

RFP-24-007-RBAP-PSP QUESTIONS & ANSWERS

REQUEST FOR PROPOSAL FOR THE PROVISION OF FRAME AGREEMENT FOR GLOBAL CROWDFUNDING PLATFORM SERVICES FOR UNHCR PRIVATE SECTOR PARTNERSHIPS IN ASIA

Q1: Are there any roadblocks to offshore development?

A1: Vendors can apply from all around the world.

Q2: Do you expect any onsite support/visits/meetings during the development/support phase?

A2: No onsite visit is expected. Online support and frequent communication are expected. Asia Hub team prefer the channel of communication to be through WhatsApp and email for any concerns or questions that may arise and which we have with our current agencies and providers.

Q3: Do you have any preference for a local vendor?

A3: Vendors can apply from all around the world.

Q4: Do you have any "not to exceed budget"?

A4: No.

Q5: Can the platform be in the process of development which basic features and functions be ready by Q3 2024?

A5: The basic features required include:

- A crowdfunding platform with a global Muslim audience
- The platform functionality requirements to include campaign website creation ability
- Access to donor data including emails for download
- Functionality such as email to update donors on funding targets
- The campaign page serves as a platform to share our appeal with potential donors. To make sure that every visitor to UNHCR's campaign page is inspired to click "Support"
- Receive guaranteed visual prominence with a global Muslim audience with a diverse ad platform (website feature, newsletter, display).
- Campaign Page Quality Guide with a helpful checklist to guide UNHCR in creating a successful campaign page.
- The vendor is required to provide customer service and account management to advise on optimizing UNHCR's campaigns.

Q6: Since the platform is still under development, the PCI/DSS and ISO27001 can be only obtained at a later stage. Will it be disqualified even if the platform comes along with a comprehensive roadmap and international resources and private stakeholders' partners ready?

A6: UNHCR can accept that that the successful bidder is in the process to adopt such protocol to have the requested compliance certificate and that the bidder has this completed within 1 year of submission date.

Q7: Since the platform is still under development, will UNHCR accept a co-development of the platform if the bidder is open to this option?

A7: Yes, we are open to the option as long as the co-developer meets the compliance requirements and there is no reputational risk associated with the co-developer.

Q8: Since the project is for 2 years, may I have your advice on what will be the continuous plan after 2 years for the platform? Will UNHCR consider extending the project or UNHCR will withdraw operations after 2 years?

A8: UNHCR are highly committed to a long-term partnership dependent on the overall campaign results including ROI and the customer service provided to ensure optimizations of the campaigns.

Q9: We believe a single platform cannot achieve the objective of this RFP, it will need discussions with the UNHCR team regarding a detail's operations plan and each party's responsibilities. As a result, may I have your advice on the expectations of this RFP as a proposal or a platform that is operating in the market?

A9: The expectation is that the service is provided on a platform operating in the market.

Q10: If the bidder has been shortlisted for further discussion, can the bidder request the signing of an NDA in case the next stage of discussion involves sensitive business information?

A10: Yes, we have concern in signing an NDA.

Q11: Regarding the financial offer, may I have your advice what are the scope of works in the standard marketing package? May I ask how many pages will be involved in website pages? Furthermore, may I have your advice regarding the KPI for the first year (count from project launch), second year and third year hence we can have some indicate branch marks for proposing the financial offer?

A11: Please see response in A5. Additionally, the marketing package is up to the vendor, for example: provide access to their newsletter /email database for \$5k, would ensure that they help deliver campaign emails to a database of say 50k people.

Q12: May I have your advice if the finance offer must stick as the TORs required? Will it be possible for UNHCR to accept other potential offerings? It is because our platform original is planned for Muslims while donation from the platform is one of the platform's key principles, I am afraid if any charge from the donation transaction may have conflicts with our original objectives, instead, if we can propose other potential offerings or collaboration focusing in operation, creating awareness and opportunities for achieving a wider extent of targeted beneficiaries (especially those in need the most)?

A12: Bidders are advised to follow the instructions in the TOR and financial offer form, your financial proposal should be for the indicated services as stipulated in the requirements and in the financial offer form, giving the price in a **fixed and all-inclusive basis**. Bidders can use the breakdown page to provide additional information of their costs, this should not include extra costs.

Q13: Is the RFP for the development of a platform, rather than the use of an already existing platform?

A13: No, this is not for developing a platform. The RFP is requesting bidders who have an existing crowdfunding platform that will gather more online donations as per the requirements in the TOR. Please ensure to read the requirements in the TOR carefully.