

M/S Potentials and Possibilities Solution Providers Pvt. Ltd.
July 19, 2010

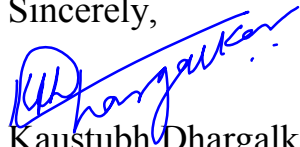
Request for Proposal Website Design and Implementation

Your firm is invited to submit a proposal that gives M/S Potentials and Possibilities Solution Providers Pvt Ltd(Registration pending) the necessary information to award a contract to design an interactive website in accordance with the enclosed specifications and terms included herein. The submittal consisting of an **electronic copy** of your proposal should be sent via email to pnpsolutionproviders@gmail.com with the subject line, “[WDI] Proposal for Website submitted by (Name of Company)” and should be received no later than 5.00 p.m. Indian Standard Time (GMT + 5.5hrs), August 15th, 2010 by M/S Potentials and Possibilities Solution Providers Pvt. Ltd. (henceforth referred to as M/s Potentials and Possibilities.

Nothing herein is intended to exclude any responsible Company/Firm or in any way restrain or restrict competition. On the contrary, all responsible firms are encouraged to submit proposals. M/S Potentials and Possibilities reserves the right to accept or reject any or all proposals submitted. The awarding authority for this contract is the M/S Potentials and Possibilities Board of Directors. Technical questions concerning this Request for Proposal should be directed to Prathamesh Shetye, Chief Technical Officer at pnpsolutionproviders@gmail.com. The selected company/firm will have to sign a Non-Disclosure Agreement with M/s Potentials and Possibilities Solution Providers Pvt Ltd.

We, at M/S Potentials and Possibilities give immense value to time. Hence, any proposal received after 5.00 p.m. Indian Standard Time (GMT + 5.5hrs), August 15th, 2010 whether by mail or otherwise, will not be considered. The time of receipt shall be determined by the time clock stamp in the office of M/S Possibilities and Potentials. Proposals should be sent electronically. Please contact the M/S Potentials and Possibilities office at +91 – 9324 699 829(Aditi Nair- Co-Founder & COO) or email at pnpsolutionproviders@gmail.com if you need any assistance.

Sincerely,



Kaustubh Dhargalkar

Co-Founder & Chief Dreamer

M/S Potentials and Possibilities Solution Providers Pvt. Ltd.

Request for Proposal

Website Design and Implementation

PURPOSE

It is the intent of this Request for Proposal (RFP) and resulting contract to establish an agreement for the professional services with a website developer for the purpose of designing a website in order to give face to an idea and implement it with good result. The website design is intended to provide information and interactivity with the target audience.

BACKGROUND AND GENERAL INFORMATION

The website to be designed for M/S Potentials and Possibilities is to be well thought of and planned. There is an existing prototype which was made 2 years back and is functional. The idea is to use better technology to scale up the website to a very high level.

The website is to be a portal with capabilities for multiple user registrations along with open id integration.

- The following are the **requirements for the UI** –
 - Intuitive animated background (Flash / HTML 5)
 - Provisions needed for posting, editing and deleting entries, uploading videos, voice recordings, pictures and a sketch board where a user can create sketches as per requirement.
 - Google maps integration (Capability to determine the location of the user)
 - Provision to detect the local language and give the user the option to change the default language to whatever she/he wants (Languages to be supported can be discussed later).
 - A chat tool for users currently logged in.
 - Mail based notification system transcending all user activity.
 - Customized privacy option for user posts.
 - Integrated search (A third party search provider is acceptable)
 - Complete integration with all possible social networks. (Facebook, Twitter, mySpace, Orkut, etc)
 - Surveys and polls can be added and administered by the users themselves and by the webmasters.
 - Uncluttered home page. Horizontal scrolling strictly not allowed. Vertical scrolling not allowed on the home page and kept to a minimum on the other pages. (Resize the web page as per the browser window size)

- The **Performance requirements** are as follows –
 - The home page should load on a net book (Intel Atom processor, 1Gb RAM, 2Mbps net connection) under 5 seconds. For a 256Kbps connection, the expected load time should be under 10 seconds
 - For machines with lower hard disk specifications and browsers not supporting flash and HTML 5, the user should be directed to a pure HTML page
 - For users where the site is taking more than 15 seconds to load, the user should be given an option to go to a simpler version of the site.
 - There are plans to have a mobile phone compatible version of the site up and running within a few months from the web version of the site going live. Hence the website developed should be capable of having a mobile version.
- **Development Time Frame** –
 - One month from the date of the finalization of the specifications.
 - 1 month on Beta testing and resolving the issues found if any.

M/S Potentials and Possibilities also seeks proposals as to how to draw traffic to the website and as to what elements should be present on the website to ensure repeat visits from members and nonmembers.

The intent is for the selected firm to incorporate all information in a manner that utilizes consistent design style and layout themes, and to provide a resourceful, informative, attractive, interactive and user-friendly website.

It is assumed that any agreement reached would recognize that ownership, Copyright and editorial control of the website would remain with M/S Potentials and Possibilities and that you would work closely with M/S Potentials and Possibilities as a strategic partner in developing web-based services for us. It is anticipated that the ongoing maintenance work will be handled by a Webmaster who has been employed or contracted by you.

INFORMATION FOR VENDORS/BIDDERS

1. M/S Potentials and Possibilities reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing vendors.
2. M/S Potentials and Possibilities is not liable for any costs incurred by vendors/contractors in their response to this RFP.
3. To be considered, proposals must be received electronically by M/S Potentials and Possibilities on or before the time and date specified in the cover letter.
4. To be considered, bidders must submit a complete response to the RFP using the format provided in Part II. Each proposal must be submitted to pnpsolutionproviders@gmail.com . The bidder/vendor/contractor will make no other distribution of proposals. An official authorized to bind the contractor to its provisions must sign proposals with your Digital Signatures and mail the signed authorization to the attention of Aditi Nair- Co-Founder & COO at pnpsolutionproviders@gmail.com.
5. For this RFP, the proposal must remain valid for at least 120 days or until a contract is executed. Moreover, the contents of the proposal of the selected contract may become a contractual obligation if a contract is entered into.
6. Proposals should be prepared simply and economically, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP.
7. M/S Potentials and Possibilities will review the RFP responses and make a selection of the proposal which best fits the required criteria. (See Part III for Criteria Selection details)
8. The selected company(ies)/firm(s) must sign a Non-Disclosure Agreement with M/s Potentials and Possibilities Solution Providers Pvt. Ltd. before any further negotiations are commenced.
9. All financial data requested with this RFP must be included within the proposal and should provide details of the expenses, costs, royalties, and/or revenue being discussed as well as indication of what is/is not considered to be a part of the proposal.
10. The proposal should also include a note detailing a definition of terms.
11. The proposal should indicate the vendor's preferred length of contract.

12. Any contract resulting from this RFP is not assignable.
13. The contract resulting from this RFP will be made, entered into, and shall be performed in the city of Mumbai, Maharashtra, India and shall be governed by the applicable laws of the state. Any dispute arising out of the contract resulting from this RFP, its interpretations, or its performance shall be litigated only in the High Court of jurisdiction of Mumbai.
14. No portion of the work shall be subcontracted to a third-party vendor without the prior written consent of M/S Potentials and Possibilities.
15. By submitting a proposal in response to the RFP, the successful bidder represents that they have read and understood the Scope of Requirements and have familiarized themselves with all federal, state, and local laws, ordinances, and rules and regulations that in any manner may affect the cost, progress, or performance of the work.
16. News Releases pertaining to the contract resulting from this RFP will not be made without prior approval from M/S Potentials and Possibilities.

Part II

Information Required from Contractors

To be considered for evaluation, vendor proposals must respond to all requirements in this part of the RFP. The proposal must be submitted in six (6) SECTIONS as described in paragraphs II-1 through II-6 below. Any other information that may be relevant but does not fit into the enumerated sections should be provided as an appendix to the proposal.

Along with the proposal, the vendor has to sign (either digitally/manually along with the firm's stamp) and mail the document to pnpsolutionproviders@gmail.com (mail a scanned copy if signed manually, original signed document to be presented when signing the contract)

II-1 VENDOR PROFILE AND WEB STRATEGY

1. How many years has your company been in business?
2. What form of ownership (e.g. corporation, private, partnership, proprietary firm or any other) exists for your company?
3. Does your company have a parent company? If so, what is it and how long has this relationship existed?
4. What were your company's gross and net revenues during the last three years?
5. How many people in total are employed by your company? How many employees would be dedicated to support, implementation, and development for our website?
6. How many websites have you designed? For whom and in what countries? How many and what types of companies? Please list the URLs for a few sites you have designed or re-designed that may include a high level of complexity or interaction.
7. What other services does your company provide? What percentage of your business is website design?
8. For the websites you have completely designed, what were the biggest challenges and obstacles to completing the project? What decisions or steps aided in a successful website design?

9. Is your company involved now in any litigation with a customer or other entity? Within the past three (3) years? If yes, please briefly describe.

II-2 DEMONSTRATION OF PROVEN SERVICE AND TRACK RECORD

1. Describe how you have increased visibility and market penetration for any and all websites you have recently redesigned?
2. Describe the relationship you have with the owners of current websites.
3. Who would you consider are your key partners? Why?
4. What examples can you provide to demonstrate your company's proven service and track record?
5. Describe how you have helped provide multi-lingual viewing.

II-3 DETAILS OF SPECIFIC FEATURES AND PLATFORMS

1. Describe the ideal hosting solution for our requirement.
2. The website should be fully compatible with all commonly used Internet browsers and designed to function effectively with common versions of software and hardware. Describe how the technical platform you are proposing meets these requirements.
3. Describe the content management tool you would utilize. (Wordpress/Joomla/any other?)
4. Describe your ability and/or expertise in creating video streaming capabilities, sketch board capabilities that let the user create sketches as per requirement and upload the same.
5. Describe how you would design the functionality of the website to create a more intuitive navigational flow.
6. Describe your standard scenario for a joint beta testing period.
7. Define your style standards especially regarding the use of animated icons, the “look and feel” of professional websites and the standard use of graphics.

8. Describe the steps and details of a common implementation plan including a standard timeline for completion.
9. Describe in detail how you would provide the ability to search, retrieve, and display content.
10. Describe how you would allow users to download and/or print content.
11. Describe your ability to allow users to do key word searches.
12. Describe the type and level of support you will provide.
13. Describe how usage will be tracked and what statistical reporting systems you will create relating to access and downloads?
14. Describe the online help screens you will have available to users?
15. Describe the security levels and control you will create relating to access and permissions.
16. Describe how you will provide a Secure Socket Layer (SSL) protocol.

II-4 FINANCIAL TERMS

1. Describe the financial terms and details you are proposing.
2. Describe in detail your fee schedules.
3. Describe the details and terms regarding any future maintenance services and support you could provide the website.
4. Do you offer additional and/or optional services? If so, please provide specific pricing details.
5. Describe any support you currently or plan to provide to nonprofit associations or institutions through sponsorship funding.

II-5 INTERNATIONAL EXPOSURE

1. Describe your ability to design/re-design websites that offer the option for translations into other languages.
2. Describe the partnerships and distribution systems you currently have globally and internationally.

II-6 OTHER CONTRACT FEATURES/TERMS

1. What length of contract are you proposing?

PART III

Criteria for Selection

III-1 All proposals received from vendors will be reviewed and evaluated by the Technical Experts at M/S Potentials and Possibilities. The proposals will be short listed and then the selection of the proposal that closely meets the requirements of the RFP and satisfies M/S Potentials and Possibilities needs will be carried out.

III-2 The following areas of consideration will be used in making the selection:

a. Understanding the Problem.

This refers to the vendor's understanding of M/S Potentials and Possibilities' needs and objectives in asking for the services. Meeting deliverable times for the tasks beginning with 2010 deadlines is of paramount importance to M/S Potentials and Possibilities.

b. Vendor Qualifications.

This refers to the ability of the vendor to meet the terms of the RFP, especially the time constraint and the quality, and relevancy of the services offered by the vendor.

c. Personnel Qualifications.

This refers to the competence of professional personnel who would be assigned to the project by the vendor. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on services similar to that described in the RFP.

d. Soundness of Approach.

Emphasis here is on the techniques for collecting and analyzing data, the sequence and relationships of major steps, and methods for managing the distribution. Of equal importance is whether the technical approach is completely responsive to all written specifications or requirements contained in the RFP and if it appears to meet M/S Potentials and Possibilities objectives.

e. Financial Terms.

While this area will be weighted heavily, it will not normally be the deciding factor in the selection process. M/S Potentials and Possibilities seeks to employ the most qualified bidder within its budget constraints.

M/S Potentials and Possibilities reserves the right to reject any price proposal that it considers unreasonable for the services offered.

f. Accessibility.

The ability of the vendor to fabricate the design, functionality and usability of our website that creates an intuitive navigational flow is critical to our members.

g. Pending Litigation.

Indicate any pending litigation and/or regulatory action by an overseeing body, such as the local authorities/standards governing body.

If the answer to this question is in the affirmative, please furnish details of said action.

Part IV

Proposal Evaluation/Selection Process

Vendors are to make written proposals that present their understanding of the work to be performed. Vendors are asked to address each evaluation criteria and to be specific in presenting their responses. Proposals should be as thorough and detailed as possible so that M/S Potentials and Possibilities may properly evaluate your capabilities to provide the required services.

Selection of the Successful Vendor will be based upon submission of proposals meeting the selection criteria and a review of required submittals. The selection criteria will include:

CRITERIA	WEIGHT
Experience, technical capabilities, professional competence and qualifications of the vendor.	10
Experience, technical capabilities, professional competence and qualifications of proposed personnel assigned to design/re-design websites in accordance with the Scope of Services.	10
Clearly demonstrated understanding of the work to be performed and completeness and reasonableness of the vendor's plan for accomplishing the Scope of Services.	15
References and fiscal stability.	10
Proven service and track record.	10
Current workload and ability to complete the required work within the time restraints.	10
Functionality implemented, ease of use of proposed electronic content distribution and intuitive flow	15
Cost of services	15
Quality of submission/presentation	5
TOTAL:	100

Selection will be made of two or more vendors deemed to be fully qualified and best suited among those submitting proposals. Negotiations shall then be conducted with each of the vendors so selected after signing a Non-Disclosure Agreement with M/s Potentials and Possibilities Solution Providers Pvt. Ltd. Financial Terms shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each vendor so selected, M/S Potentials and Possibilities shall select the vendor, which, in its opinion, has made the best proposal, and shall award the contract to that vendor. The award document will be a contract incorporating by reference all the requirements, terms and conditions of the solicitation and the vendor's proposal as negotiated.

ATTACHMENT A

Proposal Signature Sheet

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in **RFP**. My signature also certifies that by submitting a proposal in response to this Request for Proposal, the vendor represents that in the preparation and submission of this proposal, said vendor did not, either directly or indirectly, enter into any combination or arrangement with any person, firm or corporation or enter into any agreement and/or participate in any collusion.

I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF FIRM: _____
ADDRESS: _____
PAN NO: _____

SIGNATURE: _____

NAME: _____

TITLE: _____

TELEPHONE: _____

EMAIL: _____

DATE: _____

MAIL THIS FORM BY THE DEADLINE LISTED TO
pnpsolutionproviders@gmail.com TO THE ATTENTION OF Aditi Nair- Co-
Founder & COO.