International Center for Biosaline Agriculture - ICBA is an international, non-profit organization that aims to strengthen agricultural productivity in marginal and saline environments through identifying, testing and facilitating access to sustainable solutions for food, nutrition and income security.
I. GENERAL INFORMATION

1.1 Background and Purpose

The Emirates Soil Museum was officially opened on 8 December 2016. Since its launch, the museum benefitted students, researchers, professionals, scientists, environmentalists, decision and policy makers, and land use planners in the common pursuit of sustainable development.

The objective of the assignment is to enhance the museum experience further by developing a cross-platform mobile application (IONIC framework or similar) that provides additional information about the exhibits using augmented reality features and provides a constructive educational experience.

1.2 Deadlines

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Closing date for clarifications/meetings/visits</td>
<td>November 29, 2018</td>
</tr>
<tr>
<td>Closing date for submission</td>
<td>December 04, 2018</td>
</tr>
<tr>
<td>Contract awarded</td>
<td>December 13, 2018</td>
</tr>
</tbody>
</table>

1.3 Submission of Proposals

Submissions should be handed over in a plain sealed envelope marked “RFP18-0013- Emirates Soil Museum Augmented Reality Educational Application” to ICBA office reception or shared through ICBA Procurement Portal: https://procurement.biosaline.org.

1.4 Proposal Contents

Proposal responses should include the following:

a. The Bidder company valid trade license
b. Technical Proposal
c. Financial Proposal
d. Portfolio of similar jobs
e. If additional services are proposed, they should be identified separately

1.5 Validity of Proposal

Proposals must remain valid and open for the acceptance of ICBA for 90 days from the RFP closing date. Proposals specifying a shorter acceptance period will be considered as non-responsive proposals.

1.6 Incomplete and Late Offers

Incomplete and late proposals will not be accepted. It is the bidder’s responsibility to ensure that the proposal is submitted complete, on time and in accordance with the RFP terms and conditions.

1.7 Inquiries

Bidders may submit questions in writing through e-mail to the following address and before the deadline stated above:

Contact name: Ms. Imane Boujidane
Head of Procurement and People Resources
Tel. no. : 009714 3361100- Ext. 201
Email : Procurement@biosaline.org.ae
Any prospective bidders seeking to arrange individual meetings with ICBA or any of its employees concerning this contract during the bidding period may be excluded from the bidding process.

1.8 Alteration of Proposals

Bidders may alter their proposals by written notification prior to the deadline for submission of proposals stated in this RFP. No proposals may be altered after this deadline.

1.9 Eligible Bidder

Bidders considered eligible to submit proposals are defined as follows:

- Entity/organization that is legally registered to do business in their country and can provide a valid certificate of legal registration/ trade registration license.
- Bidder must have the technical and financial capacity to perform this Contract successfully.
- If the offeror is a freelancer based in the UAE, they need to provide the registration license.

1.11 Costs for preparing proposals

Under no circumstances ICBA will not be liable for any costs incurred in connection to the preparation and submission of proposals even if ICBA decides to reject all the proposals or cancel the bid.

1.12 Clarification

During the evaluation process, ICBA may request additional information and samples from bidders if it is necessary for further clarifications in regard to the submitted proposal.

1.13 Evaluation of proposals

The technical evaluation of bids will be based on the criteria below:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven experience of the proposed team in augmented reality applications, educational support tools, virtual tours, mobile applications</td>
<td>40%</td>
</tr>
<tr>
<td>Value for money – this does not mean the cheapest bid – we will be assessing the overall offering.</td>
<td>40%</td>
</tr>
<tr>
<td>Interaction during tendering and quality of tenders. Note that we will not be placing a huge emphasis on how your proposal document looks but will focus on its contents and how it meets our specified requirements, as well as the personal interaction of yourselves with the ICBA panel.</td>
<td>20%</td>
</tr>
</tbody>
</table>

1.14 Amendments

During the proposal submission period, if ICBA decides to modify/change any requirement/s of the RFP, the modification/s shall be released through the issuance of an amendment to the RFP. Any amendment will be issued in writing and will be sent to all bidders.

1.15 Confidentiality

The entire evaluation procedure is confidential, and all proposals are for official use only and may be communicated neither to the bidders nor to any party other than ICBA.

1.16 Bid Cancellation

ICBA has the right at any stage in the bidding process to cancel the whole bid without the need to give a justified reason to any of the bidders. Bidders will be notified in writing of the cancellation.
1.17 Discussion/Negotiation

ICBA may initiate discussions should clarification or negotiation be necessary. Bidders should be prepared to provide qualified personnel to discuss technical and contractual aspects of the proposal.

1.18 Award Letter & Contract

ICBA reserves the option of contracting only for a portion of the specified project scope or of not awarding a contract to any bidder. Final approval to enter into a contract, the contract form and the scope of services to be provided pursuant to the contract, rests with ICBA. A contract may be awarded to more than one bidder based on the quality of the proposals and ICBA’s needs. Please note that an award letter is not a contract and can be withdrawn at ICBA sole discretion. Bidder’s Failure to accept the award at the time of receiving notification, ICBA has the right to award the contract to the next bidder.

1.19 Bidder Responsibility

It is the responsibility of each bidder before submitting a proposal:

- To examine thoroughly the contract documents and other related data identified in the proposal documents.
- To consider federal and local laws and regulations that may affect costs, progress, performance or furnishing of the service.
- To promptly notify the Procurement Section of all conflicts, errors, ambiguities, or discrepancies in or between the contract documents and such other related documents.

1.20 Governing Law and Language

This Tender is subject to and shall be construed according to the applicable laws and regulations of the United Arab Emirates. The bid documents and all notices pursuant to the provisions thereof shall be in English.

II. SCOPE OF WORK

The application development is comprised of 2 primary components. Each component is expected to take 6 weeks to complete with a mid-term follow-up meeting, in person or virtually, for each component. The content of the application is recommended to be dynamic, managed by a secured control panel, and fully functional through any mobile device.

2.1 Scope of work of component 1

The first component consists of the Augmented Reality feature of the application. The expected outputs of this component are:

- Dynamic cross-platform application with a user-friendly front end;
- Preparation of the 3D models of specific exhibits;
- Application able to scan all required exhibits/objects in the internal and external museum exhibitions;
- Once exhibits/objects are scanned, more information is provided in different formats such as images, videos, 3D models and/or text;
- Design of a mascot that would act as a tour guide explaining all information provided through the application;
- The application and mascot act as museum guides, not only providing information, but guiding the visitors on the station to visit next to ensure the logical flow of the tours;
- Application should have an audio reader for special needs;
- Users should be able to mark the information they like and save it;
- Users should be able to access saved information anytime;
- Users should have the ability to share the information they save with a watermark or
automatically generated reference;

- Users should be able to receive notifications and updates about the museum through the application;
- The application should also have a museum calendar with all events, special and temporary exhibitions;
- Upon completion of a tour, users should be prompted with a feedback form along with a photo consent agreement.

2.2 Scope of work of component 2

The second component consists of the educational feature of the application. The expected outputs of this component are:

- Homepage to select whether a user is a general visitor or on a field trip;
- If on a field trip, the user will be prompted with a list of field trips to choose from;
- Every field trip would have a different set of activities, quizzes, worksheets as well as Augmented Reality-based games;
- Users would collect points or some rewards for completing the activities, quizzes, games and worksheets;
- Users would be able to save their work on their profile on the application for future access;
- Museum team should be able to add new field trips without a limit and easily update old ones;
- Field trips are not accessible to everyone, but only to those who are signed up for a specific field trip and upon their arrival to the museum. This means field trips should be locked and only accessed with museum generated passcodes with a location verification to ensure that they are actually at the museum;
- The same mascot should be guiding the trips;
- Users should be able to navigate easily with just one swipe between AR and the field trip program;
- Upon completion of a field trip, users should be prompted with a feedback form along with a photo consent agreement.

2.3 Knowledge Transfer

During the implementation, the vendor shall provide comprehensive training sessions for the application usage and back-end administration to the ICBA team upon project completion and handover all source code of the application.

2.4 Bidder - Minimum Requirements

The offer should describe their experience, including the names, addresses, contact persons, and telephone numbers of at least three clients, preferably including clients similar to ICBA. Experience should include the following categories:

- Augmented Reality Mobile Applications
- Educational Support Tools
- Virtual Tours of Museums or similar (preferred)
- The offer or should describe their and their team' experience in the following areas:
  - 4+ year of rich domain knowledge with comprehensive understanding of Mobile Application Development;
  - Ability to architect mobile as well as web-based backend;
  - Knowledge of all phases of Software Development Life Cycle with concentration on requirement analysis, architecture, development and implementation of various applications;
- Experience of developing complex functionality, rich GUI and user-friendly mobile apps for iPhone and Android platforms;
- Designing mobile as well as API structure with high performance capability at mobile end;
- Experience in working in different phases of projects, requirement analysis, architecture & designs, implementation and deployment;
- Experience in graphic design, 3D modeling/illustration, and animation.

➢ If the offer or is a freelancer based in the UAE, they need to provide the registration license.

2.5 Contractor Performance

Contractor must meet the highest standards prevalent in the industry of application development and education in the services provided to ICBA.

The scope is to be delivered following the schedule below:

| Component 1 mid-term evaluation | December 27, 2018 |
| Component 1 completion          | January 24, 2019  |
| Component 2 mid-term evaluation | February 14, 2019 |
| Component 2 completion          | March 07, 2019    |
| Training, Handover and closing  | April 04, 2019    |

2.7 Pricing

The financial proposal should be in the UAE currency (AED). Any "other/additional services" should be priced separately.