



REQUEST FOR PROPOSAL FROM THE WORLD INITIATIVE FOR SOY IN HUMAN HEALTH (WISHH)

Several duplicate and similar questions were received. For duplicate questions, WISHH answered the most comprehensive one. For similar questions, WISHH combined (in whole or in part) the questions into one entry.

AFS Forum Questions

1. Is ASA/WISHH responsible for securing the pitching slots at the Africa Food Systems Forum for the five selected SMEs, or is this an expected deliverable for the contracted consultant?
 - a. WISHH has already secured a 90-minute pitching session at AFSF.
2. Will WISHH be securing the physical space/booth at AFSF for the pitch sessions and training, or should the contractor's budget include costs for venue rental and AV equipment?
 - a. WISHH will secure the physical space at AFSF for pitch sessions and training.
3. How many contractor staff are expected to attend AFSF in Kigali? The RFP mentions travel costs for five nights — does this reflect one or multiple team members?
 - a. The number of team members is at the discretion of the contractor. Your proposal should justify the number of staff traveling and the roles they will perform at AFSF. WISHH suggests no more than two team members.
4. Will WISHH provide registration/accreditation for AFSF, or is the contractor responsible for securing their own forum credentials?
 - a. WISHH will provide registration(s) for the contractor to attend AFSF.
5. Is the partial-day training at AFSF in addition to pitch rehearsals, and is there a minimum number of hours expected?
 - a. The partial-day training is in addition to pitch rehearsals. Rehearsals will be held as needed in the two days prior to WISHH's pitching session; some SMEs may only need to rehearse once, while others may need to do so numerous times.

Investor Questions

1. While the program culminates in a pitch at AFSF, is the contractor responsible for inviting/securing the attendance of potential investors, or will WISHH and the AFSF organizers manage the investor audience?
 - a. AGRA, the organizers of AFSF, are responsible for managing the investor audience. However, if the contractor has a network of investors, then they may send them information on the AFSF Deal Room program, including materials developed for the five SMEs sponsored by WISHH. This is an optional part of the proposal and should come at minimal expense. WISHH will not cover any expenses associated with advertising to investors or investor attendance at AFSF.
2. Does WISHH have existing relationships with investors or investor networks at AFSF, or is identifying and engaging potential investors also within the contractor's scope?

- a. WISHH has minimal relationships with investors at AFSF and is utilizing AGRA's network of invited investors. The proposal can include some investor outreach; see the prior question and answer.

Screening and Application Questions

1. The RFP states that WISHH will conduct an initial screening of applicants. Does WISHH also handle the marketing and outreach to generate this initial pool of applicants, or is the contractor expected to market the program to potential SMEs?
 - a. WISHH will handle marketing and outreach to applicants.
2. Will WISHH provide the contractor with contact information and basic profiles of SMEs that pass the initial screening, or will the contractor need to conduct independent outreach to identify applicants? Will WISHH share any existing financial or business profile data on screened SMEs to support the application review, or will the contractor rely solely on submitted application materials?
 - a. WISHH will share all the information gathered from the screening form with the contractor, including contact information and basic financial data.
3. What is the anticipated timeline for WISHH's initial screening, and when does the contractor's application review process need to begin?
 - a. WISHH's screening process is starting in March. The contractor is expected to have the application form ready by early May, with the review due by the end of May so that WISHH can select the SMEs to join the program.
4. How many SMEs does WISHH expect to pass through the initial screening for the contractor to evaluate? Understanding the funnel size will help scope this activity accurately.
 - a. WISHH expects about 10 to 15 companies to pass through the initial screening.
5. Regarding the initial screening conducted by WISHH, could you share the specific "basic requirements" beyond operating in the soy value chain? Understanding this baseline will help us design the subsequent application form.
 - a. Aside from operations in the soy value chain, WISHH will evaluate companies based on their revenue, prior history with WISHH programming, and willingness to share financial documentation with the contractor.

Training and Delivery Questions

1. For the "investment teaser, pitch, and slide deck", is the contractor responsible for the graphic design and production of these assets, or primarily for the content strategy and coaching?
 - a. The contractor is responsible for the graphic design and production of these assets. The contractor will not be responsible for producing assets such as logos, photographs, or videos. These assets must come from the SMEs.
2. The RFP notes that the cohort will target SMEs with >\$1M revenue but may include "one or two... startups with lower revenues". Do you envision a single unified training track for all participants, or should the proposal account for differentiated curriculum tracks for startups vs. established firms?
 - a. The proposal should include a unified curriculum, but it should also recognize the need for individualized training. Some smaller SMEs may have more knowledge about the investment process than much larger ones.
3. All training is to be conducted virtually. Does WISHH have a preferred Learning Management System (LMS) or platform (Zoom, Teams, etc.) for this training, or should the contractor propose and host the platform?

- a. WISHH does not have a preferred LMS or platform. A platform such as Zoom or Teams has been sufficient for prior WISHH trainings. Any proposal that includes a LMS should justify the expense over standard videoconferencing software.
4. The Scope of Work includes training on the "due diligence process". Does the scope include the contractor assisting SMEs with the actual preparation of data rooms/documentation, or is it limited to training them on what to expect?
 - a. This should be limited to training SMEs on what to expect during the process. The contractor may provide templates and example documentation.
5. Given that the target markets include Francophone countries such as Cote d'Ivoire and Senegal, is the contractor required to deliver training, coaching, and marketing materials in French as well as English?
 - a. The contractor will not be required to provide training in French, but it should be noted in the proposal if the contractor is able to provide this service. WISHH intends for pitches to be delivered in English.
6. Will training sessions be conducted with all five SMEs together, individually, or a combination of both?
 - a. This is at the contractor's discretion. Individual sessions are extremely important given that discussions will involve sensitive information about the company, but group sessions may be appropriate for broader topics.
7. Does WISHH have existing investment readiness curricula or materials the contractor should build upon, or is the program to be developed from scratch?
 - a. This program needs to be developed from scratch. WISHH has experience from prior AFSF Deal Rooms that will be shared with the contractor to guide the training development.

Budget and Timing Questions

1. The RFP does not state a budget range. Can WISHH communicate what the available budget envelope is for this engagement?
 - a. The anticipated budget range is between \$55,000 and \$65,000. However, a larger budget may be justified in the proposal depending on activities.
2. The RFP requests a budget including "estimated travel costs to AFSF... for five nights". Does this refer strictly to the contractor's travel, or should the proposal budget also include travel and accommodation costs for the five participating SMEs?
 - a. This refers to the contractor's travel. WISHH is responsible for the logistical expenses for the participating SMEs.
3. Is the anticipated contract structure Fixed Price, Time & Materials, or a hybrid (e.g., Fixed Price for training, T&M for post-event support)?
 - a. The anticipated structure is a hybrid, with a fixed price for everything except the activities listed under "Post-AFSF Assistance," which will require a time and materials budget.
4. The RFP requests "activities and pricing on a per SME basis" for post-AFSF support. Should this be structured as a "menu" of optional services, or should we estimate a Time & Materials budget based on a projected level of effort? Should the base proposal assume all five SMEs receive post-AFSF support, with optional line items for fewer?
 - a. Estimate a time and materials budget for the post-AFSF support. Do not assume that all five SMEs will receive post-AFSF support. While the goal of the program is for all SMEs to enter negotiations with investors, this outcome is unlikely.

5. What is the expected duration and scope of post-AFSF negotiation assistance on a per-SME basis? Is there a cap on hours or a defined end date beyond the October 31 final deliverable deadline?
 - a. Due to the uncertain timeframe, post-AFSF assistance may be contracted separately. However, activities and budget should be included in this proposal.

Administrative Questions

1. The instructions mention a "10 pages maximum" limit for the proposal. Does this limit apply to the entire submission package, or are the CVs (Section 1) and Budget (Section 2c) considered appendices outside the 10-page limit?
 - a. This limit only applies to the combined length of the executive summary, action plan, and proposed budget. CVs and a detailed budget are not included in the limit.
2. Noting that WISHH will likely be reporting on key performance indicators established with USDA, does WISHH have specific metrics that the contractor is expected to track (e.g., number of term sheets signed, amount of capital raised), or should the contractor propose the primary success metrics? Having examples of prior reporting formats would help ensure alignment.
 - a. The contractor may propose the primary success metrics. The selected contractor will work with WISHH to develop a list of KPIs that can be evaluated using electronic surveys that can be created and managed by WISHH's Monitoring and Evaluation manager.
3. Are quarterly reports due on a fixed calendar schedule (e.g., end of June, September) or based on the April 1 contract start date?
 - a. Quarterly reports are based on the April 1 start date. For example, the first quarterly report will be due in July and cover April through June.