Request for Proposal (RFP)

Project Atlas – Contractor Analytics Platform

Issued by
GoodLeap

Purpose
Selection of a Software Development Partner

Status
Exploratory / Early-Stage Product Build

1. Introduction

GoodLeap is seeking a qualified software development partner to support the discovery, design, and build of Project Atlas, a contractor-facing analytics platform. This RFP is intended to identify a partner with strong experience in analytics-heavy web applications, early-stage product development, and collaborative delivery.

2. Product Overview

Project Atlas is a standalone analytics platform that provides GoodLeap's external solar and home improvement contractors with actionable visibility into sales performance, operational pipeline health, customer satisfaction, and growth opportunities. A core goal of Project Atlas is to move beyond passive reporting toward an agentic, decision-support experience that surfaces insights and recommends next best actions contractors can take to improve outcomes.

3. Prototype & Concept Materials

Vendors should review the attached Product One-Pager and linked prototype. These materials illustrate product direction and intent, not final requirements.

4. Scope of Engagement (Initial Phase)

In Scope:

- Product and technical discovery (in partnership with GoodLeap product and design)
- Architecture design and implementation
- Development of an MVP analytics dashboard
- Implementation of agentic / next best action logic
- Analytics instrumentation and performance optimization
- Close collaboration with GoodLeap's internal product design team

Out of Scope:

- Loan origination, underwriting, or funding workflows
- CRM or project management replacement
- Financial accounting or profitability modeling

5. Proposal Requirements

Vendors should include relevant experience, approach, technical architecture, timeline, cost estimates, and identified risks.

Describe your experience building agentic or next best action systems, including how insights and recommendations were generated and presented to users.

Proposal should be **high-level** so that we can move quickly in the selection process, while capturing the following evaluation criteria.

6. Evaluation Criteria

- Experience building agentic, recommendation-driven products (relevant case studies)
- Technical credibility
- Product and discovery approach
- Cost + timeline transparency

7. RFP Logistics

Submissions should be provided in PDF or Word format. Shortlisted vendors may be invited to follow-up discussions.