

## **REQUEST FOR PROPOSALS** **RESEARCH AND CURRICULUM DEVELOPMENT CONSULTANT**

<b>Project Name:</b>	Research and Curriculum Development Consultant
<b>RFP Release:</b>	November 15, 2021
<b>Submission Deadline:</b>	December 6, 2021 <i>by 9am</i>
<b>Award Notification:</b>	December 22, 2021
<b>Contact:</b>	Sara Vescio, Executive Director Women's Business Center at Canisius College 2001 Main Street; Buffalo, NY 14208 716-888-8280 <a href="mailto:vescio11@canisius.edu">vescio11@canisius.edu</a>

### **ORGANIZATION OVERVIEW**

The Women's Business Center at Canisius College (WBC) is funded in part by the Small Business Administration and hosted by Canisius College. Initiated in 2003, the WBC has been a crucial factor in the success of many local women-owned small businesses, and an important part of our WNY entrepreneurial ecosystem, supporting equitable economic opportunities.

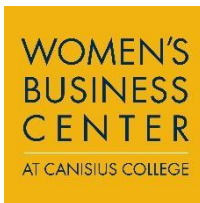
### **PROJECT BACKGROUND**

There are a lot of financial literacy and getting loan ready type of programming out there, yet we are hardly seeing the statistics on lack of access to capital for women entrepreneurs change. The COVID pandemic has also shown us that the low-to-moderate income families had the most difficulty accessing the capital support offered in a timely manner.

We are looking to heavily increase the odds of the participating entrepreneurs in getting capital to support their business. The uniqueness of this program will be how it will tie up all loose ends of communication and support between the organizations and the clients.

### **SCOPE OF WORK**

In partnership with Consumer Credit Counseling Service of Buffalo, Inc. (CCCS) and Westminster Economic Development Initiative (WEDI), the Women's Business Center at Canisius College will offer a business loan education program to prepare women entrepreneurs to apply for a business loan and receive funding. CCCS will offer credit counseling and repair services to participants of the program and those who complete the course will receive a WEDI-approved certificate that helps qualify borrowers for a microloan from WEDI. The consultant selected for this project will conduct the needed research to gain all needed information and awareness to create a thorough, successful and proprietary curriculum for the WBC.



- **Small Business Loan Research** – Consultant will research small business loan products available at local Community Development Financial Institutions (CDFIs), determine eligibility requirements, application process, common obstacles to being approved for a loan. If time allows, consultant will also research the small business loan lending landscape at local banks and credit unions to determine the availability of funding in the area.
- **Client Research** – Consultant will conduct focus groups, interviews and surveys with women entrepreneurs to:
  - examine their experience with credit, financial statements and cash management skills to determine their readiness for a loan
  - identify their familiarity with small business loans including the application process and any challenges they may have faced applying for a loan
- **Partner Research** – Consultant will collaborate with CCCS to research credit requirements and work with WEDI to gain a full understanding of the requirements necessary for a prospective microenterprise borrower to acquire a loan from WEDI.
- **Curriculum Development** – Consultant will develop a proprietary curriculum for the WBC with input and support from CCCS and WEDI based on the results of the research. This proprietary curriculum will be used by the WBC for the Business Loan Education Certification Class beginning in September 2022. Primary work products include:
  - Curriculum presented in outline format that can serve as the teaching guide for the facilitator/mentor of the program
  - Established goals for the program including measureable outcomes
  - Determine optimum format for curriculum (amount of sessions needed, duration of each session, etc.)
  - PowerPoint presentations, worksheets and templates to be used by the facilitator/mentor of the program
  - Any other relevant course materials, as needed

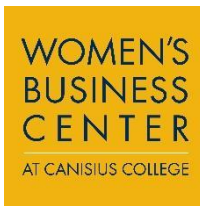
### **TERMS OF PROJECT**

The project term is anticipated to be 8 months beginning with the start of the contract. The budget for this project is between \$10,000 and \$20,000.

### **SUBMISSION REQUIREMENTS**

All proposals must include the following:

- Resume and capability statement (if available)
- Proposed approach for the scope of work to include estimated timeline and milestones
- Fee Request
  - Provide a proposed cost/pricing structure for the services described in this RFP
  - Respondents must include hourly rate



### **SELECTION TIMELINE**

- November 15, 2021 – RFP Release
- December 6, 2021 – Submission deadline (must be submitted *by 9am*)
- December 6 - 10, 2021 – Proposal review; selected candidates contacted for interviews
- December 13-17, 2021 – Interviews of selected candidates
- December 22, 2021 – Notification of project award to chosen candidate
- January 4, 2022 – Contract begins

### **SUBMISSION DEADLINE**

Email proposals to Sara Vescio at [vescio11@canisius.edu](mailto:vescio11@canisius.edu) by 9am on December 6, 2021.