

TERMS OF REFERENCE

BIMALAB INSURTECH ACCELERATOR PLATFORM DEVELOPMENT AND DATA MIGRATION

1. Introduction

The BimaLab Accelerator supports insurtechs and innovative startups overcome challenges they face such as lack of technical capacity, access to funding, access to strategic partnerships, and regulatory barriers. BimaLab started in 2020 and has since expanded to 16 African countries. The program has enabled 75 startups to gain visibility and push for resources to scale their innovations. BimaLab Insurtech Accelerator Program is aimed at creating an enabling environment for insurance fostering innovation, growth and strategic partnerships as well as reaching underserved markets and creating improved customer value.

BimaLab Accelerator is currently being managed on a digital platform that supports the ecosystem activities (<https://bimalab.org/>). The BimaLab platform is a dedicated and built-for-purpose online platform that facilitates various ecosystem activities. The connects innovators, insurance partners, investors, regulators and technology partners. The platform enables the insurtechs follow the accelerator learning cycles as they to refine their product offerings, develop their business plans and commercial outlook, and support their engagement with the experts, mentors, regulators, potential investors, incumbent insurance providers.

The BimaLab platform has the following features and capabilities.

Feature	Description	Requirements
1. Information and communication	The system has the capability to publish news and general information about the BimaLab program. The system has a dedicated page to host an online BimaLab newsletter and BimaLab blog.	<ul style="list-style-type: none"> Image and video upload Text Image and video upload Online interactive newsletter
2. User onboarding and registration	<p>The system enables users such as insurtechs, regulators, corporate partners, mentors and investors to be onboarded and profiles created on the platform. This capability allows the different user categories to self-onboard and create a corporate/company profile on the platform under the respective user categories. This onboarding feature provides tailored onboarding forms that the users complete and submit as part of the onboarding flow.</p> <p>The system has verification mechanism before the user profiles are approved and visible on the platform. Each user can continuously upload new information, update their page once the company profile is live on the platform</p> <p>The platform should allow storage of unique internal and external user data profiles (data repository)</p>	<ul style="list-style-type: none"> Self-onboarding Verification at onboarding Corporate user profile creation Onboarding form Image and video upload Content upload
3. Insurtech application and selection lifecycle	The platform should include an end-to-end accelerator program application management tool for the BimaLab accelerator program. This entails the call for applications page, application submission feature, application vetting feature and creation of an active cohort page for the selected finalists. The platform should create a dedicated page with the	<ul style="list-style-type: none"> Application submission and selection management process.

	profiles all selected BimaLab insurtech accelerator finalists i.e. active cohort	
4. Learning modules lifecycle	The platform has a feature that enables BimaLab team to manage the learning cycles and track progress across each cycle during the accelerator program. The platform should include an active program learning feature that enables the cohort to access or download learning materials and submit assignments	<ul style="list-style-type: none"> • Learning management process • Content upload e.g. assignments, learning material • Back-end storage and access of the uploaded content
5. Community forum	The platform has a community forum and engagement capability that allows users registered on the profile to publish posts on the platform and participate in community chats and discussions. The community forum feature should be very easy to use. The community forum features should include formation of themed discussion groups and threads, one on one chats, public discussions, video and image upload, immediate reactions, immediate notifications to users. The community forum should have a content moderation capability for the admin accounts	<ul style="list-style-type: none"> • Instant chat feature • Themed groups • Content moderation • Video and picture upload • Instant notification
6. Events and activities	An events page on the platform that allows BimaLab program team to publish upcoming events. The page should also allow partners, funders, regulators and insurtechs to publish their events on the platform. This should have a verification/moderation feature before an event is published on the platform	<ul style="list-style-type: none"> • Image and video upload • Calendar • Event moderation • Event RSVP feature • Virtual/online event hosting
7. Data and analytics	<p>The platform should include a feature that allows BimaLab alumni insurtechs to continuously upload and share their business performance metrics in a standardized format.</p> <p>The platform should have a capability to deploy user feedback surveys among the registered profiles on the platform</p> <p>The platform should continuously track analytics available on the platform from both internal and external metrics</p>	<ul style="list-style-type: none"> • File encryption • Platform engagement • Product development • Business performance - cyclical reporting

2. Background

2.1. Financial Sector Deepening Africa (FSD Africa)

FSD Africa is incorporated as a non-profit company limited by guarantee in Kenya. It is funded by UK aid from the UK government. It provides tools and resources to drive large-scale change in financial markets and support sustainable economic development. It addresses financial market failures to bring about growth and opportunity. Their business is to help create a sustainable future for Africa's people and its natural environment. FSD Africa's programming is designed to address systemic challenges within Africa's financial markets, with the aim of sparking large-scale and long-term change. Interventions are designed from the ground up, to ensure that Africa's financial markets better serve those most in need - today, and long after our programmes end. A team of 35 financial sector experts works to strengthen, expand and deepen Africa's financial sector.

2.2. Project

FSD Africa is seeking to enhance its BimaLab platform ecosystem engagement capabilities by upgrading the current platform to a robust digital platform. This platform will serve as a hub for learning, interaction, content sharing, and discussions among ecosystem members, with the goal of fostering a vibrant and collaborative environment. The primary objectives of the consultancy are to:

- **Develop a Platform:** Review the design of the current BimaLab platform and build an online community platform that meets the specified requirements.
- **Ensure Interactivity:** Create features that facilitate ecosystem interaction, content sharing, and discussions.
- **Customizability and Branding:** Incorporate customizable elements to align with BimaLab's branding and needs.
- **Data Migration:** Safely and accurately transfer data from the existing system to the new platform.
- **Deliver Training and Support:** Provide training and support to ensure successful implementation and usage of the platform.

3. Scope of work

The overall goal of this consultancy is to develop a digital platform for learning, interaction, content sharing, and discussions among ecosystem members, with the goal of fostering a vibrant and collaborative environment. The digital platform is to bring together the insurance ecosystem i.e. the innovators, investors, mentors, corporate partners, and regulators which enables growth, strategic partnerships, and an enabling regulatory environment. BimaLab platform is expected to attract, inspire, and organize key players and disruptors across the financial industry and technologies to collaborate on ground-breaking, innovative insurance products and services.

The consultant will be expected to:

Activity	Scope	Deliverable
1. Requirement Analysis	<ul style="list-style-type: none"> - Conduct meetings with BimaLab team to gather and document platform and data migration requirements. - Assess existing BimaLab platform system and data structure. 	<ul style="list-style-type: none"> - Requirements Document: Detailed documentation of platform and data migration requirements.
2. Platform Design, Development, Testing and Deployment	<ul style="list-style-type: none"> - Design the platform's UI/UX and develop core functionalities. - Implement core features including but not limited to community spaces, content sharing, discussion boards, member management, and customization options - Ensure the platform supports data import and migration processes. - Conduct thorough testing to ensure the platform is functional, secure, and free of bugs. - Perform user acceptance testing (UAT) with BimaLab team. - Deploy the platform on a live environment 	<ul style="list-style-type: none"> - Design Prototypes: UI/UX design prototypes for the platform - Platform: Fully developed and functional BimaLab digital platform. - Testing Report: Documentation of testing results and resolution of identified issues. - Deployment Report: Documentation of the deployment process.

3. Data Migration	<ul style="list-style-type: none"> - Evaluate the current data structure, quality, and volume. - Perform data migration, including data mapping, cleansing, and transformation. - Perform data validation and integrity checks to ensure accuracy post-migration. 	<ul style="list-style-type: none"> - Data Migration Report: Documentation of the migration process, including data extraction, transformation, and loading.
4. Training, Support and Maintenance	<ul style="list-style-type: none"> - Provide training sessions to BimaLab team on platform usage and management. - Develop and deliver comprehensive documentation including user guides and troubleshooting information. - Offer post-launch support to address any issues and provide maintenance services for a defined period 	<ul style="list-style-type: none"> - Training Materials: User guides and training materials. - Support Plan: A plan outlining post-launch support and maintenance services.

4. Deliverables

The deliverables under this contract are as follows:

- a) Requirements Document: Detailed documentation of platform and data migration requirements.
- b) Design Prototypes: UI/UX design prototypes for the platform
- c) Platform: Fully developed and functional BimaLab digital platform.
- d) Testing Report: Documentation of testing results and resolution of identified issues.
- e) Deployment Report: Documentation of the deployment process.
- f) Data Migration Report: Documentation of the migration process, including data extraction, transformation, and loading.
- g) Training Materials: User guides and training materials.
- h) Support Plan: A plan outlining post-launch support and maintenance services.
- i) Offer 24/7 support, online help, or a user community forum. Provide regular user feedback collection for improving the platform

5. Timelines

The project shall be implemented under a 6-month consultancy contract. The consultant shall provide periodic update reports on the progress of implementation of the project as per the deliverables.

Item	Timeline
Inception Report and Implementation Plan	Within two weeks of signing the contract
Requirements Document	Within the first month of contract signing
Design Prototypes	Within 3 months of contract signing
Platform: Fully developed and functional BimaLab digital platform.	Within 4 months of contract signing

Testing and Deployment Report	Within 4.5 months of contract signing
Training and Support plan	Within 5 months of contract signing

6. Invitation to Tender

FSD Africa are inviting proposals from suitably qualified consultant(s). Your proposal should contain:

- i. A description of the Consultant’s understanding of the objective of the assignment as outlined in these terms of reference and their role in fulfilling this objective.
- ii. A description of the Consultant’s proposed approach to undertaking the work, including a detailed proposal outlining their approach, methodology, and timeline.
- iii. A profile of the team leader and other key team members that will undertake the work, including explanation of their specific roles and responsibilities in relation to the assignment and their relevant experience designing for inclusion. This description should be supported by tailored CVs (in an annex, no more than 3 pages per CV).
- iv. A short summary of relevant experience (tailored to the assignment) and referrals for similar work done in the last three years including information for previous clients with similar projects.
- v. A detailed timeline, including submission of key deliverables.
- vi. An itemized activity-based budget for both professional fees and reimbursable expenses. The budget should include all applicable taxes.

Submitted proposals should not exceed 10 pages (excluding annexures). The review will be based on the main proposal. This should be sent by email to FSD Africa at bids@fsdafrica.org by **noon (EAT) on 27th November 2024** under a subject line reading ‘Invitation to tender: BimaLab Platform Development and Migration’.

Applications received after the deadline will not be considered.

7. Basis of award

A contract will be awarded to the most economically advantageous tender based on the following criteria:

Mandatory requirements
Deep understanding of the latest trends and best practices in UX design, secure data management and cloud-based infrastructure
Strong understanding of routine maintenance, recovery and handling failover of a dataset
Demonstrable success in creating platforms for multi-user environments with robust security, scalability and advanced analytics
Minimum 7 years professional work experience in developing information technology solutions, digital platforms, web based and mobile applications and innovative technology designs
Experienced in developing platforms that possess advanced security features; including encryption, secure data storage, and verified user onboarding processes

Assessment Criteria

Item	Timeline	Weighting (%)
Experience	Portfolio of work demonstrating innovative technological solutions/models developed in the last 5 years (atleast 3 assignments)	15%
Skills and qualification	Educational background in software development, computer engineering and/or information technology	5%
Innovation	Innovativeness of the platform in terms of technology and solutions offered to ensure long-term sustainability after initial development and data migration	15%
Architecture	Proven experience creating Learning Management Systems (LMS) which include content upload, assignment management, learning progress tracking and secure data storage	15%
Methodology	Understanding/interpretation of the task set out in the TORs including a detailed implementation plan	20%
Fee basis and total costs	Most economically advantageous, where the computation will be based using the below formula $FS = 30\% \times LB/BP$ where: FS = is the financial score LB = is the lowest bid quoted BP= is the bid of the proposal under consideration. The lowest bid quoted will be allocated the maximum score of 30%. Fee quoted must beinclusive of applicable withholding tax	30%
TOTAL		100

8. Contact and Demo

For this process, the following procedure shall apply.

- a. Interested suppliers must submit their expression to participate in the process by **6th November 2024 (1700hrs) (EAT)** through bids@fsdafirca.org
- b. Platform demo by FSD Africa is scheduled to be held on **13th November 2024** - time to be communicated to the interested parties
- c. All questions in respect of these terms of reference should be directed by email to: bids@fsdafrica.org on or before **12 noon (EAT) 15 November 2024** and feedback will be provided by **19 November 2024**.

9. Applicable Taxes

As per Kenya's tax law, FSD Africa will pay the Consultant after withholding the appropriate taxes at the applicable rate between Kenya and the Consultant's country of tax residence, considering any tax treaties in force. It is the responsibility of the Consultant to keep themselves apprised of these applicable taxes. The below table however provides guidance on the applicable rates as per tax regimes

Country	WHT Rate
Kenya	5%
United Kingdom	12.5%
Canada	15%
Germany	15%
India	10%
Non-resident rate for citizens of EAC member countries	15%
All other countries	20%

Annex 1: Proposed Fee Schedule

Costs should be shown separately in the format set out below. Fees proposed by tenderers should be inclusive of all taxes

Consultancy fees*	Days	Fee USD/GBP	Total USD/GBP
xx			
xx			
Total remuneration			0.00
Reimbursement costs**	Unit	Cost USD/GBP	Total USD/GBP
xx			
xx			
Total reimbursement cost			0.00
Total proposed costs			0.00
<i>*Fees incl of all taxes</i>			
<i>**Expenses to be reimbursed on actual costs as per FSD Africa's travel policy</i>			