Training Materials Development & Delivery – Request for Proposals (RFP)
BRIDGE Program Questions

Date: 5 June 2025 - Submission for questions deadline.

1. Please confirm the training will be organized in cohorts, not by individual organization/startup. **Yes, it will be organized in cohorts.**

2. How many organizations are anticipated to participate in each cohort? **We do not know.**

3. Will the selected vendor be given training from TEDCO regarding resource availability to better advise participants? **No.**

4. For this proposal is there a minimum number of professionals required on the vendor's project team? **No.**

5. Is there a minimum or maximum number of years the business needs to qualify for the RFP? **No.**

6. Will the vendor be provided TEDCO specific guidance on what to include in the training? **This will depend on the vendor. Please review the RFP.**

7. What support is provided to the vendor? **TEDCO will work with the vendor to develop and deliver training.**

8. Are there specific technical software platforms needed outside of Microsoft Office Suite/Teams and Zoom? **That is up to the vendor.**

9. Will there be a need to print materials and Is it expected that the vendor will have to cover printing expenses? **There should be no need to print materials. Vendors will be responsible if they choose to offer printed materials.**

10. Is there a budget for the RFP either generally or per vendor? **TEDCO has budgeted $900k over three years.**

11. Where will workshops/classes be held and will travel expenses need to be included in the proposal? **The workshops will primarily be virtual or in Columbia, MD.**

12. Are there any other clarifications you want to provide? **No.**

13. What are the anticipated learner profiles, including prior experience with proposal writing or federal funding, to guide the appropriate instructional level and pacing? **Please review the RFP. Very limited to none.**

14. Will TEDCO provide any existing frameworks, templates, instructional content for adaptation, or is the expectation full content development from the ground up? **Please provide full content development.**

15. Is it your expectation that the vendor will provide subject matter experts? **That depends on the vendor. In general, TEDCO has existing SMEs.**

16. What are the preferred duration and format for each training session (e.g., half-day, full-day, module-based series), and what is the anticipated class size? **This is up to the**

vendor. We do not know the anticipated class size.

17. Is TEDCO seeking SCORM-compliant or LMS-compatible content for digital hosting, and if so, does the organization have a preferred platform or hosting infrastructure in place? The RFP specifies on the bottom of page 5 that sessions may be recorded and posted to your website for students' individual use. **LMS-compliant materials will be accepted as well as others, such as PowerPoint presentations.**

18. Will TEDCO be responsible for marketing and recruiting participants, or is the selected firm expected to contribute to outreach and enrollment strategies? **TEDCO will conduct recruiting but would appreciate vendor support.**

19. What specific federal funding programs beyond SBIR/STTR should be addressed (e.g., NIH, NSF, DoD), and is there a preferred emphasis or prioritization among agencies? **This RFP is for full proposal training.**

20. Are there reporting or evaluation metrics required beyond session attendance (e.g., knowledge gain assessments, participant feedback, performance benchmarks)? **TEDCO will track participant feedback.**

21. Are there expectations regarding branding, visual identity, or adherence to TEDCO style guides within the training materials? **Yes, that will be discussed once the proposal is selected.**

22. Will TEDCO require the selected firm to provide ongoing updates or revisions to the training materials across the two optional renewal years, and if so, how will change management be handled contractually? **Yes, if they wish to continue participating. Please see the attached contract (Exhibit A) for additional information.**

23. Does TEDCO anticipate the need to translate training materials into other languages or ensuring accessibility compliance (e.g., 508, WCAG 2.1)? **Yes, if we post information on our website.**

24. Can you please clarify how RFP responses will be evaluated? **Please review the RFP.**

25. Are there specific weightings assigned to the information in Section VII of the RFP? **Not at this time.**

26. Could you let us know what the budget is for this work? **The total three-year budget is $900k.**

27. Could we request to submit the valid business registration and of good standing to conduct business in the State of Maryland prior the contract stage? **We will need this information before we make a final decision.**

28. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming? **On page 7, we state, "Other factors including but not limited to the Firm's presence in Maryland."**

29. Will the virtual training sessions be pre-recorded or delivered live online? **Neither.**

30. What is the expected duration of each in-person training session? **That depends on the vendor.**

31. What is the maximum number of participants allowed per training session? **That depends on the vendor.**

32. Are there any limitations on class size or overall program enrollment? **No.**

33. How many client references are required as part of the proposal? **That depends on the vendor.**

34. Is there a maximum page count or formatting requirement for the proposal submission? **No, there is no page count requirement.**

35. What is the registration process for program participants? **TEDCO is responsible for program registration.**

36. Who will be responsible for managing the registration process (TEDCO, vendor, or a third party)? **TEDCO.**

37. Will travel costs be reimbursed or covered for in-person training sessions? **No.**

38. Where will the in-person sessions be held? **TEDCO's site in Columbia, MD**

39. On page 7, Section VII "Firm Selection Process," what specifically is meant by "the firm's presence in Maryland"? Is this related to office location, past work, staffing, or other factors? **This is related to a firm's physical presence in the state of Maryland.**

40. Is there an incumbent vendor currently delivering this service? **No.**

41. Can you provide more details about the June 30th engagement referenced in the RFP? Will it serve as a kickoff meeting or orientation session, and will briefing materials be provided in advance? **30 June 2025 is when we expect work to begin. This is not necessarily the kickoff date.**

42. How are participants selected, and will there be any prerequisites (e.g., prior experience with government proposals)? **Please review the RFP.**

43. Please define SEDI and very small business. **Please review the Department of Treasury's website.**

44. Regarding scope of beneficial recipients, is the RFP seeking for respondents to propose primarily to assist SEDI and very small businesses (generally those businesses with 10 employees or less and/or with gross incomes under $50,000,000 a year)? **Yes.**

45. Will the participants selected to participate in the 2 training cohorts be participating in the overall BRIDGE program? **Yes.**

46. Is there a schedule that can be provided for the major milestones inclusive of the training cohorts that can be shared for Year 1? **This information will be provided once a firm is selected.**

47. Will TEDCO expect training to incorporate real-time solicitation analysis and participant-specific proposal development support given the other support services provided under the BRIDGE program? **Yes, as the information is available.**

48. As part of the training curriculum, what estimated percent of successful respondent work will be back office technical assistance versus in person and online or classroom

training provided to beneficial recipients given the other support services provided under the BRIDGE program? **This is a request for proposals asking for development and delivery of training materials for a proposal lab.**

49. How many participants will make up a class/ cohort? **We cannot anticipate demand.**

50. Is there a target or ceiling budget for this project TEDCO can share? **See above, question 10.**

51. What is TEDCO's estimated budget set aside for the proposed services contract for the first or initial year? **See above, question 10**

52. The footer of the Request for Proposal reads SBIR/STTR Training Materials Development & Delivery. Is this correct? **It is not correct. The footer should read, "Training Materials Development & Delivery."**

53. Is the RFP soliciting for respondents to provide services that compete with, supplant or supplement the current OST contractor space (https://www.tedcomd.com/funding/tech-transfer/federal- tech-transfer/sbirproposal)? **This is a new program. No vendor has been selected.**

54. What is the anticipated period of performance and flexibility for content updates in response to new federal priorities? i.e. the award is anticipated by July 1, 2025. If a 2nd and 3rd year option are exercised, does TEDCO anticipate having the curriculum be reviewed and updated? **Yes.**

55. How many hours should each presentation last? **That depends on the vendor.**

56. Is there a limit on how many hours should be allocated to a training presentation? **That depends on the vendor.**

57. If an in-person class is proposed, will TEDCO or a partner provide the facility at no cost, i.e. University of Maryland? **Yes.**

58. Regarding providing beneficial recipients with development and support services, what estimated percent of beneficial recipients (SEDI and very small businesses) supported by proposed technical assistance will be seeking business opportunities from government entities versus private industry and the public? **100%.**

59. What are TEDCO's expectations for impact tracking, metrics collection, and post-program reporting (e.g., participant submissions, awards, ROI)? **See above.**

60. Will TEDCO conduct its own outcome evaluation, or is the Firm responsible for gathering and analyzing participant data? **See above.**

61. Does TEDCO expect the Firm to monitor federal opportunity portals (e.g., grants.gov, FedConnect, Sam.gov) and deliver periodic updates to participants? **Yes.**

62. Since this BRIDGE Project involves Federal Procurement and involves several other jurisdictions does the Attorney for the project have to be licensed in any particular jurisdiction? **This will depend on the vendor.**

63. What specific federal funding programs beyond SBIR/STTR does TEDCO envision focusing on during the BRIDGE Proposal Lab (e.g., DoE, DoT, NSF CHIPS initiatives)? **Please review the RFP.**

64. Does TEDCO expect the BRIDGE Lab to focus more heavily on new programs under BIL, CHIPS, or IRA—where technical assistance may still be evolving? **Yes.**

65. Will TEDCO provide a structured list of target federal opportunities or agencies to guide content development? **None other than what has been provided.**

66. Should the curriculum differentiate between funding types (e.g., grants vs. cooperative agreements vs. contracts) and their legal/regulatory frameworks? **No. The curriculum should be proposal-based.**

67. Is there an expectation to tailor content by industry sectors (e.g., semiconductors, climate tech, broadband, clean energy)? **No.**

68. Does TEDCO permit the Firm to retain a license to use any generic or reusable components of the curriculum (excluding TEDCO- customized content)? **Yes.**

69. Will TEDCO expect exclusive rights to any visual, data-driven, or analytical tools created for this program? **Please review the RFP.**

70. Since this is a Fixed Price Labor Hour (FPLH), or Time and Materials (T&M) or Firm Fixed Price (FFP) requirement, we would need at least a monthly billing interval to submit invoices, versus quarterly. Note: See Exhibit A, Section 3 (b), which supersedes the above. **Invoices will be submitted quarterly. Exhibit A is provided as a "contract used for engaging a Firm."**

71. BRIDGE Program Ecosystem Integration. Given that the BRIDGE Program is designed to support both Main Street small businesses that provide crucial goods and services and also high-growth, innovation-focused companies, how should the training materials be differentiated to address the varying sophistication levels and proposal experience between traditional Main Street VSBs versus technology-focused SEDI businesses? **Cohort members are expected to be new to proposal writing.**

72. Should we develop tiered curriculum tracks, and if so, what would be the optimal structure? **No.**

73. Federal Funding Portfolio Prioritization. The RFP mentions training on RFPs, FOAs, and BAAs, but with additional support, SEDI-owned businesses and VSBs will receive better access to capital, including funds from the State Small Business Credit Initiative (SSBCI) Capital Program and other federal funding opportunities resulting from the Bipartisan Infrastructure Law, CHIPS and Science Act, Inflation Reduction Act, and SBIR/STTR funding. Should the training materials prioritize certain federal funding streams over others based on TEDCO's strategic objectives, and what percentage of training time should be allocated to each funding category? **No. Please review the RFP.**

74. Existing Training Program Coordination. How does TEDCO envision differentiating this new BRIDGE training program from existing SBIR/STTR training offerings in Maryland? Should the selected firm coordinate with or complement current training providers, or develop entirely independent curriculum to avoid duplication? **Please develop independent proposal writing curriculum.**

75. SEDI Business Baseline Assessment. What is the current baseline proposal-writing sophistication level among TEDCO's SEDI and VSB target audience? **We do not know**

but expect new to experienced.

76. Should the training assume zero federal contracting experience, or do participants typically have some exposure through existing TEDCO programs? This will significantly impact curriculum depth and pacing. **No experience.**

77. Multi-Regional Delivery Complexity. Given that the three-year project will be led by TEDCO in collaboration with SBDCs (MD-UMCP, VA-George Mason University, DC-Howard University), University of Maryland Francis King Carey School of Law and supported by SBDC (Delaware), should the training materials account for state-specific regulatory variations, or focus on federal commonalities? **That depends on the vendor.**

78. How should virtual delivery accommodate different time zones and regional business cultures? **There is one time-zone in Maryland and across the region.**

79. Success Metrics & ROI Measurement. Beyond participant satisfaction, how does TEDCO plan to measure training effectiveness? **Please see above.**

80. Should the curriculum include built-in tracking mechanisms for subsequent proposal submission rates, award success ratios, or dollar amounts secured by participants within 12-18 months post-training? **This depends on the vendor.**

81. Technology-Enhanced Learning Integration. Given TEDCO's focus on technology companies, would TEDCO value innovative training delivery methods such as AI-powered proposal review tools, virtual reality simulation of review panels, or interactive digital proposal workshops that go beyond traditional classroom formats? **That depends on the vendor.**

82. Industry-Specific Customization Depth. Should the training materials include industry-specific modules (biotech, cybersecurity, clean energy, etc.) that are aligned with Maryland's technology corridors, or maintain generic federal contracting focus? **TEDCO will deliver proposal training to help businesses secure funding from major legislative initiatives such as the American Rescue Plan Act (ARPA), Bipartisan Infrastructure Law (BIL), CHIPS and Science Act, and the Inflation Reduction Act (IRA).**

83. How granular should sector-specific guidance become? **Please review the RFP.**

84. **Post-Training Support Ecosystem** Would TEDCO prefer a training program that includes ongoing support mechanisms (quarterly check-ins, peer mentoring networks, proposal review services) or a moderated classroom- style delivery? **TEDCO will determine ongoing support needs and provide them separately.**

85. What level of post-training engagement aligns with TEDCO's resource allocation expectations? **This will depend on the vendor.**

86. Cohort Size & Frequency Optimization. The RFP specifies "twice per year" delivery but doesn't specify optimal cohort sizes. Based on TEDCO's experience with similar programs, what participant numbers maximize learning effectiveness while remaining cost-efficient? Should sessions accommodate 15, 30, or 50+ participants? **We cannot gauge cohort size at this time.**

87. Material Ownership & Future Scalability. Since all materials will be work-for-hire owned by TEDCO, does TEDCO anticipate licensing these materials to other organizations, expanding delivery frequency, or training internal staff to eventually deliver the curriculum independently? **No.**

88. Cross-Program Referral Integration**.** How should the training curriculum integrate referrals to TEDCO's other programs (Concept Fund, Social Impact Funds, MII grants)? **This is not part of the RFP**.

89. Should participants receive direct pathways to TEDCO funding programs, or maintain separation between training and funding activities? **This is not part of the RFP.**

90. Legislative & Policy Alignment. Given recent federal initiatives mentioned in the BRIDGE program scope, should training materials specifically address compliance requirements or opportunities unique to Infrastructure Law, CHIPS Act, and Inflation Reduction Act funding streams? **Yes.**

91. How frequently should materials be updated to reflect policy changes? **Twice per year. Please review the RFP.**

92. Regional Economic Development Impact. How does TEDCO envision this training program contributing to Maryland's broader economic development goals? **This program is funded by the U.S. Department of Treasury and will contribute regionally.**

93. Should curriculum include components on regional partnership development, supply chain integration, or collaboration with Maryland's research universities? **Please review the proposal.**

94. Competitive Intelligence & Market Positioning. Does TEDCO have intelligence on similar programs operated by other state technology development organizations that could inform best practices or differentiation strategies? **No.**

95. Should the selected firm conduct competitive analysis of other state SBIR/STTR training programs? **The RFP requests Training Materials Development & Delivery and specifies that the purpose is to develop a Proposal Lab.**