

# Request for Proposal

<b>RFP: Colorado Small Biz Academy Architect and Promotor</b>	<b>Proposal Due By: 12-10-2022</b>	<b>Colorado Enterprise Fund</b>
<p><b>Project Overview:</b>  <a href="#">Colorado Enterprise Fund</a> (CEF) is an award-winning nonprofit community development financing institution founded in 1976. We spur entrepreneurship and economic vitality in Colorado communities by providing loans and business navigation services. We make loans from \$1,000 to \$1,000,000 to small businesses that do not qualify for traditional financing, helping them participate in the economic mainstream and fulfill their dreams of business ownership. We offer to all borrowers extensive strategy, marketing, accounting, and legal support through our Business Navigators team of experts.</p> <p>The contractor assigned this project will help achieve our un-tapped capability of putting on workshops for small business owners or owners-to-be as they achieve valuable certifications in curriculums of startup and operational excellence.</p> <p>This is a 1099 Contractor role. Be aware of the two phases of this role: It begins as an educational analyst and finishes as a quasi-salesperson. Both roles demand, from time to time, a physical presence in Colorado’s Front Range, with a concentration on Metro Denver. The preponderance of the worktime, however, can be accomplished electronically.</p> <p>A proven track record of soft selling is required, as is experience creating learning materials, curriculums, or teaching. A history of working with non-profit organizations is a plus, as is acquaintance with SBA procedures or working with the SBA in any capacity or being recognized by the SBA for service. A track record of working with non-profits serving small businesses owned by Black Americans and people of color (BIPOC) and women is another plus.</p>		
<p><b>Project Goals:</b></p> <ul style="list-style-type: none"> <li>● To raise measured business capability, thus measured business success, of CEF’s customers and customers of CEF’s non-profit partners.</li> <li>● To build perceived value in certificates of achievement from Colorado Small Biz Academy.</li> <li>● If funds become available through grant sources: To reward certificate holders with financial stipends.</li> <li>● To raise awareness of CEF as a supporter of and potential lender to small businesses in Colorado, particularly businesses owned by Black Coloradoans and people of color (BPOC) and women, to the end that they promote our lending services to their membership with resulting loans.</li> <li>●</li> </ul>		
<p><b>Scope of Work:</b></p> <ol style="list-style-type: none"> <li>1. Building on the existing work of Administrator, Business Navigator, update and keep updating her survey of Business Navigator training capabilities.</li> <li>2. Study our learning repository Initiate Prosperity <a href="https://coloradoenterprisefund.initiateprosperity.org/">https://coloradoenterprisefund.initiateprosperity.org/</a> for the purpose of associating learning resources with speaking topics. Log in code = CEFWELCOME</li> </ol>		

3. Create curriculums combining #1 and #2.
4. As an anticipated feature becomes available on Initiate Prosperity, set up the curriculums on the platform
5. Devise a method of determining successful completion of curriculums. Consider simple, friendly quizzes.
6. Consider implementation of learned practices by participants in their businesses, as observed by the contractor in this role or other members of the Business Navigators team.
7. Devise and deliver via our CRM (Zoho) an exit survey to gauge satisfaction in the various curriculums by participants and partners.
8. In coordination with CEF's director of marketing, promote attendance of Colorado Small Biz Academy.
9. In coordination with CEF's non-profit partners with need, promote the same.  
Note these two promotional or "sales" roles demand personal communications via text, email, phone and face-to-face meetings.
10. Plan both on-line and face-to-face delivery of learning, utilizing state-of-the-art video meeting capabilities at our partner Alianza Business Assistance Center in Thornton and our own training facilities in downtown Denver.
11. Perform additional tasks pertaining to this scope of work as they are envisioned.
12. Assist CEF's Administrator, Business Navigators in improving this vision.

Note: This project presupposes a continuing need for ongoing work. It has no established end date, though an end may be imposed by CEF at any time due to funding availability and state and federal regulations. We will formally review performance after 3 months, then at 12 months recurring, to determine continuance.

#### **Evaluation Metrics and Criteria**

- Productivity towards each of above goals and items in statement of work.
- Continual improvement in workshop attendance as a function of units of time, e.g., attendance per quarter.
- Continual improvement in number of partners through whom we put on workshops, improvement in attendance.
- Positive customer experiences as measured in course completion surveys; negative customer experiences measured in the same.
- Positive and supportive interactions with CEF workers.
- Innovation in the project as originally conceived, for superior performance beyond the goals and items in statement of work.

#### **Submission Requirements**

1. Submit a document addressing your plan for accomplishing the statement of work.
2. Submit a cover letter and resume.
3. Submit additional documents or links describing past work products relevant to this RFP.
4. State your proposed hourly rate for this 1099 contractor role. Note that we seek the best value for investing in the chosen candidate's experience and capabilities. Specifically, propose an hourly rate for researching and analysis in finalizing our vision for Colorado Small Biz Academy, and a separate reduced hourly rate with proposed production bonuses during the period of promoting Colorado Small Biz Academy; for example, an amount of dollars rewarded for each new partner utilizing workshops.
5. State your proposed average hours per week.

Project Due By: <b>As agreed in contract awarded.</b>		Budget: <b>As agreed in contract.</b>
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