REQUEST FOR PROPOSAL (RFP)

BIOINFORMATICS ALGORITHMS – ONLINE TOOL

NORTH AMERICAN UNIVERSITY
11929 WEST AIRPORT BLVD
STAFFORD, TEXAS 77477

10/28/2016

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1. SUMMARY AND BACKGROUND

Bioinformatics Algorithms – Online Tool is currently accepting proposals to develop, design, launch, and host a new corporate web site. In an effort to achieve more users via the newly developed web system, Bioinformatics Algorithms – Online Tool has determined that a platform has to be user-friendly and it has to have clear instructions so that users do not lose time while searching for wanted features.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction Bioinformatics Algorithms – Online Tool wishes to go.

Bioinformatics Algorithms – Online Tool is a new tool, which initial idea was founded in 2015 and is focused on processing biological data and the implementation of best public bioinformatics tool features. Our client base consists of other small and medium-sized web systems as well as local, state, and federal government organizations, which lack project management experience and expertise.

Bioinformatics Algorithms – Online Tool is consolidated in its headquarters in Stafford, TX. with some consultants traveling to and working from client sites on a temporary basis.

Our services include:

- Developing and Optimizing Bioinformatics Algorithms
- Creating user accounts
- Processing users' data
- Storing user activities history in order user wants to recall it
- Producing processed data after running the primary data through the algorithms

2. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5pm EST October 30, 2016. Any proposals received after this date and time will be returned to the sender. An official agent or representative of the company submitting the proposal must sign all proposals.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals, which call for outsourcing or contracting work, must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Bioinformatics

Algorithms – Online Tool legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:
The end of 2016 will implement Bioinformatics Algorithms – Online Website upcoming web site and senior level management has determined that in order to make it effective in providing a thorough description of our services and offerings in a user-friendly online environment it has to be built upon user requests. Bioinformatics Algorithms – Online Tool believes that by using suggested web-based technologies and a more effective site design, we can provide our clients and potential clients with more information, a user-friendlier environment, and achieve more wins from prospective clients.

Project Description:
Bioinformatics Algorithms – Online Tool is seeking a provider to utilize the latest web-based technology to create a web site that is user friendly, simple to use, provides detailed information about our services and offerings, and is easy to add or modify content. At the same time it is seeking for an expert biologist to determine the effect and application of algorithms in real biological problems.

The finished web site must allow Bioinformatics Algorithms – Online Tool's web designer to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment in which we work where things constantly change.

The web site design and layout should be aesthetically pleasing, simple for users to navigate, provide descriptions of all Bioinformatics Algorithms – Online Tool services, management biographies, and contact information. The site must also be completely secure against intrusion. The site should also allow users to submit their contact information in order to be added to our list of potential clients to receive regular updates and new developments.

Additionally, the site should include a page, which lists current features offered within Bioinformatics Algorithms – Online Tool and descriptions of our benefits and executing process in order to improve our ability to attract more users.

4. PROJECT SCOPE

The scope of this project includes all design, development, coding, licensing, and hosting of Bioinformatics Algorithms – Online Tool's new web system. All text and copy will be provided to the selected bidder by Bioinformatics Algorithms – Online Tool's marketing department for inclusion in the design of the new web site.

The selected bidder will be responsible for planning and conducting a thorough market research portfolio with assistance from Bioinformatics Algorithms – Online Tool's marketing group. This portfolio will analyze all current contacts and determine target demographics for future and potential clients.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing web site design
- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the web site in a design theme that fits targeted market segment(s)
- Ability to migrate current web content to new web site
- Site can be changed/modified easily by Bioinformatics Algorithms – Online Tool personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site should be searchable with on key word searches based on site content
- Prominent display of Bioinformatics Algorithms – Online Tool corporate logo, company mission, vision, and strategy throughout all pages of the web site
- Site should be compatible with all current web browsing technology and easily upgradeable
- Ability to work closely with Bioinformatics Algorithms – Online Tool IT Manager on coordination of project tasks and resources
- Plan and perform a complete testing process on web site and database in order to ensure functionality
- Hosting of both the web site and database which collects and tracks site visitor information to include:
    - Pages visited
    - Length of page visit
    - Visitor trends
    - Visitor origin URLs
    - Search tool analysis
    - Visitor page maps
    - Site referrals

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:
All proposals in response to this RFP are due no later than 5pm EST October 30, 2016.

Evaluation of proposals will be conducted from October 31, 2016 until November 10, 2016. If additional information or discussions are needed with any bidders during this ten-days window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than November 16, 2016.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by November 20, 2016.

Notifications to bidders who were not selected will be completed by November 20, 2016.

Project Timeline:
Project initiation phase must be completed by October 31, 2016.

Project planning phase must be completed by November 20, 2016. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

6. BUDGET

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC) or monthly recurring costs (MRC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning	NRC	MRC
Market Research	NRC	MRC
Site/Database Development	NRC	MRC
Site/Database Testing	NRC	MRC
Site/Database Deployment	NRC	MRC
Site/Database Hosting	NRC	MRC

NOTE: All costs and fees must be clearly described in each proposal.

7. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and hosting corporate web sites
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more corporate web sites designed and implemented by your organization
- Testimonials from past clients on web site building and hosting work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- A full testing plan
- Timeframe for completion of the project
- Project management methodology

8. PROPOSAL EVALUATION CRITERIA

Bioinformatics Algorithms – Online Tool will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project

- Previous work: Bidders will be evaluated on examples of their work pertaining to web site design and hosting as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit 5 copies of their proposal to the address below by October 30, 2016 at 5pm EST:

Bioinformatics Algorithms – Online Tool
North American University
11929 West Airport Blvd
Stafford, TX 77477