



METROMAYOR  
LIVERPOOL CITY REGION

STRATEGIC INVESTMENT FUND



European Union  
European Regional  
Development Fund



MOCHA

## Request for Quotation – interactive development

### Background

Mocha is a film and animation studio in Liverpool. Since 2001 we've delivered award winning content for organisations across LCR and beyond. We have identified an opportunity to develop a technical solution which we will transform the way we work, allowing us to scale what we do using a guaranteed revenue model.

### Requirement

To develop an app that enables businesses to capitalise on the growth of video by making briefing, capturing and utilising User Generated Content (UGC) faster, easier and more effective. It brings together content strategy, user-creator training/engagement, briefing, incentivisation, file transfer and delivery into a single platform.

We want to work with an interactive developer who can help us create an MVP that we can take to market. There are two elements to the requirement:

**Creator App** which must feature the following functionality:

- User (Creator) Accounts
  - register / login / forgot
  - create user profile
  - invitation links
  - GDPR compliant T&C, consent capture and 'opt-in' for data sharing across campaigns.
- Training modules featuring video (although production of the modules themselves is beyond the scope of this brief).
- Low friction UX for Creators (that allows them to receive a brief, review relevant shot suggestions / talking points and tagging and upload uncompressed content to a server – once their device is connected to wi-fi). There should also be functionality to receive / discuss feedback from admins and super users within the app.

**Client Portal** which must feature the following functionality:

- User Accounts
  - super user and admin roles
- Creator briefing
  - add briefs and send to relevant users
  - include links to relevant training / shot selection modules
- Content review and curation
  - filter content by tagging
  - ability to review, rate, comment on, provide feedback to creator

### Deliverable Timescale

Project Start: 5th December // Project Completion: 31st March

## Indicative Budget

Up to £40k is available.

## Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (50%)**

Supplier must demonstrate they have the 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 you meet the requirements set out above.

Deadline and Submission

Proposals are required by 2nd December electronically to Kristina Zareva: kristina@mocha.tv (subject line to include: HGIF positioning & digital asset production).

## Date Published

18<sup>th</sup> November 2022

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## 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.