MIT Regional Entrepreneurship Acceleration Program:
Innovation Ecosystem Web Application Development
Request for Proposal

This RFP is for development services for an existing website for the MIT Regional Entrepreneurship Acceleration Program.

RFP Sent:
Responses Due: 5/18/18

Send any questions on the RFP to: Travis Hunter at huntert@mit.edu or call 603-244-9921.

Send proposals to: Travis Hunter at huntert@mit.edu or call 603-244-9921.

Budget for new website: TBD

Goal for new website launch: Mid-July, 2018

Innovation Ecosystem Web App Overview
In the fall of 2017, Massachusetts Institute of Technology MIT Sloan School of Management Professor and Co-Dean for Innovation, Fiona Murray and Senior Lecturer, Dr. Phil Budden published a paper on innovation ecosystems titled, "A systematic MIT approach for assessing 'innovation-driven entrepreneurship' in ecosystems (iEcosystems)." Following the release of the paper the faculty members worked with a design firm to develop a web application allowing student and other individuals outside of MIT to link to, gather and input regional economic data about their country of interest.

The web application is now currently published but needs further development before it is fully rolled out to its intended audience.

Our Audience
The primary audience is the MIT REAP (Regional Entrepreneurship Acceleration Program) community which consists of current and alumni participants of the program. The largest audience for the web application will be the broader MIT REAP international community. MIT REAP accepts multi-stakeholder teams from across the globe, who participate in on and off campus workshops, and accelerate their innovation ecosystems in their home regions.

Our secondary audience is MIT community, which includes students engaged in various courses at MIT Sloan including the MIT Regional Entrepreneurship Acceleration Leaders, faculty, staff, and alumni. In addition to matriculated students the application will also be useful for the MIT Sloan Executive Education Office class, Innovation Ecosystems: A New Approach to Accelerating Corporate Innovation and Entrepreneurship.

Our third audience is our external constituents of entrepreneurs, academics, policymakers, corporations, risk capital providers, and friends of MIT. We engage with this audience in a number of ways, including participation in roundtable discussions, symposia and collaborations, to better inform our research efforts as we look to further the research on innovation ecosystems.

New Website Objectives

1) Be a single source of aggregated data relevant to innovation ecosystems in all countries

2) Provide deep insights for the user and allow them to compare economic data across multiple regions

3) To gather data and measure impacts regarding Innovation-Driven Enterprises

4) To build MIT community and public awareness of MIT REAP

Current Website

The existing website, http://innovationecosystems.mit.edu, was developed with a limited amount of resources and needs to be re-considered. Development of the website was outsourced and now needs to be updated with a modern database. Additionally, it lacks a content management system that is simple for site owners to navigate.

Issues include:

- Main navigation bar is limited in how many sections one can feature
- Inability to create sub sections/pages
- Content pages should be accessible throughout the web app for reference for the user
- Lack of a scraping functionality to input data into the website from other websites with the data that the web app should be aggregating
- Gateway issues: users must create an account to access web features due to issues outlined above and security concerns
- Three sections of the web application still need to be built out including: Innovation Capacity Outputs, Entrepreneurial Capacity Outputs and Foundational Institutions
- Metrics should be able to be displayed on a graph showing the change of the metric over time
- The user should be able to compare multiple metrics on a single graph

New Web Application Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- All applicable content imported/scraped from other websites/ public data sources
- Optimized with SEO best practices
- Social media integration (share buttons, follow buttons, etc.)
- Contact form
- Download PDFs from the site that shows the numerical inputs and graphed data
- Print-friendly landing pages with definitions of metrics
- Scraping functionality for inputting additional data
- Ability to link to graphs from the MIT REAP website (http://reap.mit.edu) - should be able to reference or plug in specific graphs from the web application to designated pages on MIT REAP's website

Budget Details

Our budget for this project currently being discussed and we are requesting quotes for the amount of work outlined above. While we prefer the most cost-effective solution, all proposals that fall within a reasonable range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts. It is also essential that the proposal demonstrates an understanding of MIT's mission and.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about your team
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details:

Website updates are expected to be released in mid-July, 2018 in order to be used in upcoming classes taught by MIT faculty.

MIT
MANAGEMENT
GLOBAL PROGRAMS

New Website Launch Target Date: July of 2018

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Travis Hunter at huntert@mit.edu or call 603-244-9921.