



## Request for Proposals: Customer Discovery and Market Analysis

### CityBridge Education

**Due: August 15th, 2022 at 5pm ET**

#### About CityBridge

CityBridge Education is a nonprofit incubator of the people, ideas, and conversations necessary for equity-centered innovation in DC public education. We do this by identifying talented leaders and school designers who can solve the educational needs and challenges of DC families, deploying particular effort to recruiting leaders of color. We then incubate and invest in the best of their ideas and, together, bring to market the next generation of transformational public schools and education ventures. Read more [here](#).

#### Project Context

The signature program for CityBridge Ventures is our Residency cohort, where burgeoning education innovators come to refine their ideas and business acumen in order to successfully launch new organizations to improve the DC education system. Over the course of 9 months, these entrepreneurs participate in monthly workshops on topics ranging from scaling technology products to designing for equity. This particular request is for an **experienced founder or coach to deliver workshops on customer discovery and market analysis**. Workshops are held monthly (around ~4 hours for each) and culminate in a final pitch session to supporters, potential investors and customers.

#### The Project

<b>Purpose &amp; Participants</b>	The goal is to help our entrepreneurs over the course of <b>2, two-hour workshops</b> . One workshop should be focused on customer discovery—the practical ways to craft customer profiles, conduct initial customer research and outreach, and design a product or service from their learning. The market analysis workshop will, similarly, walk founders through the context it takes to estimate market size and empower them to develop accurate market research for distribution through pitch presentations, due diligence submissions, and sales materials.
<b>Possible Content for Workshops</b>	The following are possible areas of focus for the workshops; we strongly encourage you to add your own creative spin on how we might accomplish our goals and purpose. The session order and content are completely open for your ideas and guidance.

	<ul style="list-style-type: none"> <li>● <i>Session 1: Customer Discovery</i> <ul style="list-style-type: none"> <li>○ Creating customer profiles</li> <li>○ Developing a customer outreach plan</li> <li>○ Digesting Customer Insights</li> </ul> </li> <li>● <i>Session 2: Market Analysis</i> <ul style="list-style-type: none"> <li>○ The Competitive landscape</li> <li>○ Estimating your market size <ul style="list-style-type: none"> <li>■ Bottom-Up vs. Top-Down</li> </ul> </li> <li>○ Communicating your market research to investors</li> <li>○ How to know if your market is “big enough”</li> </ul> </li> </ul>
<b>Measurement</b>	Participant Survey post-workshop

**Suggested Key Tasks:**

- Conduct pre-workshop empathy interviews to gauge baseline knowledge from cohort
- Create a workshop / content proposal
- Design and facilitate two, live sessions on key content areas
- Create a post-workshop survey to collect data around efficacy and engagement
- Lead follow-up coaching sessions with each team to close the loop on key areas of need

**Qualifications:**

- Track record of success and deep experience in market analysis and customer discovery content
- Experienced BIPOC founder or coach preferred
- Background delivering content to entrepreneurs
- Can balance practical advice with technical expertise

**Location:** This engagement will be in-person in Washington, DC.

**Budget:** \$3,500 to \$4,000.

**Selection Process and Timeline:**

CityBridge seeks proposals from organizations by **Monday August 15, 2022 at 5pm ET.**

CityBridge will first review these proposals to assess how well the organizations are aligned with the vision for our ventures programming. For any prospective applicants that have done work with CityBridge in the past, prior performance against goals and proposed activities will be considered. CityBridge will then select no more than 2 organizations to move onto the next stage by the week of August 22nd.

CityBridge will interview the leaders of these selected organizations and perform other due diligence such as reference checks by **August 26th.**

CityBridge will review the plans and make final selections by **September 1st, 2022**. The accepted organization will work with CityBridge to revise their original proposal as requested. In the final proposal, the organizations will show how the funds will ensure that high-impact tutoring will proceed. The plan will provide a detailed blueprint of how this project will proceed. These plans are due **by September 12th, 2022**.

CityBridge will approve the final proposal and write contracts to be sent for signature by **September 16th, 2022**.

The project start date is slated for **October 2022** and will likely be completed by **December 20, 2022**.

### **Instructions for Proposals:**

Proposals and associated documents should be submitted to Riley Jones at [rjones@citybridge.org](mailto:rjones@citybridge.org) by **August 15th, 2022 by 5:00pm ET**. The proposal package must include:

1. **Proposal Narrative:** Not to exceed 2-3 pages overall, proposals should include:
  - a. [A description of the organization and] qualifications for the project, including any technical requirements
  - b. Brief description of how you would approach the project
  - c. Brief work plan, including timeline and deliverables
  
2. **Budget:** Please attach a detailed budget including:
  - a. Hourly rate
  - b. Estimated number of hours to complete the project
  
3. **Supplemental Documents:** In addition to the proposal and budget, applicants should submit the following documents:
  - a. Resume of principal consultant; team resumes if you will be working with a team
  - b. Contact information for 2 client references, including brief context of and general dates for work performed for these clients
  - c. 1-2 relevant work samples to help us learn more about your work
  
4. **Additional Information**
  - a. Contact information
  - b. As part of our commitment to equity, CityBridge preferences local Black, Latinx, and BIPOC consultants and contractors, as well as LGBTQ- and women-owned firms. Please include the following:
    - i. Washington, DC-based: Yes/No
    - ii. For individual contractors: I identify as: [select all that apply]
      1. Black / African-American
      2. Hispanic / Latinx

3. BIPOC
  4. LGBTQ
  5. Woman
  6. None of the above
- iii. For firms: [select all that apply]
1. Black / African-American-owned
  2. Hispanic / Latinx-owned
  3. BIPOC-owned
  4. LGBTQ-owned
  5. Woman-owned
  6. None of the above
- c. Disclosures: Are you related to an existing CityBridge staff member by blood, adoption, or marriage?