



Request for Information on Diversity, Equity and Inclusion Work

Who we are:

For more than 15 years, Ann Arbor SPARK has served the greater Ann Arbor region as a catalyst for economic development. We accomplish this by building awareness of the region as a destination for business development and growth. Our team of knowledge experts attracts, develops, strengthens, and invests in driving industries to help our communities prosper.

Our ultimate mission is to advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and inclusive growth, and for talented people to live and work. We want the Ann Arbor region to be recognized for its academic, business, and community strength, and its collaborative culture.

We partner with new and growing companies to help them overcome common barriers and help them succeed in Ann Arbor, Ypsilanti, and the surrounding area. More information about our work is at <https://annarborusa.org/>.

What we are seeking with a Diversity, Equity, and Inclusion partner:

We're looking for a partner that can provide education, training, and guidance to growing companies in the greater Ann Arbor region around the importance of diversity, equity, and inclusion (DEI). We believe that introducing and reinforcing these values at the beginning of new company formation helps lead to companies that are more inclusive, diverse, and successful as they grow.

Some of the services we're seeking include:

- Delivering training and content to new and growing companies in the Ann Arbor region through webinars, recorded materials, blogs, or other avenues.
- Development of a curriculum around how early-stage companies can understand and utilize DEI in the development of their business.

Note that the issuance of this Request for Information does not indicate an award will be granted.

- Availability for individual coaching or meetings with early-stage company leadership.
- Ability to create and market training on this topic in conjunction with SPARK.

Companies we work with are looking to create products or services that have a technology focus and less than \$5 million in revenue, although the training for this could be of interest to larger companies and other industries as well.

We'd like to find a partner that understands the importance of DEI and its role in company creation and is passionate about how this can impact a company's growth and performance.

Request for Information Response Requirements:

- Brief background and history on the company or organization
- Description of the key company or organization principles
- Management team bios
- Outline of an approach on education related to DEI and company development
- References or previous work related to training and development

Deliverable(s):

- Ability to develop a year-long curriculum focused on integrating DEI principles into company creation and development
- Delivery of 6-12 trainings per year, or identification of an appropriate content deployment strategy
- Hourly rate for individual coaching and meetings
- Pricing for full training program

Proposal Submission:

Full proposals should be no more than four pages of narrative and graphics, in addition to a detailed budget and a project timeline indicating the process. References will not be included in the page count.

Budget:

Please provide a proposal budget.

Evaluation Criteria:

1. Demonstrated understanding of themes and topics related to DEI
2. Experience in delivering training/knowledge/understanding to growing companies
3. Awareness of the local business community in Michigan and the Ann Arbor and Ypsilanti region

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Submission Deadlines: July 13, 2021, sent to RFI@annarborusa.org

Submissions & Questions to: RFI@annarborusa.org

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