBMISSION

Submissions and/or inquiries should be sent by mail or email, **by September 14, 2018 by 5pm** to the attention of:

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