



mindless.

ACADEMY

Request for Quotation

Legal Services & Trademarks

Background

Mindless Academy is a Digital Micro-Internship platform providing short-term, high value, digital work experience to students and young professionals worldwide. We empower you with the mindset, skills and experience you need to master your mind and navigate your career consciously.

As a female-led, digital-first business with an international community, we're committed to driving equality, accessibility and inclusivity throughout the fundamental stages of career development. We work in partnership with universities to create a global ecosystem of value exchange between education, emerging talent and responsible businesses just like ours.

On our journey so far, we're proud to have provided digital work experience to over 500 interns worldwide, created partnerships with 6 universities in the UK and US, collaborated with 7 international charities and over 200 influencers.

Requirement

1. Freelance contracts

Freelance employment contracts for four key role types (Editor, Brand Designer, Programme Coordinator and Mindset Coach) to clarify terms and conditions, including but not limited to:

- hourly rates
- planned workload
- confidentiality
- data privacy
- ownership of all content created is transferred to the business (including illustrations, logos, graphic design, video scripts, texts, coaching content etc.)

2. Internship agreements

Basic internship agreements for all interns to sign upon joining the programme to ensure they are aware of the terms and conditions including but not limited to:

- estimate time commitments
- ways of working
- submission deadlines
- protect the company against copyright infringement as they are also producing content.

3. Trademark Registration

Trademark registration for “Mindless” in one class goods/services only. Advice and support around trademark ownership and classes etc.

4. Data Protection / Privacy Policy

A privacy policy based on the types of data we collect, use, share, etc. for display on our website site to provide mandatory information and advice on a suitable notice to use at any point where we collect data. Understanding of our current and prospective customer base to provide advice on international transfer of data.

Deliverable Timescale

Completion by June 2021

Indicative Budget

Up to £10,000

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Proposal Format



Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by Friday 23rd April 2021 electronically to Laurie Stewart – laurie@mindlessacademy.com

Date Published

12th April 2021

This work is part funded though the European Regional Development Fund

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.