



LAND O'LAKES

**VENTURE37**

New Business Development Services

RFP: 20-NBD-PROC-0101

Issuance Date: **March 27, 2020**

Closing Date: **May 11, 2020**

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**Request for Proposals – Preferred Provider  
For Various New Business Development Support Services  
Land O'Lakes Venture37**

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Land O'Lakes Venture37 invites proposals from qualified consultants and firms to provide various new business development services to Land O'Lakes Venture37. We seek vendors to undertake services in one or more of the following seven areas:

- **Graphic design**
- **Copy editing and formatting**
- **Technical writing**
- **Budget development**
- **Recruitment**
- **Coordination and proposal management**
- **Capture**

Each area will be evaluated separately based on the criteria described in this RFP and its attachments. This document includes background information on Land O'Lakes Venture37, a description of the types of services requested in each area, information about the expertise that Land O'Lakes Venture37 seeks and guidance on how to submit a proposal. Questions on this RFP must be submitted by **April 17, 2020**. Final proposals are due by **May 11, 2020**.

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

**Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for 40 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

**Proposal Process**

The selected consultants, firms, or universities will provide services such as those listed in Attachments A-G. Offerors are welcome to apply for work under more than one area. The attachments to this



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document are as listed below. The attachments specify the typical tasks involved, the minimum and desired qualifications of candidates, the submission requirements and the criteria used to evaluate all submissions received as well as the relative weight of the criteria.

- **Attachment A - Graphic design**
- **Attachment B - Copy editing and formatting**
- **Attachment C - Technical writing**
- **Attachment D- Budget development**
- **Attachment E - Recruitment**
- **Attachment F - Coordination and proposal management**
- **Attachment G - Capture**

Offerors will complete and include a Proposal Checklist (found in Annex 1) as the first page of their submission which will indicate the areas for which they would like to be considered. The Proposal Checklist also indicates what supporting attachments must be included.

#### **Q&A and Submission Due Date**

If you intend to submit a proposal, please notify us of your intent via email by **April 17, 2020**. All subsequent communications regarding this RFP will be made to those who have expressed an intent to submit a proposal. If you neglect to state your intention to submit a proposal by the deadline, you may not receive answers to the questions submitted by intended offerors. Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to submit a proposal. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).



## **Appendix 1: Proposal Checklist**

**Name of entity or individual submitting proposal and contact information (email, phone number, address):**

Click or tap here to enter text.

Please select the role(s) for which you wish to be considered:

- |   |                                       |                                  |                                  |
|---|---------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Recruitment    | <input type="checkbox"/> Coordination | <input type="checkbox"/> Editing | <input type="checkbox"/> Capture |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Budgeting    | <input type="checkbox"/> Writing |                                  |

### **Required Documents (all services):**

- ☐ Proposal checklist (Appendix 1)
- ☐ Curriculum Vitae (CV) for staff proposed to perform work
- ☐ At least 2 references, with contact information
- ☐ Inclusive, fully-loaded cost rate in USD\*

\*Editing costs may be listed as per page rate. Graphic design and budgeting may be listed as an hourly rate or daily rate. For the purposes of comparison all daily rates will be converted to an hourly rate assuming an 8-hour work day. All other services must be listed as a daily rate. An inclusive, fully-loaded daily rate includes all taxes, overhead, or other miscellaneous fees.

### **Supplemental Documents (by service):**

#### **Graphic Design**

- ☐ Portfolio of recent, relevant work
- ☐ Capability statement

#### **Recruitment**

- ☐ Capability statement
- ☐ One additional reference (at least 3 to be submitted)

#### **Budgeting**

- ☐ Capability statement

#### **Capture**

- ☐ Capability statement
- ☐ Technical Competencies checklist (appendix 2)

#### **Editing & Formatting**

- ☐ Capability statement

#### **Coordination**

- ☐ Capability statement

#### **Writing**

- ☐ Capability statement
- ☐ Writing Work sample
- ☐ Technical Competencies checklist (Appendix 2)

### **Business Designation**

If you are registered as a business, please check any that apply:

- |  |  |
|--|--|
| <input type="checkbox"/> Small business concerns                       | <input type="checkbox"/> HUBZone small business concerns       |
| <input type="checkbox"/> Women-owned small business concerns           | <input type="checkbox"/> Small disadvantage business           |
| <input type="checkbox"/> Service-disabled veteran-owned small business | <input type="checkbox"/> Veteran-owned small business concerns |



## **Appendix 2: Technical Competencies Checklist**

This checklist is required *only* for offerors seeking to provide Technical Writing services or Capture Services. Please check the technical areas in which you have experience:

- ☐ Access to finance
  - ☐ Banking sector (formal)
  - ☐ Blended finance
  - ☐ Fintech
  - ☐ Microfinance
  - ☐ Savings and Loans Groups
- ☐ Agriculture
  - ☐ Crops (grains and legumes)
  - ☐ Dairy
  - ☐ Horticulture (all crops besides grains and legumes)
  - ☐ Livestock
    - ☐ Large ruminants
    - ☐ Small ruminants
    - ☐ Poultry
    - ☐ Swine
    - ☐ Aquaculture
    - ☐ Veterinary Medicine
    - ☐ Pastoralist systems
    - ☐ Animal Nutrition
- ☐ Agribusiness
  - ☐ Agroprocessing
  - ☐ Input supply
  - ☐ Distribution
  - ☐ Market Access
- ☐ Behavior Change Communication
- ☐ Business Enabling Environment
  - ☐ Advocacy
  - ☐ Associations
  - ☐ Policy analysis and development
- ☐ Cooperative Development
- ☐ Enterprise acceleration
  - ☐ Business Development Services
  - ☐ Entrepreneurship
  - ☐ Industrial Engineering
  - ☐ SME Development
- ☐ Food Science
  - ☐ Food Safety and Quality
  - ☐ Nutrition
  - ☐ R&D
- ☐ Gender equality and social inclusion
  - ☐ Women's economic empowerment
  - ☐ Women's household empowerment
  - ☐ Women's community empowerment
  - ☐ Women's policy
- ☐ ICT
- ☐ International trade & policy
  - ☐ Macroeconomic policy
  - ☐ Free Trade Agreements
  - ☐ Sanitary and Phytosanitary Measures
- ☐ Pay for Results Mechanisms
- ☐ Resilience
  - ☐ Agriculture (Food Security)
  - ☐ Energy
  - ☐ Insurance and Social Safety Nets
  - ☐ Water
- ☐ Youth engagement and inclusion



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## **Attachment A: Proposal Graphic Design**

### **Land O'Lakes Venture37 New Business Development Preferred Providers**

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**Land O'Lakes Venture37 (Venture37) invites proposals from recognized and qualified graphic design firms and individuals to design graphics for various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

#### **Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for more than 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

#### **Scope of Work**

Venture37 is growing and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires graphic design support for these new business development efforts, including developing infographics, charts, maps, organization charts, icons, and similar graphics content. Typical tasks may include:

- Before any design work begins, meet with Venture37 new business team members and/or Venture37 communications team members to holistically understand proposal goals and discuss graphic approaches that will complement the narrative.
- When concepts for one or multiple graphics are understood and priorities are set, the design work begins. The graphic designer will explore and draft different creative concepts and evolve them through collaboration with the Venture37 new business team.
- Receive and respond to ongoing feedback from the proposal team to evolve the graphic idea(s) until completion.
- Export final deliverables as vector file AI format and in jpeg format.



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- Use the Land O'Lakes Venture37 branding, including branded colors and fonts, to ensure consistent branded materials are created.

**Minimum Qualifications** *(Offerors that fail to meet minimum qualifications may not be considered.)*

- Adobe Creative Suite and PowerPoint graphic design skills.

**Other Qualifications**

- Strong understanding and proven experience in graphic design.
- Ability to independently furnish tools, equipment and materials needed to perform the services.
- Strong ability to collaborate, communicate, advise on approaches and respond rapidly.
- Experience supporting international agricultural development proposals preferred.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding 2 pages) describing relevant design skills, experience, and assignments. Include list of current and past clients.
4. Portfolio of recent, relevant work.
5. At least 2 references with phone and email contact information.
6. Inclusive, loaded hourly or daily rate in USD. The rate unit must be specified. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period. Any discounts for long term assignments to be clearly articulated.

**Criteria for Evaluation**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Portfolio and design aesthetics</b> Based on evaluation of submitted work samples	50%
<b>Skills and Experience</b> Relevance of the firm or individual's core capability/skills, experience and capacity to implement and manage the assignments. Experience supporting graphic design for international agricultural development projects and/or proposals will be favorably considered.	25%
<b>Cost</b> Price realism and value to Venture37.	25%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).

**Attachment B: Proposal Editing**Land O'Lakes Venture37 New Business Development Preferred Providers

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to format and edit various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

**Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for more than 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

**Scope of Work**

Venture37 is in the midst of a period of growth and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including formatting and editing proposals, and completing final technical and cost manuscript production prior to submission. Typical tasks may include:

- Review proposal for technical and administrative compliance with solicitation requirements;
- Line editing for content presentation, consistent and succinct writing style, and clear, fluid language;
- Copyediting for technical and logical consistency, spelling, grammar, punctuation, syntax, etc.;
- Formatting for consistency in font, sizing, paragraph alignment, diagram, graphic and text box placement, section headings and table of contents alignment, captions, overall look of the proposal;
- Ensure manuscript is consistently in compliance with Venture37 Style Guide; and
- Full manuscript production, which may include technical and cost proposal compilation with appropriate cover pages and numbering schemes, table of contents linking, file size compliance.



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- Bachelor's degree and at least 2 years' editorial experience;
- Demonstrated experience writing or editing USAID, USDA, and/or foundation-solicited proposals; and
- Fluency in spoken and written English.

**Other Qualifications**

- Education or editorial experience in agriculture, economics, trade, or international development related field;
- Experience conducting similar activities for international development organizations; and
- Familiarity with technical terminology in the areas of agriculture, agroprocessing, business, trade, and international development.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding two pages) describing relevant skills, experience, and assignments. Include list of current and past clients.
4. At least two references with phone and email contact information.
5. Inclusive, fully-loaded per page rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period.

**Criteria for Evaluation**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, technical knowledge in relevant fields for assignment needs	20%
<b>Past experience</b> Relevance, quantity and quality of writing and editing experience, particularly with USAID, USDA, or foundation-solicited proposals. Demonstrated experience with and understanding of international development and agriculture fields, including technical language.	40%
<b>References</b> Demonstrated ability to produce quality work to client satisfaction	10%
<b>Cost</b> Price competitiveness and value to Venture37.	30%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full





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proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).

**Attachment C: Proposal Technical Writing**Land O'Lakes Venture37 New Business Development Preferred Providers

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to format and edit various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

**Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for more than 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

**Scope of Work**

Venture37 is in the midst of a period of growth, and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including technical proposal writing. Typical tasks may include:

- Collaborate with Venture37 teams to develop proposal strategies, conduct design, translate strategy and design into compelling written narrative, and participate in review sessions to improve design and presentation;
- Research, write technical materials and provide content editing for proposals, meeting all proposal deadlines;
- Review and contribute to proposal outlines and compliance matrices;
- Work with subject matter experts to prepare materials for proposals, including interviewing experts and/or reviewing and revising text prepared by experts;
- As needed, travel internationally to understand relationship with the client, potential project partners, and/or local staff to gather information to support proposal strategies; and



- Support other writing tasks (including marketing pieces, success stories, expressions of interest, country reports/briefing books, etc.) as required.

**Minimum Qualifications** (*Offerors that fail to meet minimum qualifications may not be considered.*)

- Bachelor's degree and at least 2 years' experience in international relations, development, journalism, policy or related field;
- 6 years' experience writing and supporting full proposal writing life cycle in response to solicitations from the Federal Government and/or private donors;
- Fluency in written and spoken English; and
- Ability to surge work schedule to meet proposal demands.

**Other Qualifications**

- Master's degree preferred;
- Excellent, demonstrated writing and content editing skills;
- Previous experience writing proposals for USAID and/or USDA;
- Prior experience working in or writing proposals for projects in the following regions: Middle East and North Africa, South/East Asia, or Central Asia; and
- Familiarity with technical terminology in the areas of agriculture (specifically crops, dairy and livestock), agroprocessing, business, enterprise development, market systems, trade, gender equality and social inclusion, and international development.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding 2 pages) describing relevant skills, experience, and assignments. Include list of current and past clients.
4. Technical Competencies supplement (Appendix 1).
5. One representative work sample.
6. At least two references with phone and email contact information.
7. Inclusive, fully-loaded daily rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Applicants may submit a 12-month base rate and capped percentage increase for the following 12-month period.

**Criteria for Evaluation**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, and technical knowledge in relevant fields for assignment needs.	20%
<b>Past experience &amp; Work sample</b> Relevance, quantity and quality of writing experience, particularly with USAID, USDA, or foundation-solicited proposals. Demonstrated	30%



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experience in, and understanding of, international development and technical fields in targeted geographies.	
<b>References</b> Demonstrated ability to produce quality work and client satisfaction	20%
<b>Cost</b> Price competitiveness and value to Venture37	30%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).

**Attachment D: Proposal Budgeting**Land O'Lakes Venture37 New Business Development Preferred Providers

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to create budgets to support cost proposals for various global new business proposals and applications.**

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**Background**

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**Scope of Work**

Venture37 is in the midst of a period of growth and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including technical proposal writing. Typical tasks may include:

- Collaborate with Venture37 teams to understand proposal strategies and the implications of those strategies on the project budget, including attending design review meetings as appropriate;
- Using design information, prepare draft excel budget using Venture37 approved budget templates;
- Take notes on design change as the proposal moves through the Venture37 review process and incorporate those changes into multiple cost proposal revisions in accordance with the deadlines provided by the team leader (can be less than 24-hour turn around depending on proposal window and complexity and volume of design changes);
- Prepare a written narrative that matches and explains the final excel budget using a Venture37 approved template;



- Participate in budget review meetings and incorporate all changes as directed.

**Minimum Qualifications** (*Offerors that fail to meet minimum qualifications may not be considered.*)

- Bachelor's degree in Accounting, Business or other relevant area;
- 5 years' experience in Senior accounting role or higher;
- 3 years' experience preparing budgets; and
- Fluency in written and spoken English.

**Other Qualifications**

- CPA qualification desired, but not required;
- Excellent MS Excel and MS Word skills;
- Strong interpersonal and oral presentation skills;
- Ability to work independently, manage a high-volume work flow with minimal supervision and consistently meet deadlines;
- Detail oriented, proactive and flexible;
- Proven record of strong decision-making skills; and
- Experience with US government and/or NGO programming desired.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding 2 pages) describing relevant skills, experience, and assignments. Include list of current and past clients.
4. At least two references with phone and email contact information.
5. Inclusive, fully-loaded hourly or daily rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period. Discounts for longer-term assignments should be clearly noted.

**Criteria for Evaluation**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, technical knowledge and soft skills for assignment needs.	35%
<b>Past experience &amp; Work sample</b> Demonstrated ability to produce quality work in fast-paced environment with tight deadlines. Relevance, quantity and quality of budgeting experience, particularly with U.S. Government, or foundation-solicited proposals. Demonstrated ability to produce quality work and client satisfaction.	35%
<b>Cost</b> Price competitiveness and value to Venture37	30%



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## **Attachment E: Proposal Recruitment**

### **Land O'Lakes Venture37 New Business Development Preferred Providers**

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to conduct recruitment for various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

#### **Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

#### **Scope of Work**

Venture37 is growing and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including recruiting personnel for proposals. Typical tasks may include:

- Collaborate with Venture37 teams to develop proposal recruitment strategies, identify resources to use, and source qualified candidates;
- Write and edit personnel materials (e.g. proposal personnel sections, CV formatting) for proposed candidates and meet all proposal deadlines;
- Collect and verify supporting documentation (e.g. evidence of work history, education documentation);
- Collect references and perform detailed reference checks; and
- Establish relationships with candidates.



**Minimum Qualifications** (*Offerors that fail to meet minimum qualifications may not be considered.*)

- Bachelor's degree or equivalent in human resources, business, international relations, development or another related field;
- Five (5) years' recruitment experience supporting proposals for international projects; and
- English language fluency.

**Preferred Qualifications**

- Master's degree human resources, business, international relations, development or another related field;
- Demonstrated experience supporting the full cycle of proposal recruitment in response to USG solicitations and/or private donors (e.g. sourcing, collecting documentation, checking references, issuing contingent offers);
- Demonstrated experience recruiting for acquisition and assistance opportunities (i.e. grants, cooperative agreements, contracts), and detailed knowledge of the differing regulatory and documentation requirements;
- Excellent writing and editing skills;
- Familiarity with the agriculture sector: crops, dairy, livestock, enterprise development, food safety and quality and agribusiness; and
- French fluency or proficiency.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding two pages) outlining:
  - a. Relevant skills and assignments,
  - b. Current and past experience including clients, and
  - c. Countries and regions for which you've recruited.
4. At least three professional references.
5. Inclusive, fully-loaded daily rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period. Please indicate any discounts provided for long-term arrangements.

**Evaluation Criteria**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, technical knowledge in relevant fields for recruitment needs, and language skills.	20%
<b>Past experience</b> Relevance, quantity and quality of recruiting assignments. Demonstrated ability to handle a high volume of candidates for multiple projects. Knowledge of specific USAID rules and regulations applicable to	35%



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recruitment, wages and benefits. Demonstrated experience in targeted geographies. Demonstrated experience with and understanding of international development and agriculture fields, including technical language and associated job skills or certifications.	
<b>References</b> Demonstrated ability to produce quality work to client satisfaction.	20%
<b>Cost</b> Price competitiveness and value to Venture37.	25%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).

**Attachment F: Proposal Coordination (Project Management)**Land O'Lakes Venture37 New Business Development Preferred Providers

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to coordinate and manage various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

**Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for more than 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 80 countries.

**Scope of Work**

Venture37 is growing and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including proposal coordination and workflow management. Typical tasks may include:

- Develop proposal timing/schedule in collaboration with proposal team and manage team deadlines;
- Develop proposal outlines and compliance matrices with input from Proposal Lead and Technical Writer;
- Develop proposal review guidance/packages for reviewers in coordination with Proposal Lead and compile and organize all reviewer feedback;
- Conduct compliance reviews and share feedback to writers;
- Contract proposal editors for document editing/formatting/packaging;
- Leverage organization's collaboration systems (Sharepoint, etc.) for sharing/collaboration on proposal documents (technical, research, budget, recruitment, administration and proposal management, teaming arrangements, compliance, etc.);



- Organize team meetings, agendas, logistics and follow-up post meeting with directives and notes;
- Determine and tailor subcontractor / subrecipient requirements, and develop sub packages (instructions for subs) that detail requirements, templates, deadlines etc. with input from the Proposal Lead;
- Draft consulting agreements with support from New Business and Compliance teams; and
- Ensure all proposal documents are posted to collaboration system in timely fashion.

**Minimum Qualifications** (*Offerors that fail to meet minimum qualifications may not be considered.*)

- Bachelor's degree or equivalent in business administration, international relations, development, or related. In lieu of a bachelor's degree, an Associate's Degree or Paralegal Certification plus 2 years of experience is acceptable;
- Ability to surge work schedule to meet proposal schedule demands; and
- Written and oral English language fluency.

**Other Qualifications**

- One year of experience with the proposal development life cycle in response to solicitations from the Federal Government and/or private donors;
- Project management certification preferred;
- Excellent organizational skills, with ability to prioritize and juggle multiple demands;
- Excellent communication, writing and editing skills; and
- Excellent Office 365 suite experience, including collaboration systems (Sharepoint, Teams, etc.).

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding two pages) describing relevant skills, experience, and assignments. Include list of current and past clients.
4. At least two references with phone and email contact information.
5. Inclusive, fully-loaded daily rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period.

**Criteria for Evaluation**

Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, and technical knowledge.	20%
<b>Past experience</b> Relevance, quantity and quality of previous work. Demonstrated ability to simultaneously handle a high volume of tasks. Experience using Share Point or similar collaboration gateways and documentation platforms. Demonstrated communication skills including writing and editing.	30%



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<b>References</b> Demonstrated ability to produce quality work to client satisfaction.	20%
<b>Cost</b> Price competitiveness and value to Venture37.	30%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).

**Attachment G: Proposal Capture****Land O'Lakes Venture37 New Business Development Preferred Providers**

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**Land O'Lakes Venture37 invites proposals from qualified firms and individuals to undertake capture and reconnaissance for various global new business proposals and applications.**

This solicitation is based on an open, competitive selection process. Successful offerors will be placed on Land O'Lakes Venture37's preferred provider list. Selection as a preferred provider does not guarantee issuance of a contract. The preferred provider list shall be valid for a period of two years. Contracts will be issued to preferred providers on an as-needed basis, and will be negotiated based on assignment needs, offeror qualifications and availability, and will incorporate the offeror's proposed rates. Land O'Lakes reserves the right to select any or none of the proposals. Land O'Lakes reserves the right to issue contracts to individuals and firms outside of those on the preferred provider list.

**Background**

Land O'Lakes Venture37 ([www.landolakesventure37.org/](http://www.landolakesventure37.org/)) is a 501(c)(3) nonprofit that is striving to help communities thrive through agriculture as we seek to fulfill our vision of abundant food, unlimited potential. We implement agricultural development and economic growth activities in partnership with donor agencies and foundations. Since our start in 1981, we have leveraged nearly 100 years of expertise in crop inputs, agricultural insights, dairy and animal nutrition from our close affiliate, Land O'Lakes, Inc. ([www.landolakes.com](http://www.landolakes.com)), a farmer-owned agribusiness committed to fulfilling its purpose of feeding human progress.

Our team is made up of nearly 350 employees who are committed to market-led approaches, and passionate about collaborating locally to create lasting inclusive economic growth. By unlocking the potential of agribusiness market systems for more than 38 years, the lives of more than 3 million people have been transformed through nearly 300 programs in more than 70 countries.

**Scope of Work**

Venture37 is growing and seeks to expand its portfolio through submission of proposals for new work to various donors. Venture37 requires proposal preparation support for these new business development efforts, including proposal capture efforts. Typical tasks may include:

- Conduct desk research prior to in-country travel;
- Travel to countries or regions identified in an RFA, RFP or RFI to gather information in support of future proposal development;
- Utilize existing network of contacts and develop new relationships to gather information;
- Meet with donor contacts (prior to release of notice of funding opportunity) to understand donor's vision and design preferences;
- Meet with other organizations implementing adjacent projects and explore opportunities for collaboration;
- Meet with key stakeholders across the public, private and non-profit sectors to understand the development, market and enabling environment context, and identify strengths, weaknesses, opportunities and threats as well as opportunities to collaborate;



- Collaborate with the Venture37 Capture Manager and/or Proposal Lead, and other technical experts to plan and schedule meetings in advance of trip; develop data synthesis tools to share information; develop questions for key informant interviews; and ensure that information gaps are identified and addressed;
- Record content of meetings in an organized and articulate fashion, clearly highlighting key takeaways and new avenues for inquiry;
- Participate in project design discussions with the proposal development team to inform and shape proposal design; and
- Conduct all activities with professionalism and integrity and abide by rules of professional conduct regarding confidentiality.

**Minimum Qualifications** (*Offerors that fail to meet minimum qualifications may not be considered.*)

- Bachelor's degree or equivalent in international relations, development, economics, agriculture or related;
- Five (5) years' experience in USG or foundation funded international proposal development or implementation;
- Ability to surge work schedule to meet proposal schedule demands; and
- Written and oral English language fluency.

**Other Qualifications**

- Excellent interpersonal skills;
- Demonstrated experience in at least one of the following technical areas: Access to Finance, Agriculture, Agribusiness, Behavior Change Communication, Business Enabling Environment, Cooperative Development, Enterprise Acceleration, Food Science, Gender Equality and Social Inclusion, ICT, International Trade & Policy, Pay for Results Mechanisms, Resilience and Youth Engagement and Inclusion;
- Demonstrated experience in targeted geographies: Middle East and North Africa, Sub-Saharan Africa, South Asia, Southeast Asia, and/or Central Asia;
- Excellent organizational skills, with ability to prioritize and juggle multiple demands;
- Excellent communication, oral and written; and
- Fluency in French, Arabic, or Portuguese desired.

**Proposal Submission Requirements**

All interested candidates will submit the following materials:

1. Proposal checklist.
2. Curriculum Vitae (CV). Firms should submit CV(s) for individuals proposed to work on Venture37 assignments.
3. Capability statement (not exceeding two pages) describing relevant skills (including language), experience, and assignments. Include list of current and past clients.
4. Completed technical competency checklist (attached as Appendix 1)
5. At least two references with phone and email contact information.
6. Inclusive, fully-loaded daily rate in USD. Prices must remain valid for the entire preferred provider period (24 months). Offerors may submit a 12-month base rate and capped percentage increase for the following 12-month period.



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Proposals will be evaluated according to the following criteria:

Criterion	Weight
<b>Qualifications of key staff to carry out work</b> Suitability of education, capabilities, language skills and technical knowledge.	25%
<b>Past experience</b> Relevance, quantity and quality of previous work in targeted sectors and geographies.	35%
<b>References</b> Demonstrated ability to produce quality work to client satisfaction.	20%
<b>Cost</b> Price competitiveness and value to Venture37.	20%

Questions on this request for proposals are also due on **April 17, 2020**. All questions and answers will be provided in a consolidated format and sent to all offerors that indicate an intent to bid. Your full proposal must be submitted electronically by **May 11, 2020**. All communications should be sent to [Procurement.V37@landolakes.org](mailto:Procurement.V37@landolakes.org).