



# The Institutes<sup>®</sup> RiskBlock Alliance

**Request for Proposal:  
Development, Implementation and Utility Services**

January 2018

**Project Owners:**

Christopher McDaniel – Executive Director, RiskBlock Alliance; [mcdaniel@TheInstitutes.org](mailto:mcdaniel@TheInstitutes.org)  
Patrick Schmid –VP, RiskBlock Alliance; [Schmid@TheInstitutes.org](mailto:Schmid@TheInstitutes.org)

## Introduction

The Institutes is an organization dedicated to meeting the evolving professional development, technology and research needs of the risk management and insurance industry (The Industry).

The RiskBlock Alliance (RiskBlock) is affiliated with The Institutes and is a not for profit focused on bringing an enterprise focused approach to the implementation of Blockchain across The Industry. RiskBlock members include many of the largest global insurance carriers and distributors across Property & Casualty, Life & Annuity, Retirement and Reinsurance.

RiskBlock seeks a partner or partners to support the implementation of its Blockchain development, implementation and utility functions for its' diverse member base.

This effort is intended to create a consistent cohesive member experience across all of our current and future Blockchain development efforts. One goal of ours is to better anticipate the needs of our members and provide a standardized experience that intuitively manifests our core values and our The Five-Star Experience guidelines.

## Background

The RiskBlock Alliance is very much in a start-up mode. January to June of 2017 was spent building four Proof of Concepts (POCs) in order to prove out Blockchain in the insurance space and to provide Proof of Collaboration to The Industry that multiple competing firms could work together on solutions that provide value to all members. More than 40 insurance organizations participated in the POC phase.

Based on a successful POC phase, The Institutes Board gave formal approval for the creation of the legal entity RiskBlock Alliance and provided an initial round of seed funding.

From June to September, RiskBlock engaged with an external consulting firm to develop the overall strategy and approach for RiskBlock. The services requested in this RFP are an extension of the plan defined during the strategy phase.

Between October and December 2017, the same consulting firm built the Minimal Viable Architecture (MVA) and implemented the Minimal Viable Product (MVP) for the first production use case built atop the MVA.

RiskBlock is putting out this Request For Proposal (RFP) to provide further development, implementation and utility services.

## Current State

The RiskBlock Alliance has the following 12 components as part of our value proposition:



The RiskBlock Alliance is the first cross sector risk and insurance Blockchain consortium. Our value proposition is the foundation upon which we plan to build and scale our RiskBlock Framework and use cases.

The RiskBlock Framework is a well thought out Blockchain architecture consisting of 10 subsystems working together to enable the RiskBlock value proposition. A subset of these components have been built and implemented via the MVA.

Currently, four Use Cases are in design, with one being implemented into limited production in late December as a MVP.

Organizationally, RiskBlock consists of the following components:

- Advisory Board of decision makers from key member firms
- Use Case Strategy Committee consisting of various members with broad understanding of the operational business needs within their firms, who make recommendations to the Advisory Board in regards to Use Cases to undertake
- Technical Committee consisting of various members with deep understanding of Blockchain and other technical matters, who make recommendations to the Advisory Board of Blockchain Framework needs and requirements
- Executive Director and his direct reports who have overall responsibility to design, build, implement and run all things RiskBlock
- Member Services consisting of Program Manager, Project Manager, Product Manager and Relationship Manager functions
- Implementation Services consisting of Member interaction Teams focused on onboarding and implementing the RiskBlock Framework and Use Cases for members
- Development Factory consisting of staff focused on the build out of RiskBlock Framework, infrastructure and Use Cases.
- Security and Audit functions

Note that partial build out of Member Service and full build out of the last three bullets above is part of the scope of this RFP.

## **Project Description**

As we envision it, this project will utilize the expertise of multiple systems integrators with one lead who will provide oversight. Due to the complexity of this undertaking we will require an engagement lead for each component awarded to an individual system integrator, dedicated to this project until its completion.

The components available for bid include:

- Member Service creation and implementation of best practices and procedures for Program/Project Management, Relationship Management and Product Management. Please also provide a rates for resources to staff these areas. It is RiskBlock's intention to staff this function internally, but staffing assistance may be required in this area until proper resources can be hired internally.

- Implementation Services consisting of Member interaction Teams focused on onboarding and implementing the RiskBlock Framework and Use Cases for members. This is an ongoing service, with an annual renewal option for RiskBlock.
- Development Factory consisting of staff focused on the design, build, testing and implementation of RiskBlock Framework, infrastructure and Use Cases. This includes the creation of best practices and procedures for managing and running the Development Factory, development tools (such as SDKs and reusable widget tool box) as well as staffing the oversight of the Development Factory itself. This is an ongoing service, with an annual renewal option for RiskBlock.
- RiskBlock Framework Build-out from current MVA to full production realization
- Build-out of current MVP Proof-of-Insurance Use Case to full production realization
- Build-out of First Notice of Loss Use Case from POC to full production realization
- Build-out of Subrogation Use Case to POC to full production realization
- Build-out of Parametric Use Case to POC to full production realization
- Framework Maintenance Services consisting of continual care, maintenance and upgrading of the RiskBlock Framework. This should include the creation of the best practices and procedures, as well as the ongoing running of the Maintenance Services. This is an ongoing service, with an annual renewal option for RiskBlock.
- Utility Services consisting of ongoing onboarding, security, permissioning, quality assurance, change control/version control and tracking & monitoring of all production components. This should include the creation of the best practices and procedures, as well as the ongoing running of the Utility Services. This is an ongoing service, with an annual renewal option for RiskBlock.
- World class Security/Audit Services that will stand-up to any and all scrutiny. This includes the creation of best practices and procedures for Security AND Audit functions. As well as the implementation of the best practices and procedures. Eventually, RiskBlock will staff this function internally, but resources may be required temporarily until internal staff can be hired.

A combination of onshore/onsite, remote development center and offshore resources is acceptable. Note, RiskBlock reserves the right to award the above components to multiple vendors as it deems appropriate. **Making the awarding of any one component a prerequisite to bidding on any other component is not acceptable.**

## Project Goals

Provide RiskBlock with a framework and growing use case library that meets the stated components of the RiskBlock value proposition.

### 1. Member Services

- Create and implement best practices for Program/Project Management, Relationship Management and Product Management
- Provide additional resources to staff Member Services until internal resources can be hired
- This team should be up and operational within 30 days of the awarding of this RFP component

- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied

## 2. Implementation Services

- Create model and make operational a Member Interaction Team (MIT) capable of onboarding 60 new members on both the RiskBlock Framework and Use Case Inventory in the first six months of establishment
- The MIT should be capable of supporting the implementation of up to 10 use cases across all members in the first six months of operation
- Setup should include all best practices, standards, documentation, education and tools required for the MIT to function and interact with members
- The MIT should include ongoing support functions for already onboarded members as well
- This team should be up and operational within 30 days of the awarding of this RFP component
- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied
- A second MIT should be brought online starting in July of 2018
- The combination of first and second MITs should be able to implement up to 14 use cases and up to 80 Members Onboarded and Plugged In every six months ongoing

## 3. Development Factory

- Build model and make operational a Development Factory to support the oversight and management of further build-out and maintenance of the RiskBlock Framework and multiple simultaneous use cases, being built by multiple systems integrators
- Setup should include all best practices, standards, documentation, education and tools required for the Development Factory to function
- The Development Factory should support the development of up to 10 use cases in the first six months and 14 use cases every six months ongoing after that.
- This team should be up and operational within 30 days of the awarding of this RFP component
- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied
- Bidding for this component SHOULD NOT include the cost for the development scrum teams that will be bid as a separate component within this RFP.

## 4. RiskBlock Framework Build-Out From MVA to Full Production

- Build and make operational fully functional RiskBlock Framework as defined during our Strategy Phase
- This should be a one-time fixed cost
- Full production functionality must be achieved no later than end of first quarter 2018
- The RiskBlock Framework should be fully documented and blue printed as part of the build effort
- Multiple environments should be setup as part of this build-out including Production, User Acceptance Testing, Systems Integration Testing, Demo and multiple sandboxes for development

## 5. Use Case Development

- As stated previously, our goal is to rapidly ramp-up to multiple simultaneous Use Case builds.

- Every Use Case is going to require at minimum User Interface, API and Blockchain components
- As every Use Case is going to have different requirements, rather than bidding on a specific Use Case, please supply the structure and model of your scrum team along with a rate card for all resources
- Unlike other components in this RFP, no one systems integrator is likely to work on all use cases, rather it will be multiple system integrators working on multiple use cases simultaneously.
- Use Case Scrum Teams for the first four use cases defined will be awarded as part of this RFP, future use cases will be awarded at the time they are approved, but must be subject to the scrum model and rate card submitted for this RFP
- RiskBlock reserves the right to ask for updated rate cards annually

#### 6. Framework Maintenance Services

- Framework Maintenance Services should include ongoing maintenance, care and upgrading of the RiskBlock Framework to support new environment creations (both test and production), upgrading the framework to support new production use cases and technology advancements.
- Setup should include all best practices, standards, documentation, education and tools required for the services to function
- Framework Maintenance Services should support the implementation of all RiskBlock Framework components and upgrades as well as an implementation volume of up to 10 use cases in the first six months and 14 use cases every six months ongoing after that.
- This team should be up and operational within 30 days of the awarding of this RFP component
- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied

#### 7. Utility Services

- Utility services consist of ongoing onboarding, security, permissioning, tracking & monitoring of all production components.
- 
- Utility Services should include QA testing model and resources
- Utility Services should include change control and release management functions
- Setup should include all best practices, standards, documentation, education and tools required for the Utility Services to function
- This team should be up and operational within 30 days of the awarding of this RFP component
- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied

#### 8. Security/Audit Services

- Create and implement world class best practices for security and audit
- Provide additional resources to staff Security/Audit Services until internal resources can be hired
- Setup should include all best practices, standards, documentation, education and tools required for the services to function
- This team should be up and operational within 30 days of the awarding of this RFP component



- Setup cost should be fixed and a standard rate card with projected resources for ongoing costs should be supplied

## Project Guidelines

1. All submissions should be platform agnostic, as prescribed by the RiskBlock value proposition
2. Failure to adhere to all components identified in the value proposition, will void a bid
3. Preference will be given to systems integrators who submit a holistic model that is inclusive of multiple players. Attempts to shut out one or nullify a competitor's submission will not be tolerated.
4. In addition to the above, RiskBlock is looking for its solution providers to become partners in the effort to spread the utilization of RiskBlock through-out the industry. To that end please provide additional information on Use Cases already developed (stand alone or with industry players) that could be integrated into the RiskBlock Framework, Key industry relationships that you can bring to bear in order to grow membership and Blockchain educational resources that you would be willing to bring to the table in order to further the mission of RiskBlock.
5. RiskBlock reserves the right to identify a primary and secondary winner on a per component basis. If the primary winner fails to meet contractual SLAs, the secondary winner may be called upon to step in.
6. RiskBlock is looking for the best solution for each RFP component. While cost is a factor, ability to deliver quickly with high quality is prized
7. All bidders are expected to adapt and evolve with appropriate technologies over time. Failure to adapt may result in a fall back to the secondary winner of a component
8. Strong service level agreements and KPIs should be part of each component submission
9. RiskBlock reserves the right to annually rebid all ongoing components
10. RiskBlock Alliance is committed to equality and diversity. Proposing a solution that utilizes a diverse team is highly desirable.

## Project Deliverables

Project's specific deliverables should include the below:

1. Planning
  - Discovery, documenting and validating of component requirements
  - Roadmap, project plan and timeline including a phased/iterative approach design, build and implementation as appropriate
  - Identify and document perceived project risks and suggest how best to mitigate these risks
  - Define and identify cross-component dependencies
2. Research and Recommendations
  - Recommendations and strategy for each component awarded
  - Functional and detail designs where appropriate
  - Platform, software and other recommendations as required
  - Best practices, standards, documentation, education and tools required
  - Customization with the consideration that The Institutes serves a global market
  - SLAs and KPIs
3. Component Launch

- Component launch coordination
  - All levels of testing and approval as required
  - Component launch communications and promotion coordination
4. Post Component Launch
- Review, governance and ongoing best practices and improvements plan
  - Archival of component collateral
  - Review and posting of reusable components to the RiskBlock tool kit as appropriate

## Project Requirements

- Full time engagement lead that sits in our office in Malvern, Pa for the duration of the each component awarded. Systems integrator should work alongside RiskBlock's Member Services team for joint decision making.
- Research based decisions with data to back up all recommendations
- Overall strategy and approval process must be coordinated with RiskBlock's Executive Director and his direct reports.

## Submission Guidelines

The objective of this RFP is to identify systems integrators that will provide the best overall value to The RiskBlock Alliance and become a significant partner in helping implement our vision of a multi-sector enterprise focused insurance Blockchain solution for the industry. The following submission guidelines apply to this RFP:

1. Membership in RiskBlock's Preferred Solution Provider Program at the Platinum Level is a prerequisite to receiving and bidding on this RFP. Membership fees must be submitted to RiskBlock before this RFP can be shared. Membership fees are non-refundable, regardless of bid outcome.
2. System Integrators will each be granted an audience with the RiskBlock team to ask questions and gain a better understanding of RiskBlock requirements
3. After their Q&A session, systems integrators will have 24 hours to submit any additional questions or clarifications needed, in writing. All questions asked and answers given will be shared with all bidders.
4. No further communication in regards to this RFP will be allowed after the 24 hour Q&A period up to the awarding of the RFP components
5. While quality of delivery is of the utmost importance for project based work, RiskBlock is also focused on expedited delivery of said work, and would not be opposed to a cost model that provided incentives for surpassing project goals for speed of delivery AND quality.
6. To that end, there should also be cost ramifications for all work that does not meet expectations spelled out in project goals, SLAs and KPIs
7. System Integrators planning to respond to this RFP should submit a proposal to Christopher McDaniel and Patrick Schmid, identified on the cover page, by **February 16, 2018**. Systems Integrators will need to sign a mutual NDA provided by RiskBlock
8. Orals will be scheduled with each respondent shortly after the RFP response deadline

9. Our **decision making criteria** will be based on the following which should be included in your proposal:
  - Examples of three projects that are substantially similar for each component
  - A timeline (with milestones) and budget, outline of your proposed approach, and a list of deliverables for the project
  - Bios of team members expected to participate in the assessment, including a description of their role in the project.
10. If you have dedicated partners or third party vendors that might work on this project, you must disclose partner names and a brief background into your working relationship with the partner(s). Note that depending on the partner, they may have to become a member of the Preferred Solution Provider program at the Platinum Level as well, at RiskBlock's discretion.
11. Please include your communication platform of choice.
12. Proposals must be received by February 16, 2018 and be valid for a period of 45 days following submission.
13. RiskBlock's goal is to award the winners of the various components by end of February, 2018..

## **APPENDIX**

### **Available Resources (upon request)**

The following is a listing of resources that will be available to you should you be selected as a winner of any component

#### **1. Strategy Phase Documents**

- Market Analysis & Segmentation
- RiskBlock Framework Strategy
- Use Case Governance and Prioritization Model
- Standards Governance Process
- Consortium Structure & Overview

#### **2. MVA & MVP Documents**

- Functional & Detail Design Documents
- Wireframes
- Demo Environment Access

#### **3. POC and Post-POC Functional Documents**

- POC Videos
- POC meeting Notes and Collateral
- Post-POC functional requirements

#### **4. Operational Tools**

- Access to Slack Channels

#### **5. Other**

- RiskBlock Operating Model
- RiskBlock Value Proposition

## Appendix A: The Institutes Organizational Overview



### The Institutes

**Our vision:** We are the knowledge partner that best empowers risk management and insurance professionals to help those in need.

As the industry's trusted and respected knowledge leader, The Institutes and our affiliates are committed to meeting the evolving professional development needs of the risk management and insurance community. We prepare people to fulfill their professional and ethical responsibilities by offering customer-focused and innovative educational, research, networking, and career resource solutions. The Institutes is a 501(c)(3) non-profit.

Our courses, programs and professional development offerings include:

- The Chartered Property Casualty Underwriter (CPCU<sup>®</sup>) designation program
- Associate designation programs
- Introductory and foundation programs
- Online courses
- Custom solutions

### CPCU Society

Our affiliation with the CPCU Society, a community of credentialed insurance professionals who promote excellence through ethical behavior and continuing education, provides The Institutes with a way to meet the networking needs of professionals while generating awareness of the CPCU designation.

### **The Griffith Insurance Education Foundation**

Our affiliation with The Griffith Insurance Education Foundation enables The Institutes to provide educational content to public policymakers as a helpful job aid and information to students about careers in the risk management and insurance industry.

### **The Institutes RiskBlock Alliance**

The Institutes RiskBlock Alliance is an unprecedented, industry-led consortium collaborating to unlock the potential of blockchain across the insurance industry. RiskBlock will accelerate time to market and adoption through real-world applications and impactful blockchain use cases.

### **MyPath**

MyPath is a collaborative initiative launched by The Institutes, a century-old not-for-profit organization dedicated to educating the risk management and insurance industry. Since 2014, MyPath's mission has been to inspire and inform the next generation of risk management and insurance professionals and increase the pool of qualified job candidates for the hundreds of thousands of positions that will become available over the next decade. The MyPath website, [InsureMyPath.org](http://InsureMyPath.org), helps high school and college students find career paths in highly rewarding professions like actuary, data scientist, risk manager and underwriter. Through a widespread awareness campaign, MyPath has reached millions of young people, guiding them toward opportunities with some of the world's best companies and organizations.

### **CEU**

Through CEU, our compliance and continuing education brand, The Institutes provide relevant and convenient continuing education (CE) courses for licensed insurance professionals.

### **Polestar**

Polestar Performance Programs, a member of The Institutes Risk and Insurance Knowledge Group, offers behavioral-based sales training and personal-performance coaching solutions designed to help insurance agencies, brokerages and carriers increase their productivity, retention, efficiency and profitability. Through hands-on training with seasoned coaches, program participants are able to deliver valuable client-facing skills for advancing our industry.

As a member of The Institutes Risk and Insurance Knowledge Group, Polestar uses its strong focus on behavior modification to ensure we are providing performance development solutions that empower risk management and insurance professionals to further our industry's impact and reputation of best helping those in need.

### **Insurance Research Council (IRC)**

Through the IRC, The Institutes deliver timely and reliable research to all parties involved in public policy issues affecting insurance companies and their customers.

## **Appendix B: Other**

### **The Institutes Core Values**

1. Do the right thing
2. Put the customer first
3. Do what you say
4. Work Together
5. Be innovative

### **The Five-Star Experience**

1. See the experience through the customers' eyes
2. Provide a simple and clear experience
3. Be the knowledge partner
4. Provide a personalized experience