

Request for Proposals for Information Technology – Software Development Vendor:

Project 1:

The New Mexico Trade Alliance is seeking New Mexico Trade Alliance (NMTA) is seeking a contractor to facilitate a strategic planning initiative focusing on fostering talent, economic development, etc. through NM tax incentives and raising the visibility of NM as a welcoming community for digital media, software and game developers. The NMTA is requesting three events to be facilitated to better understand how NM can position itself to attract and retain developer talent, identify stakeholder areas of influence, and next steps that inform and educate industry to take advantage of existing talent and tax incentives. The general scope of work is as follows:

- Event 1: Stakeholder
 - Identify a list of stakeholders who are viable to the ecosystem
 - Research who they are, vet and categorize the different levels of stakeholders
 - Reach out to the identified stakeholders to get their interest and understand their goals and challenges
 - Interview the primary stakeholders to understand what their level of involvement and commitment will be
- Event 2: Meet & Greet
 - Bring together the stakeholders to gather additional information
 - Analyze feedback and plan for the main event
 - Identify and present the problem statements/challenges to cultivating
 - Team building exercises
 - Explain the design thinking process to empower the stakeholders to be part of the solution
 - Industry feedback
- Event 3: Design Thinking Workshop
 - Identify potential solutions
 - Recommendations for next steps and identify stakeholder responsibilities
 - Prioritize next steps and identify needed resources
 - Highlight what other communities are doing
 - Discuss the sustainability and viability of ideas coming out of this session
 - Deliver a list of ideas, our recommendations, how much they would cost, the plan of execution, resources required to run and how to keep it sustainable
 - Leave the stakeholders feeling inspired and motivated to act and support, clear purpose

Project 2:

Through this partnership, the New Mexico Trade Alliance is requesting stakeholder/user research, recommendations, and prototype for development of an internship onboarding system. This will be the first phase in the Air Force Research Laboratory's (AFRL) development of a tool that will enable a scaled and phased development and implementation. AFRL has expressed focus on providing an easy to use, and effective user experience for students to onboard; hosted off the Air Force Network and easy to adopt by government program managers. Considerations for recommendations include government

social challenges, a link to an overarching portal to collect, track, and report information. The General Scope of Work is as follows:

1. DESIGN THINKING WORKSHOP
 - a. Vision Alignment and Product Roadmap
2. RESEARCH
 - a. Customer Discovery
3. USER FLOW
 - a. Identify user flow based on research
4. PROTOTYPING
 - a. Develop workable prototype for demonstration purposes
5. USABILITY TESTING
 - a. Test prototype on a sample of actual users
6. VISUALS
 - a. Provide sample design templates
7. FULL PRODUCT DESIGN SCHEDULE
 - a. Provide a schedule/timeline of what would be required to fully develop and implement the prototype

Please submit your proposal to Randy Trask, President of the New Mexico Trade Alliance no later than 5:00pm on February 23, 2022. Proposal should include:

1. Cover letter (Identify your organization, contact information, and interest in this RFP)
2. Overview of experience (Why your organization is uniquely qualified for this scope of work for projects one and two)
3. Project Narrative (How will you approach this scope of work and what is the timeline?)
4. Project Cost (What will you charge inclusive of tax, labor, materials, and travel?)

Proposal Scoring Criteria (possible 100 points):

- 40% Experience
- 40% Project Narrative and Timeline
- 20% Cost

Proposals should be submitted by email to randy@nmtradealliance.org

Applicant's will be informed if their proposal was accepted no later than 5:00pm on March 4, 2022.

Please direct any questions to randy@nmtradealliance.org