

Simplified tender dossiers for service – SINGLE TENDER

Name and address of the Contracting Authority: Association for research and analysis ZMAI
Title of the tender: E-learning platform Development
Reference number (if applicable): 0507-002/22

PART A: INFORMATION FOR THE TENDERER

1. INFORMATION ON SUBMISSION OF THE TENDERS

Subject of the contract:

The subject of this tender is implementation of **services** as indicated in the technical information in point 2 of this information.

Deadline for submission of the tenders:

The deadline for submission of tenders is **12, October 2022 at 24:00 hours**. Any tender received after this deadline will be automatically rejected.

Address and methods for submission of the tenders:

The tenderers should submit their tenders by e-mail using the **standard submission form available in Part B of the tender dossier**, as a scanned original of the tender. Any tenders not using the prescribed form might be rejected by the Contracting Authority.

In addition to the offer, in the e-mail, the tenderer is required to provide the following supporting documentation (electronic or scanned versions preferably in **pdf**):

- Explanation of experience on working on E-learning platforms (short explanation of the platforms)
- CVs of at least two team members who will be working on the E-learning platform
- Portfolio of the organization (in free format).

The tenders **should be submitted by e-mail**. The base e-mail message should clearly indicate:

- Title of the tender (in the subject of e-mail): **Development of an E-learning platform**
- Reference number (in the subject of e-mail): 0507-002/22
- Name and address of the tenderer (in the e-mail text).

The tender submission form and any supporting documentation should be provided as attachments to the e-mail.

The tenders will be submitted by e-mail to the following address: contact@zmai.mk

The tenderers are reminded that in order to be eligible the tenders need to be received by the Contracting Authority by the deadline indicated above.

2. TECHNICAL INFORMATION

The tenderers are required to provide services as indicated below. In the tenderer's technical offer, the tenderers should indicate more details on the deliveries, referring back to the below table.

No.	Title of item	Description	Required time frame	Required outputs
P1: Development phase				
1.1.	Platform development	The first working version of the platform is developed. The process is consultative and in coordination with the team in ZMAI.	October 15 – November 15 2022	Version of the E-learning platform is created and ready for the testing phase.
P3: Testing and approval phase				
2.1.	Period for testing and improving the platform until a final approval is provided	Testing the platform and it's functionalities.	November 15 – November 25 2022	Testing and providing valuable comments by users of the first version of the platform
P3: Production and going life phase				
3.1.	Production of the platform	Production of the final platform after the testing phase is over and the needed improvements are agreed.	November 25 – December 15 2022	The platform is produced an prepared to go life
3.2	Going life phase	Moving the platform to a hosting space owned by ZMAI and facilitating the "going life" phase of the process	December 15 2022	The platform is successfully launched
P4: Active support for the users of the platform				
4.1.	Support during the first months of the use of the platform	After the platform is life, a significantly bigger number of users will be using it. The company is expected to provide support during the first few months.	December 15 – May 1 2023	Active support for the users.
P5: Content creation – video lessons				
5.1.	Creation of scenarios for video lessons	Creation of scenarios for the video lessons that the students will watch during the course	October 15 – November 15 2022	The scenarios are finalized and approved
5.2	Filming of 10 video lessons – talking head	The company will be responsible for filming the learning materials and line production process	November 15 – December 25 2022	All the videos are filmed and ready to enter post-production
5.3	Video editing	This process will be finalized with video editing and final video production	November 25 – December 10 2022	Final videos are being approved and uploaded on the E-learning platform

3. FINANCIAL INFORMATION

The tenderers are reminded that the maximum available value of the contract is 9000 EUR. Financial breakdown per deliverables is following:

No.	Title of item	Maximal value EUR	Estimated workload (man-months)
P1: Development phase			
1.1.	Platform development	1500.00 €	1
P2: Testing and approval phase			
2.1.	Period for testing and improving the platform until a final approval is provided	500 €	0.3
P3: Production and going life phase			
3.1.	Production of the platform	2300.00 €	0.8
3.2.	Going life phase	200.00 €	
P4: Active support for the users of the platform			
4.1.	Support during the first months of the use of the platform	500.00 €	0.5
P5: Content creation – video lessons			
5.1.	Creation of scenarios for video lessons	1000.00 €	1
5.2.	Filming of 10 video lessons – talking head	2000.00 €	2
5.3.	Video editing	1100.00 €	1.5

Indicated maximal values are global prices for delivery of services as described in Part 2 Technical Information. No timesheets are needed by the contractor. Payments will be realized on the basis of issued invoice by the contractor, after completing the task, on the basis of payment dynamic indicated

4. ADDITIONAL INFORMATION

The selection criteria is:

- Best value for money, weighing 80% technical quality, 20% price

For evaluation of technical quality following weighting criteria (total score of 100 points) will be used:

- Experience with working on IT platforms, E-learning platforms considered a plus – 35 points
- Team capacity for meeting required deadlines – 35 points
- Description of services to be provided – 30 points

The unsuccessful/successful tenderers will be informed of the results of the evaluation procedure in written by e-mail.

The estimated time of response to the tenderers is 3 days from the deadline for submission of tenders.

PART B: OFFER TO BE PROVIDED BY THE TENDERER

1. TENDERER'S INFORMATION

Submitted by:

Name(s) and address(es) of legal entity or entities submitting this tender	
Tenderer	

Contact person:

Name	
Address	
Telephone	
e-mail	

2. TENDERER'S STATEMENT

I undersigned hereby confirm that the services offered in this tender are in full conformity with the specifications submitted to us by the Contracting Authority. The detailed description of the offered services by us is provided in the next point.

In addition to that we confirm that our organization/company is fully eligible for providing services under a contract financed by the EU funds. We confirm that we are not in any of the situations that would exclude us from competing in the EU financed tenders as indicated in the point 2.6.10 in the PRAG Manual <http://ec.europa.eu/europeaid/prag/document.do?nodeNumber=2.6.10>.

Furthermore we agree to abide by the ethics clauses in Section 2.5.6 of the PRAG Manual <http://ec.europa.eu/europeaid/prag/document.do?nodeNumber=2.5.6> and have no conflict of interests or any equivalent relation with other short-listed candidates or other parties in the tender procedure at the time of submitting this tender

3. TECHNICAL OFFER

The tenderers are required to provide technical offer, based on the requirements indicated by the Contracting Authority in the Part A: Information for the tenderer, Point 2: Technical information.

Details on the planned services, including detailed specifications and/or brand names.

No.	Title of item	Technical offer – the services provided by the	Tenderer's proposed time	Proposed outputs by the tenderer
P1: Development phase				
1.1.	Platform development	The first working version – Beta version of the platform is developed. The process is consultative and in coordination with the team in ZMAI.		
P3: Testing and approval phase				
2.1.	Period for testing and improving the platform until a final approval is provided	Testing the platform and it's functionalities.		
P3: Production and going life phase				
3.1.	Production of the platform	Production of the final platform after the testing phase is over and the needed improvements are agreed.		
3.2	Going life phase	Moving the platform to a hosting space owned by ZMAI and facilitating the "going life" phase of the process		
P4: Live support for the users of the platform				
4.1.	Support during the first months of the use of the platform	After the platform is life, a significantly bigger number of users will be using it. The company is expected to provide support during the first few months.		
P5: Content creation – video lessons				
5.1.	Creation of scenarios for video lessons	Creation of scenarios for the video lessons that the students will watch during the course		
5.2	Filming of 10 video lessons – talking head	The company will be responsible for filming the learning materials and line production process		
5.3	Video editing	This process will be finalized with video editing and final video production		

4. FINANCIAL OFFER

The offered total price for the services / supplies / works indicated in the previous point is: XXX EUR

Budget breakdown per activities / deliverables is following:

No.	Title of item	Price EUR
P1: Development phase		
1.1.	Platform development	
P2: Testing and approval phase		
2.1.	Period for testing and improving the platform until a final approval is provided	
P3: Production and going life phase		
3.1.	Production of the platform	
3.2.	Going life phase	
P4: Active support for the users of the platform		
4.1.	Support during the first months of the use of the platform	
P5: Content creation – video lessons		
5.1.	Creation of scenarios for video lessons	
5.2.	Filming of 10 video lessons – talking head	
5.3.	Video editing	

The offered price includes implementation/delivery of described items as well as all accompanying costs, for example transport, logistics, material costs, when required.

Name	
Signature	
Date	

CONTRACT

CONTRACT TITLE: E-learning platform Development

REF (if applicable): 0507-002/22

Concluded between:

Association for research and analysis ZMAI
Emil Zola 9/2-20, 1000 Skopje
Represented by: Viktor Mitevski, President
(Contracting Authority)

AND

Title
Address of the contractor
Represented by:
(Contractor)

Article 1: Subject of the contract

The subject of the contract are the services as indicated in the contractor's offer – "Part B: Format of offer to be provided by the tenderer"

Article 2: Contract value

The total contract value for implementation of services indicated in the Article 1 is: **XXX** EUR.

Article 3: Contracting documents

This documents which form the part of this contract are (by the order of precedence):

- Contract agreement
- Contractor's offer as provided in the tendering phase – "Part B: Format of offer to be provided by the tenderer"
- Any other supporting documentation if applicable

Article 4: Deliveries and payments

The contractor will deliver without reservation the services / supplies / works indicated in the contractor's offer "Part B: Format of offer to be provided by the tenderer". The deliveries will be implemented within the indicated dates.

The Contracting Authority will pay to the contractor the services in the amount indicated in the Article 2 of this contract document. The payments will be issued by the following time schedule.

Month *		EUR
October 2022	Maximum Pre-financing payment	5 % of the contract value
November 2022	First payment	20 % of the contract value
December 2023	Second payment	75 % of the contract value
May 2023	Final	0% of the contract value
	Total	<Total contract value>

* Indicative dates

- The contractor will provide Contracting Authority with the brief report on execution of the services.

Article 5: Duration of the contract

The duration of the contract is in period **XX October 2022** until 30 May 2023.

Article 6: Cancellation of the contract

The contract can be suspended by the Contractor due to one of the following reasons:

- Contracting Authority not fulfilling payment and other obligations

The contract can be terminated by the Contracting Authority due to one of the following reasons:

- The Contractor is in serious breach of the contract, failing to meet contractual obligations
- The Contractor is bankrupted or being wound up, is having its affairs administrated by courts, has entered into arrangements with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situations arising from a similar situation provided for in national legislation or regulations.

Article 7: Resolving of disputes

Any disputes arising out of or relating to this Contract which cannot be settled otherwise shall be referred to the exclusive jurisdiction of (* - specify responsible court or arbitration body) in accordance with the national legislation of the state of the Contracting Authority.

For the Contractor

Name:

Title:

Signature:

Date:

For the Contracting Authority

Name:

Title:

Signature:

Date:

Terms of Reference
E-learning Platform Development
Project - Boosting Employment through Entrepreneurship in Circular Economy

Background of the Organization

The Association for Research and Analysis ZMAI was founded in October 2014. The mission of the Association is to foster the research spirit among young people in North Macedonia by doing scientific research that will be easily understood by the broader public, while at the same time providing valuable resources to the research community in the country. Today, the organization has 26 highly skilled members, out of which the majority are PhDs and MSc in the fields of finance, macroeconomics, accounting, auditing, foreign trade and industrial management. In general, ZMAI covers 5 areas of interest: Good Governance, Financial and Media Literacy, Education, Entrepreneurship and Investment Analysis. ZMAI's team has conducted more than 20 academic and policy-oriented research projects on macroeconomic issues, numerous papers dealing with economic and social issues, has organized over 20 public debates and conferences, and implemented 7 cohorts of entrepreneurship and youth unemployment educational projects. During the past 10 years ZMAI's founding team has conducted over 200 public opinion surveys, one on one interviews and focus groups on different policy areas. The project Be Circular is a new and ambitious project that will improve the Cross Border collaboration on both sides of the Macedonian and the Greek. We are looking forward to working with some of the best experts from the country to improve the entrepreneurship climate in the bordering regions.

About the project "BeCircular"

The BECircular project is based on concepts of circular economy to create jobs for young engineers, scientists, artists and technicians, further training and preparing the young population to operate as entrepreneurs utilizing skills and knowledge of higher education. More specifically, using the know-how acquired in previous projects, which explored the potential of the bioeconomy in the region, as well as recording waste and waste that could be upgraded by repair and reuse, BECircular aims to seize this opportunity with the establishment and operation of Reuse and Entrepreneurship Centers in Florina and Pelagonia. By upgrading state-of-the-art technology to Circular Economy platforms linked to jobs, employment, and sustainable business models, BECircular will seek to provide a way out of unemployment and low-paying jobs for young people by supporting the creation of new employment opportunities in the cross-border area.

The overall goal of ZMAI's activities is to create a support network and self-sustainable system of the entrepreneurial ecosystem in the Pelagonia region. This will be achieved by creating an entrepreneurship center in Prilep. The center will serve as a knowledge and R&D center equipped with a pool of trained coaches and mentors as well as basic prototyping technology. The objective is to train local staff who will be ready to run the centers independently after the project execution.

Engaging youth in formal education is a key factor for a prosperous future, but non-formal education is crucial for creating successful professionals prepared to face the challenges on their career paths. Therefore, this program focuses on working with two target groups: High school seniors and young entrepreneurs who have recently graduated or are in their final year of college.

The first component of the training is the development of a high school entrepreneurship program based on Lean Startup and Design Sprint. After developing the curriculum and materials, we will begin training teachers (entrepreneurship, economics and management) at high schools in the Pelagonia region. This ensures the sustainability of the program and the capacity building of the local community. Following the completion of the preparatory period and training for teachers, a program for high school students will

be implemented in all secondary schools that will work on solving real problems identified by the local business community and CSOs. For the needs of the project, we will create an e-learning platform. The goal of the platform is to help teachers find materials and share the knowledge gained through the program with their students. The platform will also have functional segments that will help students and entrepreneurs go through the phases of the Lean Startup and Design Sprint models to test their business ideas.

Target groups

The main target group for this project activity are high school graduates who have entrepreneurial, business and marketing courses in their final year in high school. Additionally, their teachers will be the main implementors of the program, thus they are also one of our key target groups. To ensure proper business development and customer discovery, the main beneficiaries will be supported and coached by mentors and experts in different area. All the stakeholders will be connected through the e-learning platform.

About the e-learning platform

ELP is an interactive, discovery and validation tool designed to help startups or newly established companies, particularly entrepreneurs and innovators identify business opportunities that have market potential based on objective market signals. This software enables users to discover ideas that they can work on to create and deliver business models, products, and services that their target consumers are likely to buy or subscribe to without the subjective guesswork and inaccurate estimations.

With ELP, teams consisted of entrepreneurs or students are able to create and share a better understanding of their customers' needs, determine priorities that are anchored on real market signals, and discover the best business models, strategies, pricing and channels to take their products to market the faster route and bring in growth and revenue.

ELP helps creative minds to build shared understanding of customer needs, prioritize what to build, and figure out the right way to go to market. The whole process starts by prioritizing critical assumptions about a product and market. In our case we will be working on real problems and needs coming from already established companies from North Macedonia.

Teams of early high school graduates or young entrepreneurs will also be able to model assumptions using a customizable canvas or other design thinking tools. Then go through the build, measure, learn loop as they run research and experiments to put those assumptions to the test. Besides easier tracking and process management, teams will be able to document all relevant data, export them when needed or import documents or materials from other sources.

ELP is not only focused on entrepreneurs and innovators. It is a comprehensive platform that allows remote learning experience for both the users and their facilitators. In our case, ELP will present a virtual classroom for entrepreneurship high school teachers and Lean Startup Academy facilitators. This virtual platform enhances teachers and facilitators with progress tracking features, online mentoring capabilities and resource sharing hubs. We believe that today's entrepreneurial learning setting should be fully digital. This way information flow is faster, tasks are delegated more efficiently, progress tracking is more accurate, and mentoring is accessible anywhere and anytime. All in all, ELP builds resilience and offers services that can be practiced remotely even in challenging and limiting times.

ELP is consisted of 10 modules: Collaboration, Feedback Collection, Idea Management, Milestone Tracking, Prioritization, Product Roadmapping, Mentoring, Task Management, Resource Management (Resource Hub), Workflow Management. Each module plays a significant role in our concept of creating

a business opportunity out of a single assumption or idea. Of course, all these modules have both user and admin version and can be customized to the needs of each individual chord.

Taking into consideration that ELP will be data driven and will serve as a virtual hub for all our users, we will have to ensure a stable and big enough server which will support the platform.

Finally, ELP will be fully integrated with other available open-sourced tools and platforms which cover certain features that are already fully functional and are free. ELP will be available for free for all our project participants. They will have full access to all features and will be able to use the tools as long as the platform exists.

Tasks and assignments

The contractor should deliver creation of E- learning platform for the needs of the IPA CBC “Be Circular” project. The platform should have the following features: Collaboration, Feedback Collection, Idea Management, Milestone Tracking, Prioritization, Product Roadmapping, Mentoring, Task Management, Resource Management (Resource Hub), Workflow Management. The central function of the platform is to secure proper space for students to create, test and develop their ideas through the concept of Customer Discovery and Business Model Canvas. The following specific tasks are required:

1. E-learning Platform

- 1.1 Platform development
- 1.2 Period for testing and improving the platform until a final approval is provided
- 1.3 Production of the platform
- 1.4 Going live phase
- 1.5 Support during the first months of the use of the platform

2. Content Creation

- 2.1. Creation of scenarios for video lessons
- 2.2. Filming of 10 video lessons – talking head
- 2.3. Video editing

Qualifications

IT firm required qualifications:

- Be a legal entity,
- Have at least three (3) years of general experience in software development.
- Have at least 3 projects in the area of education, coaching and other similar areas.
- Previous work on e-learning platforms will be considered advantage, and
- Have a proven record of at least one successful project for international institutions or projects.

Lead – Senior Developer qualifications:

- At least a BA in computer science or relevant programming academic program (MA or higher qualifications will be considered as an advantage),
- Have at least three (5) years of experience in software development.
- Have experience in working on at least 3 projects in the area of education, coaching and other similar areas.
- Previous work on e-learning platforms will be considered advantage, and

Junior Developer qualifications:

- At least a BA in computer science or relevant programming academic program,
- Have at least three (3) years of experience in software development.
- Have experience in working on at least 1 project in the area of education, coaching and other similar areas.
- Previous work on e-learning platforms will be considered advantage, and

The selection criteria

The selected contractor will be a firm. The evaluation of offers will be based on the principle - Best value for money, weighing 80% technical quality, 20% price.

For evaluation of technical quality following weighting criteria (total score of 100 points) will be used:

- Experience with working on IT platforms, E-learning platforms considered a plus – 35 points
- Team capacity for meeting required deadlines – 35 points
- Description of services to be provided – 30 points