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Energy Excelerator

A project of the Pacific International Center for High Technology Research (PICHTR)

Request for Proposal for Web Design Services

November 17, 2014

BACKGROUND

The Energy Excelerator is focused on solving the world's energy challenges, starting in Hawaii. It is part of a non-profit organization, PICHTR, and provides funding and resources for clean energy startups. Please see www.energyexcelerator.com for more information about the program.

PROJECT OUTLINE

Your firm is hereby invited to submit a proposal for Web Design Services to update the Energy Excelerator's website (www.energyexcelerator.com). This is not a full redesign of the Energy Excelerator's website, but a specific updates to the design and functionality to address the objectives and tasks in Appendix A. The selected individual or team will provide front-end and back-end web design services to fulfill these tasks and objectives.

- Communicate the key components of the Energy Excelerator program in a clear and simple manner
- Attract applicants, provide them with the appropriate information about our program and the application process, and field applications to our program
- Show how our program is evolving as a leader in energy innovation
- Provide easy access to updates on our program and the work of our startups and partners
- Attract potential applicants and partners to events we are attending and hosting
- Highlight the people behind the program (team members and mentors) in an aesthetically pleasing way
- Highlight our portfolio companies and their progress
- Show the diversity of our investments in energy, water, agriculture, and transportation
- Reflect the Energy Excelerator mission: help startups solve the world's energy challenges, starting in Hawaii
- Reflect the Energy Excelerator brand: professional, fun, clean, place-based, friendly, appealing
- Final website design must be easy to update the text and photos

This Request for Proposal (RFP) is being released to invite interested and qualified individuals and teams to prepare and submit proposals in accordance with instructions provided below.

WORK TO DATE

Our current website is developed on Wordpress. We are also working with a Salesforce consultant to do the backend work for our email newsletter sign up.

SELECTION CRITERIA

All proposals will be subject to a review process by PICHTR, which will include an evaluation that will be based on the written proposal as submitted, and may also include an interview between PICHTR and the individual or team.

A primary consideration shall be the effectiveness of the firm in demonstrating that it has provided similar or related services, in a timely fashion, based on verifiable performance. We are also interested in reflecting our commitment to energy efficiency and innovation in this space, using designs that are cost effective and functional.

Please be advised that, although cost will be considered in the selection process, the lowest cost bid will not necessarily be awarded the contract.

PROPOSAL REQUIREMENTS

As part of your proposal, please include:

1. Approach to project, including relevant experience designing similar websites in energy, innovation, and/or Hawaii. Not to exceed two pages.
2. Resumes for all project team members from all entities. No page limit.
3. Lump sum fee including all of the services to meet objectives listed above, and task-by-task budget. Not to exceed one page.
4. Rate sheets for all personnel relating to potential additional services. No page limit.
5. Timeframe required by your team to complete the project, which should be based on an anticipated start date of December 1, 2014 and end date of February 2015. Not to exceed one page.
6. List number of design reviews that will be included in your fee. Not to exceed one page.

7. Claims - Please list all pending or past legal action (law suits, claims or liens) or arbitration proceedings your firm has been involved during the past five (5) years involving Owner or Employees or other Entities. No page limit.
8. Sustainability – Please discuss your firms approach and experience with designing, engineering, life-cycle costing, system evaluations, material selections etc. related to sustainable design. Not to exceed one page.
9. References: Please provide a list of 3 projects with related contact information. Not to exceed one page.

General and Special Provisions

1. Proposal Preparation Costs: In no event shall PICHTR be liable for costs incurred in the preparation of the Proposal.
2. Taxes: The proposal price shall include all applicable taxes.
3. Indemnification: Contractor hereby waives and agrees to indemnify, defend, and hold harmless PICHTR, its directors, officers, employees, funding agencies, and agents from any general liability, tax liability, loss, expense (including reasonable attorneys' fees), or claims (collectively, "Claims") arising out of or connected with the Agreement or the Work done under the Agreement, except to the extent that such claim is due to the intentional acts of PICHTR or PICHTR's failure to comply with the terms of the Agreement. PICHTR shall promptly notify Contractor or any such Claim(s) and shall cooperate with Contractor in the defense of the Claim(s).
4. Insurance. Contractor shall have the following types of insurance and shall maintain them in the amounts shown during the term of this Agreement:
 - A. Comprehensive General Liability: \$1,000,000 each occurrence and \$2,000,000 annual aggregate (per project aggregate may be required).
 - B. Automobile Liability: Owned and Hired/Non-Owned Auto – Minimum of \$1,000,000 combined single limit or \$1,000,000 per person \$1,000,000 per accident \$1,000,000 property damage. (If applicable)
 - C. Workers Compensation-Statutory limits and Employer's Liability: \$1,000,000 each accident, \$1,000,000 each employee, \$1,000,000 policy limit.
 - D. Professional Liability and Pollution Insurance, if applicable: \$1,000,000 per occurrence, \$2,000,000 annual aggregate.
 - E. Excess Umbrella: \$1,000,000 per occurrence, \$1,000,000 annual aggregate in excess of items 1,2,3 & 4 above (higher limits may be required where applicable).

The insurance coverage required herein (except Professional Liability) shall name PICHTR as an additional insured, and shall contain endorsements providing that such insurances shall not be modified or canceled by the insurers without giving not less than thirty (30) days prior written notice to PICHTR. The Contractor shall provide PICHTR with certificates of the insurance required hereunder upon execution of this agreement. The Contract further certifies that it shall continuously maintain such insurance for the duration of this Agreement.

The award will be based on the evaluation (documented) by the review committee, and reflects the offeror whose offer is the highest ranked and represents the most advantageous offer to PICHTR taking into consideration price and other predetermined factors and criteria.

SUBMISSION & QUESTIONS

Please email your proposal to our office by 8:00 AM HST on Wednesday, November 26, 2014 to: energy@pichtr.org, cc lauren.tonokawa@pichtr.org.

All respondents participating in this RFP process will be notified of acceptance or rejection.

Do not hesitate to contact our office if you have any questions or concerns. For questions, please contact:

Lauren Tonokawa | Communications, Energy Excelerator
E-mail: lauren.tonokawa@pichtr.org
[Phone: \(808\)237-5050](tel:(808)237-5050)

APPENDIX A:

HOME PAGE | PRIORITY LEVEL: 1

OBJECTIVE: To communicate what we do (key components of our program) and why we do it (solve problems in Hawaii and help companies succeed) in a clear and simple manner

PROBLEMS:

- Static
- Email sign up is often missed
- Can't click on individual portfolio company pages
- Partnerships section looks really clunky
- Latest section is not inviting
- Too much detail
- Header spacing is off

NEED TO HAVES:

- Key components of our program
- Short description on "why Hawaii?"
- Portfolio companies
- Partners
- Email sign up
 - After they sign up for our email, include an option to "join the conversation on Twitter"
 - Send email confirmation from the Energy Excelerator team or Dawn
- Updates from our blog/news/social media

NICE TO HAVES:

- Video playing in background of first header section, similar to [Airbnb](#)
- Portfolio section on homepage, similar to [fifty&fifty recent work on home page](#)
 - Scroll over would have company name and one liner
- Partner organizations with similar scroll over to portfolio section
- News section similar to [fifty&fifty](#)
 - Like quick, clean headlines
 - Like Twitter feed
 - Need indication if from our blog or other publication

LATEST PAGE | PRIORITY LEVEL: 1

OBJECTIVE: To show how our program is continually evolving as a leader in energy innovation; To provide updates on our program and highlight the work of our startups and partners

PROBLEMS:

- Can't upload links to articles, only blog posts
- Shows entire blog post on latest page; title, date, and 1 sentence would be sufficient

NEED TO HAVES:

- Separate blog and news links
- Title, data, and source of articles/EEx blog post

NICE TO HAVES:

- Photo, title, one liner, and tag like [Grist's recent posts section](#)
- Infinite scroll like [Stem's news section](#)

EVENTS PAGE | PRIORITY LEVEL: 1

OBJECTIVE: To attract potential applicants and partners to events we are attending and hosting; Events we attend and host are typically a source of applicants and core to our program. People often ask us what we do the rest of the year when we aren't hosting our companies in Honolulu or Silicon Valley. This page should also help show that we are constantly travelling around presenting at various conferences seeking solutions and partners.

PROBLEMS:

- Doesn't list past events; Even though our 2015 events are up on our website yet, they can see that we attended certain events in 2014 and assume we may be at the same ones.
- Funky spacing
- Missing button for easy and quick registration

NEED TO HAVES:

- Date
- Time
- Event name

- Location: City, state
- Link out to more information (separate page on our website)
 - Event name
 - How we are involved (ex. Dawn is judging, Brad is speaking, The Energy Excelerator is hosting a session, etc.)
 - Event info (date, time, location)
 - Organizer
 - Link event website
 - Link to registration form
- Listing of past events

NICE TO HAVES:

- Like lay out of [Startgarden's we have a lot going on section of home page](#)

PEOPLE PAGE | PRIORITY LEVEL: 2

OBJECTIVE: To show the people behind the Energy Excelerator and highlight that aside from the funding, it is the connections to these people and organizations listed on this page that help our startups succeed. The Energy Excelerator is program supported by a network of people and organizations with different expertise all passionate about solving our energy problems.

HOW IT'S USED:

- Portfolio companies: Identify who they would like to meet with
- Mentors: See who else is in the network
- Event organizers: Pull our team's bios and photos from this page

PROBLEMS:

- As the list grows it will become increasingly difficult to navigate
- Names and organizations are not as prominent as photos (but we like the photos)

NEED TO HAVES:

- Photo
- Name
- Role (for our team) / Organization (for mentors)
- Link out to full bio (separate page)
 - Name
 - Photo

- Role (for our team) / Organization (for mentors)
 - Role changes:
 - Warren – Go-to-market track & mentor network
 - Jill – Demonstration track & partnerships
 - Lori – Operations & events
 - Brad – Strategic Partnerships & Investor relations
 - Debbie – Operations assistant
 - Heather – Strategic Partnerships – Silicon Valley
- Full bio

PORTFOLIO PAGE | PRIORITY LEVEL: 2

OBJECTIVE: To highlight our portfolio companies and their work and show the range of investments we make in energy, water, agriculture, and transportation

HOW IT'S USED:

- Potential applicants: Check out who's already involved
- Investors and partners: We would like to send them a link to our portfolio companies on our website so they can see which companies align with their areas of investments (eg. Transportation, water, hardware, etc.) and see their success to date.

PROBLEMS:

- Logos are too big, may need to increase the number of companies per row

NEED TO HAVES:

- Company name
- Logo
- One liner
- Link out to individual company pages (one page for each company)
 - Company name
 - Logo
 - One liner
 - Problem & solution
 - If doing a demonstration project, a description of the project and results
- Aggregated results from our entire portfolio

NICE TO HAVES:

- Filtering option by:

- Industry (transportation, agriculture, storage, efficiency, etc.)
- Cohort year (2014, 2015)
- Location
- Track (Go to market OR demonstration)
- Video (if they have one)
- Most recent news from each company (eg. Closed series B, launched

INDIVIDUAL COMPANY PORTFOLIO PAGES | PRIORITY LEVEL: 2

OBJECTIVE: To show the impact on Hawaii's energy system each individual company is making

HOW IT'S USED: Applicant companies reference it as case studies for what results they can expect as an Energy Excelsator portfolio company; Our team sends it to investors and other partners to show the results of individual companies within the program.

PROBLEMS:

- Not enough information
- No logo
- Page is not current, information is static

NEED TO HAVES:

- Each has its own full page
- Logo
- One liner
- Company name
- Current updates (such as Twitter feed)
- How we worked with them and results (things we like: [fifty&fifty](#))
- Link to website
- Video or photo banner at top (things we like: [Airbnb](#))

HAWAII PAGE

OBJECTIVE: We take a place-based approach to selecting companies and partnering with funders. Each year we identify the specific problems Hawaii is facing as it relates to energy and select 15-17 companies to help us solve those problems.

HOW IT'S USED: Applicant companies, partners, and others reference it for background information on Hawaii's energy market.

PROBLEMS:

- Not enough current information

NEED TO HAVES:

- Need for solutions
 - High price of electricity
 - Reliance on fossil fuels
 - 2015 topic areas
- Outstanding policy support:
 - Short description of what that means
 - Latest ecosystem news
 - RFPs by Hawaiian Electric
 - Decisions by Public Utilities Commission
 - Latest energy/entrepreneurship legislation
 - Foundation:
 - Link to Hawaii Clean Energy Initiative with short description and highlights
- Opportunity for innovation
 - Short description of what that means
 - Island pulse display (if can)
- Publications

PROGRAM PAGE

OBJECTIVE: To give a detailed explanation of our program

HOW IT'S USED: This page is for anyone wanting more information on our program and applicant companies looking for detailed information on our program.

PROBLEMS:

- Confusing layout
 - Companies don't immediately understand the two tracks (one running down the left hand side of the page and one running down the right hand side of the page)
- No action item for applicants

NEED TO HAVES:

- Easy to navigate
- Drop downs with additional details for applicants
- Incorporate go-to-market and demonstration page into program page with drop downs and expanding boxes

- Form for startups to fill in info if they are interested in applying (live year round) – need API for fields
 - Integrated with salesforce
 - Name
 - Email
 - Company
 - Topic area
 - Zip code
- FAQ page that is easy to update

NICE TO HAVES:

- Filter FAQs by tags:
 - Demonstration
 - Go to market
 - Funding
 - Schedule

OPPORTUNITIES PAGE

- Reorganize to match portfolio page: boxes with photos and text overlay
- Pop ups with more info and link to position description, RFP, etc.

Other things we like:

- Dynamic photos with text overlay: <http://invisiblechildren.com/our-work/>
- Photo heavy: <http://www.polerstuff.com/collections/adventures>
- [Mobile](#)
- [Separate log-ins for each team member, so when they publish a blog post it shows up as “By \(their name\)”](#)