

# Request for Proposal

*AIBuilder — AI-Powered B2B Sales & Marketing Platform*

## Development Partnership Opportunity

Issued by:

**EventBuilder**  
AIBuilder Division

Issue Date: December 2025

Response Deadline: February 13<sup>th</sup>, 2026

Primary Contact:

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## 1. Executive Summary

**EventBuilder**, a certified women-owned virtual event software company and trusted Microsoft partner, is seeking a development partner to help bring **AIBuilder** — our AI-powered suite of tools for B2B sales and marketing teams — from working prototypes to market-ready product.

**This is not a typical "build from scratch" engagement.** For two years, we have been developing and refining AI tools internally at EventBuilder. For over a year, we have been running production workflows using our Intelligence Layer methodology and C.R.A.F.T.E.D. prompt engineering framework. The results have been dramatic — 12x content output increases, zero to steady organic lead flow.

**The market came to us.** Other companies — especially small and minority-owned businesses — saw our outputs and asked: "How are you doing this? Can we have that for our company?" This demand drove us to productize our methodology. We used Claude Code to build working prototypes. Now we need a technical partner to help us get to MVP and first revenue.

We are looking for a partner who can:

1. Review and assess our existing codebase with expert eyes
2. Help us determine the fastest path to MVP and first revenue
3. Bring technical expertise and strategic thinking we lack in-house
4. Challenge our assumptions — if you see a better path, tell us
5. Move fast — we are a small company with limited resources

**We want a partner, not just an executor. If your team reviews our work and believes we should take a different approach, we want to hear it.**

## 2. Company Background

### About EventBuilder

**Mission:** "To be a force for good through innovative virtual event solutions, delivered with compassion and expertise."

EventBuilder is a **certified women-owned business (WBENC)** and a leader in virtual event software. EventBuilder's largest customer is Microsoft, and we specialize in transforming Microsoft Teams into a powerful platform for enterprise-level virtual and hybrid events. We serve clients who need secure, compliant, and professionally managed event experiences.

### About AIBuilder

**Mission:** "To empower other businesses, particularly small, minority, and women-owned enterprises, to compete and win. To help businesses tell their unique story with precision, scale, and impact, making AI a useful and accessible lever for growth."

AIBuilder was forged out of necessity within EventBuilder. We needed better ways to create sales and marketing content at scale. Our team began developing AI tools two years ago, and for over a year we have been running production workflows that combine deep business context (our "Intelligence Layer") with a systematic prompt engineering approach (the "C.R.A.F.T.E.D." framework).

**Our only client so far has been ourselves.** EventBuilder is both the proof of concept and the first success story. The methodology works — we have the results to prove it. Now we are productizing it for other companies, with a particular focus on the SMB market and disadvantaged business enterprises who could benefit most from leveling the playing field with AI.

## The C.R.A.F.T.E.D. Framework

Our proprietary prompt engineering framework that drives consistent, high-quality AI outputs:

Letter	Principle	Description
C	Context is King	Rich context = better output. Role, objective, background info.
R	Role & Repertoire	Define the AI's persona and leverage its strengths.
A	Action & Specificity	Clear action verbs, hyper-specific instructions, quantified goals.
F	Format & Framework	Specify output format, provide templates, use few-shot examples.
T	Tone & Tenor	Match tone to audience and purpose.
E	Evaluation & Iteration	Prompting is dialogue. Evaluate, refine, course-correct.
D	Delimiters & Detail	Use clear delimiters, break down complexity.

## Target Market

AIBuilder is designed for **small and medium-sized businesses (SMBs)**, with a particular focus on:

- **Women-owned businesses**
- **Minority-owned businesses**
- **Veteran-owned businesses**
- **Other disadvantaged business enterprises**

**Why this focus?** We believe these organizations are both the least likely to have resources and expertise to get the most out of AI, and the ones who could benefit most from leveling the playing field. EventBuilder's WBENC certification gives us credibility and access to this community.

## 3. What We've Built

### Working Prototypes

We have built **15 AI-powered tools**, with **11 fully implemented** (73% complete). These have been tested internally at EventBuilder but not by external users or professional developers.

Tool	Description
Sales Enablement Asset Generator	Battle cards, one-pagers, competitive analyses from Intelligence Layer data
Conference Enablement AI	Exhibitor research, target identification, pre-show outreach (proven at MS Ignite, WBENC)
Virtual Event Content Generator	Promotional content, session descriptions, speaker bios, follow-up sequences
Case Study Generator	Case studies in 7 formats from structured input
Voice Sales Pitch Rehearsal	AI voice personas (5 buyer personalities) for practicing sales conversations
Deep Research / Dossier Builder	Company research with web scraping and AI synthesis
Prospector Pro	Lead qualification and outreach generation
Content Pillar Creator	Content strategies and individual pieces from pillar topics
Knowledge Base Article Creator	Product knowledge → searchable help content
Proposal Generator	Customized proposals from templates + Intelligence Layer
Social Media Generator	Platform-specific social content generation
Sales Meeting Assistant	Call recording, transcription, and analysis (12 sub-components)

### Technology Stack

Layer	Technology
Frontend	React 19.1.1, Vite 7.1.7, Tailwind CSS 3.4.1
Backend	Express.js (separate repo, handles API authentication)
State Management	6 nested React Context providers (Auth → Company → AI → Form → Outputs → Dossier)
Database	Supabase (PostgreSQL + Auth + Storage) — TEMPORARY, need production guidance
AI Providers	OpenAI GPT-4o, Anthropic Claude, Google Gemini (multi-provider, unified API)
Voice/TTS	ElevenLabs API
Document Gen	jsPDF 3.0.3, docx 9.5.1 (Word documents)
Hosting	Azure Static Web Apps, Azure DevOps CI/CD
Architecture	Multi-tenant, customer-isolated data, AI provider agnostic

### Codebase Metrics

- **51 React components** across tool and dashboard views
- **28 AI prompt generator files** implementing C.R.A.F.T.E.D. framework
- **11 utility modules** (API client, parsers, exporters, CRM clients)
- **Zero ESLint errors** — consistent code quality
- **Comprehensive documentation** — CLAUDE.md, ARCHITECTURE.md

### Known Limitations (Your Input Needed)

Our architecture documentation identifies these areas requiring expert guidance:

1. **No React Router:** View-based navigation via state. No deep linking, browser back doesn't navigate between tools.
2. **Single-User Auth:** No password protection currently. Need full multi-user authentication for production.
3. **localStorage Constraints:** Dossiers stored in localStorage (~5-10MB limit). Need migration to Supabase.
4. **Backend Separation:** Express backend in separate repo. Deployment requires two services.
5. **No Real-Time Collaboration:** Multiple users can't edit simultaneously. No presence indicators.



## 4. Scope of Work

### Phase 1: Discovery & Assessment

Before building, we need expert assessment of what exists.

1. **Codebase Review:** Assess the AI-generated codebase for quality, security, scalability, and production-readiness
2. **Architecture Assessment:** Evaluate current decisions — especially database, authentication, and the known limitations above
3. **MVP Definition:** Help us determine which tools ship first and what "ready" means for our SMB target market
4. **Roadmap Development:** Create a realistic timeline and resource plan to reach MVP

**Critical: We want your honest assessment. If you believe our approach is fundamentally flawed, tell us. If you see a faster path to market, propose it.**

### Phase 2: MVP Development

#### Our Current MVP Thinking (Subject to Your Input)

Based on internal usage and market validation, we believe these tools represent our strongest MVP candidates:

- **Sales Enablement Asset Generator** — Core offering, highest proven value
- **Conference Enablement AI** — WBENC success story, clear ROI, event-driven sales
- **Virtual Event Content Generator** — EventBuilder synergy, upsell to existing customers
- **Case Study Generator** — High-value deliverable, multiple formats

**However:** If your assessment suggests different priorities, we are open to that conversation.

#### MVP Deliverables (Expected)

- Production-ready deployment of agreed MVP tools
- Full user authentication (email/password via Supabase Auth)
- Multi-tenant architecture with customer isolation
- Admin dashboard for customer management
- Payment/subscription integration (Stripe)
- Production database (migration from current Supabase setup or new solution)
- React Router implementation for proper navigation
- Documentation for handoff/maintenance

#### Timeline Expectations

**Speed matters.** We are a small company with limited resources. Every month without revenue is a month of burn.

- **Phase 1 (Discovery):** 2-3 weeks
- **Phase 2 (MVP Development):** 6-10 weeks
- **Target First Revenue:** Q1 2025

## 5. What We Need From You

### Required Experience

- **AI/LLM Integration (Critical):** Production experience with OpenAI, Anthropic Claude, or similar APIs

- **React Expertise:** Deep React experience, ideally React 19. Comfortable with Context-based state management
- **Node.js/Express:** Backend API development
- **B2B SaaS:** Multi-tenant architecture, authentication, subscription billing
- **Willingness to Review AI-Generated Code:** This is a feature, not a bug. We want someone who sees potential.

## Preferred Experience

- Azure (Static Web Apps, Functions, DevOps)
- Supabase (PostgreSQL, Auth, Storage)
- ElevenLabs or similar TTS/voice APIs
- SMB/startup client experience

## 6. Evaluation Criteria

Criteria	Weight	What We're Looking For
AI/LLM Experience	30%	Production LLM integration, multi-provider experience
Approach & Methodology	25%	Clear plan, realistic timeline, thoughtful MVP recommendations
Team & Dedication	20%	Dedicated (not rotating) team, relevant skills, clear roles
Cultural Fit	15%	Startup mentality, proactive communication, collaborative
Pricing	10%	Competitive rates, clear structure, SMB-appropriate

*Note: We are not necessarily selecting the lowest-cost option. We want the best partner at a fair price.*

## 7. Submission Requirements

Please include:

- Company overview and relevant AI/LLM project experience
- 2-3 case studies of similar engagements
- Proposed team with roles and relevant experience
- Your approach to Phase 1 Discovery
- Initial thoughts on our MVP (even preliminary)
- Proposed timeline and availability
- Pricing for Phase 1 and Phase 2
- Questions for us

## 8. Contact & Next Steps

### Primary Contact:

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Submit proposals to [rfp-aibuilder@eventbuilder.com](mailto:rfp-aibuilder@eventbuilder.com) with subject: "**AIBuilder Partner Proposal — [Company Name]**"

## 9. Why This Matters

AIBuilder isn't just about building software. It's about democratizing access to AI for businesses that need it most.

The small businesses and disadvantaged enterprises we're targeting often can't afford expensive consultants or dedicated AI teams. They're competing against companies with far more resources. AIBuilder is designed to level that playing field — to give a 10-person women-owned business the same content capabilities as a Fortune 500 marketing department.

We've proven it works. Now we need help bringing it to market.

If that mission resonates with you, we want to talk.

*Thank you for your consideration.*