Request for Proposals (RFP): AI-Powered Lead Development Tool and Advocacy Bot

**Overview**

Louisiana Economic Development (LED) seeks proposals to develop an AI-driven software solution that encompasses two core functionalities:

1. **Lead Development Tool**: Automates the identification, scoring, and outreach to business leads.
2. **Advocacy Bot**: Promotes Louisiana’s economic and cultural advantages through targeted engagements on message boards, forums, and social media platforms.

The solution should align with LED’s mission to foster economic growth and position Louisiana as a premier destination for business investments.

**Scope of Work**

**1. Lead Development Tool**

The tool must:

* **Lead Identification**: Employ AI to scrape, analyze, and prioritize potential business leads based on predefined criteria (e.g., industry, location, revenue size).
* **Contact Automation**: Automate multi-channel outreach (email, SMS, social media) with customizable templates.
* **Data Enrichment**: Integrate third-party APIs or datasets for enriching lead profiles (e.g., LinkedIn, Crunchbase).
* **Pipeline Management**: Offer a built-in CRM for tracking lead status, engagement metrics, and conversion rates.
* **Integration**: Seamlessly connect with LED’s existing CRM systems and email marketing tools (e.g., Salesforce, HubSpot).
* **Reporting and Analytics**: Provide dashboards to visualize metrics such as lead conversion rates, outreach success, and ROI.

**2. Advocacy Bot**

The bot must:

* **Content Generation**: Create and post original content highlighting Louisiana’s unique advantages (e.g., incentives, workforce programs, cultural richness).
* **Platform Engagement**: Engage in real-time discussions on selected platforms (e.g., LinkedIn, Reddit, industry forums).
* **Sentiment Management**: Utilize sentiment analysis to ensure positive, constructive messaging.
* **Scheduling**: Include a content calendar for planned posts and engagements.
* **Monitoring**: Track mentions of Louisiana’s economic programs and respond where appropriate.

**General Features**

* **User Access Management**: Allow role-based access to ensure secure operations.
* **AI Training and Customization**: Enable LED to update criteria and train AI models over time.
* **Audit Trail**: Maintain detailed logs of bot activities and lead engagements for compliance.
* **Mobile and Web Accessibility**: Ensure responsive design for access via desktops, tablets, and smartphones.
* **Scalability**: Support future expansions in functionality and user base.

**Technical Requirements**

**1. Security**

* Compliance with data protection regulations (e.g., GDPR, CCPA).
* Encryption for data in transit and at rest.
* Multi-factor authentication (MFA) for user access.

**2. Hosting**

* Cloud-based solution hosted on secure and scalable platforms such as AWS, Azure, or Google Cloud.
* High availability with uptime guarantees of 99.9% or higher.

**3. Support and Maintenance**

* Ongoing technical support during implementation and post-launch.
* Regular updates, including bug fixes, security patches, and feature enhancements.
* Comprehensive user documentation and training materials.

**4. Roadmap Development**

* Collaborate with LED to identify and prioritize future enhancements.
* Provide quarterly reviews and updates on the development roadmap.

**Submission Requirements**

* **Proposed Solution**: Detailed description of how your solution addresses the requirements.
* **Implementation Timeline**: Breakdown of key milestones and estimated completion dates.
* **Cost Estimate**: Include development, licensing, hosting, and maintenance costs.
* **Case Studies**: Examples of similar projects delivered.

**Evaluation Criteria**

Proposals will be evaluated based on:

* Alignment with outlined functionalities and scope.
* User-friendliness and scalability of the solution.
* Total cost of ownership and value for investment.
* Demonstrated success in delivering similar solutions.

**Contact Information**

Submit proposals by [insert deadline] to: [Insert Contact Name and Email Address]

This RFP aims to identify a partner capable of delivering an innovative and impactful solution that supports LED’s mission to attract and retain businesses while amplifying Louisiana’s economic reputation.

Budget and Timeline: Proof of Concept (POC) for AI-Powered Lead Development Tool and Advocacy Bot

**Project Budget**

The following budget is further scaled to reflect a lean Proof of Concept (POC) phase, emphasizing rapid delivery of essential functionalities:

**1. Development Costs**

* **Lead Development Tool**:
  + AI Model Development and Basic Integration: $10,000
  + Minimal CRM Features for Pipeline Management: $5,000
  + Basic Reporting Dashboard: $3,000
* **Advocacy Bot**:
  + Initial Content Generation and Sentiment Analysis: $5,000
  + Basic Platform Engagement Tools: $3,000

**Subtotal (Development):** $26,000

**2. Hosting and Infrastructure**

* Cloud Hosting (AWS, Azure, or Google Cloud): $1,000 for POC phase
* Scalability and Backup Infrastructure: $1,000 for POC phase

**Subtotal (Hosting and Infrastructure):** $2,000

**3. Support and Maintenance**

* Limited Ongoing Support During POC: $5,000
* Minor Updates and Enhancements: $2,000

**Subtotal (Support and Maintenance):** $7,000

**4. Training and Documentation**

* Basic User Training: $2,000
* Minimal Documentation: $1,000

**Subtotal (Training and Documentation):** $3,000

**5. Contingency**

* Buffer for Unforeseen Expenses: $2,000

**Total Estimated Budget (POC Phase):** $40,000

**Project Timeline**

The following timeline is highly compressed to leverage AI efficiencies and deliver the POC rapidly.

**Phase 1: Requirements Gathering and Planning (1 Week)**

* Conduct stakeholder meetings to outline POC objectives.
* Define core functionalities and success metrics.

**Phase 2: Development of Core Features (4 Weeks)**

* Build basic AI model for lead identification.
* Develop minimal CRM and reporting features.
* Implement content generation and engagement tools for advocacy bot.

**Phase 3: Testing and Iteration (2 Weeks)**

* Deploy tools in a controlled test environment.
* Gather feedback from internal users.
* Refine and optimize based on initial results.

**Phase 4: Demonstration and Evaluation (1 Week)**

* Present POC results to stakeholders.
* Evaluate feasibility for full-scale development.

**Total Estimated Development Timeline (POC Phase):** 8 Weeks

This lean budget and accelerated timeline are designed to rapidly deliver a functional Proof of Concept to validate core assumptions and guide potential future development.