

BID BULLETIN NO. 2

PROCUREMENT FOR THE CONSULTANCY SERVICES FOR THE PROJECT INTEGRATION AND MARKETING COMMUNICATIONS FOR IHUB/IHUB-MESH PROJECT OF THE NATIONAL DEVELOPMENT COMPANY (NDC)

(PROJECT REFERENCE NO. MR24-10-138)

Please be advised of the following queries and clarifications raised during the Pre-Bid Conference held on February 7, 2025 and through email submitted by the bidders on February 11, 2025 :

QUERIES	ANSWERS/AMENDMENTS
Digital Newsletter & Monthly Webinars: For the digital newsletter and monthly webinars - are we just designing the template - or are we doing the monthly newsletter and webinars?	➤ The end-user is requesting a template with a plan for an entire year of content for execution.
What is the full scope of work?	➤ Please refer to the Terms of Reference of the said project.
What is your preferred payment platform?	➤ The end user is asking for suggestions that will be part of the plans and output.
Partnership Acquisition Plan: A.) Media exposure in the website: does it means, we will find media to place ads in the website and mobile app? Or these are all plans and Guidelines? B.) For Sponsorship: It says Sponsorship, are expected to find sponsors?	 ➤ The end user is only asking for guidelines and plans as part of the output for the mobile app. The website will have to be created as part of the output aside from the plans. ➤ The end user is asking for plans, guidelines, and criteria for the sponsors.
For Item 10.1 (b) on the Bid Data Sheet: The Estimate number of Professional staff-months required for the project is at least 1 team leader and 4 technical experts/specialist and two assistants. Could you please confirm whether the two assistants are also required to submit their CVs as part of the bid submission?	➤ Based on the Terms of Reference, the end-user does not require an assistant for the project, hence it is not required to submit their Curriculum Vitae.

May I ask for the exact validity date of the bid?	➤ The bid validity date for the project is June 20, 2025.
May I also request the prescribed checklist for this project?	➤ Please see attached Annex “A” for the checklist used for the project.
<p>Item F: Plan for Partners, Stakeholders, and Media for the IHUB-MESH Project Briefing Event, who will be responsible for the following tasks? Does our role involve only planning, or does it also include execution?</p> <p>A. Max 10 min AVP B. informal Materials C. Programs to include speakers from NDC, Government , private sector, start-up leaders, technology group, education, VC's and NGO's D. Innovation exhibit and a showcase of the best innovative ideas</p>	<p>➤ No briefing event to be made but the launching event will be executed by the winning bidder including the plan.</p> <p>➤ The end user is request for an update on the collaterals for the iHub.</p>
<p>In the Terms of Reference.</p> <p>if the event place is required to be paid and booked as part of the deliverables, or just proposed venues.</p>	➤ The event place is the iHUB
<p>GCC Clause 35.1 (b) of Special Conditions of the Contract:</p> <p>b. Design and develop the for the integration website and mobile app:</p> <ul style="list-style-type: none"> • Website content strategy • Digital Newsletter and Monthly Webinars • Integration of a payment platform 	<p>GCC Clause 35.1 (b) of Special Conditions of the Contract:</p> <p>b. Design and develop the for the integration website and mobile app:</p> <ul style="list-style-type: none"> • Website content strategy • Digital Newsletter and Monthly Webinars • Integration of a payment platform
<p>GCC Clause 52.1 of the Special Conditions of the Contract:</p> <p>The total ceiling amount in Philippine Pesos is Fourteen Million (P14,000,000.00).</p>	<p>GCC Clause 52.1 of the Special Conditions of the Contract:</p> <p>The total ceiling amount in Philippine Pesos is Fourteen Million (P14,000,000.00) Five Million Five Hundred Thousand Pesos (P5,500,000.00).</p>

NOTE: The contract amount is to be filled out by the BAC Secretariat prior to contract signing.	NOTE: The contract amount is to be filled out by the BAC Secretariat prior to contract signing.
Campaign duration for the Marketing Plan.	<ul style="list-style-type: none"> ➤ The project duration will be based sixty-five (65) calendar days for the said project. ➤ Meanwhile, the plan should be long-term
Would the bidder provide the sample or mock-up or will they expect a mock-up of the entire content pipeline? If they will map out the entire pipeline, how detailed does it have to be? would it be high-level content or include the captions at all?	<ul style="list-style-type: none"> ➤ Sample mock-up with proposed mapping in a high level/strategic in nature.
On the execution of the project, the shortlisted bidder asked if they would manage the social media accounts and newsletters or if someone from NDC or the Technical Working Group Members would handle it?	<ul style="list-style-type: none"> ➤ The winning consulting firm will handle the said accounts until the prescribed period of the Terms of Reference. After the project period, the accounts will be turned over to the iHub project team for maintenance.
The shortlisted bidder clarifies about the payment platform if they include it on their deliverables and what type of payment and for what purpose?	<ul style="list-style-type: none"> ➤ The payment for the usage of the shared service facilities, coworking, office spaces, and other facilities.
The shortlisted asked if the end-user has existing guidelines regarding the branding or if they will make it from scratch. And what is the focus of the said guidelines? It will require a license also who will shoulder the payment of the license?	<ul style="list-style-type: none"> ➤ The end user is asking for an updating of a current branding plan, guidelines etc.
The shortlisted bidder pertaining to the brand assets or the logo?	<ul style="list-style-type: none"> ➤ The logo will be provided by iHub / Technical Working Group for the project upon contract implementation.

<p>F. Plan for Partners, Stakeholders, and Media iHub-MESH Project Briefing Event</p> <ul style="list-style-type: none"> - At least 100 strategic partners in an event place <p>Presentation of the iHub-MESH Project's Vision, Mission, Plans, and Programs presented through the following:</p> <ul style="list-style-type: none"> - A max. 10 min AVP - Informational Materials - Program to include speakers from NDC, government, private sector, start-up leaders, technology groups, education, VCs, and NGOs. - Innovation Exhibit and a showcase of the best innovative ideas. <p>They clarify if it's just a plan for the event if they include the catering services and other needs for the said event?</p>	<ul style="list-style-type: none"> ➤ The execution of the event will be handled by the winning bidder.
<p>GCC Clause 35.1 (b) of Special Conditions of the Contract:</p> <p>Design and develop the for the integration website and mobile app:</p> <ul style="list-style-type: none"> • Website content strategy • Digital Newsletter and Monthly Webinars • Integration of a payment platform <p>The shortlisted bidder clarifies whether, If this is all just designs and strategies, or the actual development of platforms already at 5.5 million ABC?</p>	<ul style="list-style-type: none"> ➤ The design, strategy and plan will be included and the upgrading of the current

<p>They asked for the full details regarding this integration website and mobile app.</p> <p>The development is only the strategy, design and feasibility of the lhub mobile app development. However, if it is only a strategy, design, and feasibility, the integration of a payment platform or payment gateway solution cannot be implemented. Is that correct?</p>	<p>website will be an output of the provider</p> <ul style="list-style-type: none"> ➤ The payment gateway will apply to the website not the mobile app.
<p>The shortlisted bidder clarifies the mobile app is only a design framework and design.</p>	<ul style="list-style-type: none"> ➤ The output on the mobile app will only be a design framework.
<p>in terms of costing, we will cost the design and development based on your existing assets.</p>	<ul style="list-style-type: none"> ➤ The end user is asking for suggestions that will be included in the plans.
<p>Regarding the media materials. It meant it was mentioned in the document that it's for the website and for the app.</p> <p>But will these materials also be distributed to the actual media channels like, say, for example, your main publications in the like in letter E media exposure of V. Deliverables in the Terms of Reference or we'll just develop inventory and you will be the one to post, or that will be posted on the website and mobile app. And then the media will pick it up or will be the what will we do? A plan to distribute to particular media platforms.</p> <p>And if this will be distributed the plan will include an answer. Which publications or channels we will distribute or just the material will be posted on our own assets, like, like the website and the mobile app.</p>	<ul style="list-style-type: none"> ➤ The provider shall suggest a communication plan with contents that can be picked up by the media. ➤ The provider shall suggest as part of the plan.

Reminders:

- Bidders must also provide a soft copy of the Detailed Financial Proposal in **Microsoft Excel** format showing the formula used in the computation of the costs.
- The **USB** containing the soft copy of the detailed financial bid should be enclosed in the financial proposal envelope.
- The deadline for submission of the Technical and Financial Proposal will be on February 19, 2025, at 10:00 am (7th floor NDC clock) on the 7th floor NDC Building. **Late bids will not be accepted.**
- The Opening of the Technical and Financial Proposal shall be on February 19, 2025 11:00 a.m. at the ABB Hall, NDC Building.
- Complete set of technical proposal and financial proposal shall bear tabs identifying/separating each of the required on the said documents.
- Please be reminded that during the Opening of the Technical and Financial Proposal to determine each bidder's compliance with the documents prescribed in ITB Clause 10, the BAC shall open the first envelope (Technical Proposal) and check the submitted documents of each bidder in accordance with ITB Clause 10.2. Using a non- discretionary "pass/fail" criterion, the BAC will ascertain if the documents are all present. If a bidder submits the required document, it shall be rated "passed" for that particular requirement while bids that fail to include any requirement or are incomplete or patently insufficient shall be considered as "failed".

Furthermore, the BAC shall conduct a Post-Qualification process to ascertain the veracity, authenticity, and validity of Class "A" eligibility documents supporting the PhilGEPS Certificate of Registration and Membership, other statements made, and all documents submitted by the bidder with the Lowest Calculated Bid / Highest Rated bid using non-discretionary criteria.

- For further inquiries, you may coordinate with our Bids and Awards Committee Secretariat at 8840-4838 loc. 224.

This **BID BULLETIN No. 2** is issued this 13th day of February 2025 for the guidance and information of all concerned.

(signed)
AGM ALEWIJN AIDAN K. ONG
Chairperson
Bids and Awards Committee

ANNEX "A"

SUBJECT: Preliminary Examination of Technical Proposal for the PROCUREMENT FOR THE CONSULTANCY SERVICES FOR THE PROJECT INTEGRATION AND MARKETING COMMUNICATIONS FOR IHUB/IHUB-MESH PROJECT OF THE NATIONAL DEVELOPMENT COMPANY (NDC)		Passed	Failed
DATE: PROJECT REFERENCE NO: APPROVED BUDGET:			
TECHNICAL REQUIREMENTS			
I. TPF 1. Technical Proposal Submission Form			
II. Bid Security shall be in the following amount/form:			
Bid-Securing Declaration (Bid Data Sheet ITB Clause 15.1 p. 65)			
The amount of not less than [2% of ABC], if bid security is in cash, cashier's/manager's check, bank draft/guarantee or irrevocable letter of credit; or			
The amount of not less than [5% of ABC], if bid security is in Surety Bond, callable on demand			
III. TPF 2. Consultant's Reference - Relevant Services Carried Out in the Last Five Years that Best Illustrate Qualifications			
IV. TPF 3. Comments and Suggestions of Consultant on the Terms of Reference and on Data, Services, and Facilities to be Provided by the Procuring Entity			
A. On the Terms of Reference			
B. On the Data, Services and Facilities to be Provided			
V. TPF 4. Description of the Methodology and Work Plan for Performing the Project			
<u>Adequacy of the proposed methodology and work plan in responding to the TOR</u>			
a) Technical Approach and Methodology			
b) Work Plan (Should be consistent with the Work Schedule of Form TPF 8)			
VI. TPF 5. Team Composition and Task			
Where applicable, indicate relationships among the Consultant and any partner and/or subconsultant, the Procuring Entity, the Funding Source and other partners or stakeholders			
VII. TPF 6. Curriculum Vitae (CV) for Proposed Professional Staff			
VIII. TPF 7. Time Schedule for Professional Personnel			
IX. TPF 8. Activity (Work) Schedule			
A. Field Investigation and Study Items			
B. Completion and Submission of Reports			
X. Omnibus Sworn Statement			
REMARKS (Passed/Failed)			

SUBJECT: Preliminary Examination of Technical Proposal for the PROCUREMENT FOR THE CONSULTANCY SERVICES FOR THE PROJECT INTEGRATION AND MARKETING COMMUNICATIONS FOR IHUB/IHUB-MESH PROJECT OF THE NATIONAL DEVELOPMENT COMPANY (NDC)		Passed	Failed
DATE: PROJECT REFERENCE NO: APPROVED BUDGET:			
FINANCIAL REQUIREMENTS			
I. FPF 1. Financial Proposal Submission Form			
II. FPF 2. Summary of Costs			
III. FPF 3. Breakdown of Price per Activity			
IV. FPF 4. Breakdown of Remuneration per Activity			
V. FPF 5. Reimbursables per Activity			
VI. FPF 6. Miscellaneous Expenses			
REMARKS (Passed/Failed)			