Data Collaboration Center
Critical Path Institute
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REQUEST FOR PROPOSAL

RDCA Branding & Web Portal

Data Collaboration Center's (DCC's) platform development team is seeking a proposal, including timelines and budget, to build a user portal for our rare disease data sharing platform – Rare Disease Cures Accelerator-Data and Analytics Platform (RDCA-DAP).

This Request for Proposal (RFP) describes the intended scope of work and deliverables expected, as well as what is required in the proposal submission. Also included is guidance for proposed budget expenses to be completed by your organization to document the costs of the project. C-Path is open to including additional expense categories suggested by respondent.

Information contained in your proposal will be evaluated by the members of the DCC and will be considered confidential.

Clarifying questions must be received no later than May 7, 2021; a conference call may be convened if deemed necessary. Proposals must be received by May 14, 2021. Both are to be sent to:

Dan Sivilli
Data Platform Lead
dsivilli@c-path.org

RDCA-DAP Project Information
RDCA-DAP is a neutral data sharing and analytics platform that will be available to the rare disease community (pharma and biotechnology companies, academics, nonprofit groups and others) to provide patient-level rare disease data and to help analyze such data. RDCA-DAP is working with the rare disease community to access existing patient-level datasets across rare diseases, and to understand the analytic needs in the community. Multiple discussions and focus groups have been held with different community stakeholders to finalize the database structure, data governance and best practices for the platform. The platform will launch by mid-2021 with data in at least 10 disease areas and with basic analytic features. Additional data and analytics will be added over time, and C-Path's experienced quantitative medicine and regulatory science experts will collaborate with groups working on common problems in the precompetitive space to develop tools and quantitative solutions based on available data.

Award Requirements

The C-Path team is currently in the development phase for the RDCA-DAP platform, and we are interested in building a webpage that will act as a user portal to the RDCA-DAP platform, introducing the RDCA-DAP concept and approach. Awardee will be responsible for development of this website and branding package.

We expect this website to have a thoughtfully considered design centered on the rare disease community that optimizes the findability of the platform via SEO. Collaboration with the platform vendor may be necessary for developing a seamless experience for the user. It may also be necessary to consult with existing project partners to solicit feedback while developing options for the overall look and feel of the RDCA-DAP theme, which C-Path will be able to facilitate. The site is expected to include several pages for the following needs:

- A main landing page with an explanation of the RDCA initiative and mission
- An entry point to the data platform (RDCA-DAP), explaining the intended purpose and audience
- Information about RDCA partners, including logos where appropriate.
- A page dedicated to data contribution for RDCA-DAP along with a form to allow inquiries for data submission, routed directly to C-Path
- Additional pages or links as determined during requirements generation
- The site/cookies should be fully GDPR compliant
- The site should be able to be hosted on a compute instance in AWS or Azure
- Website useage and performance analytics (visitors, pages viewed, bouce rate, etc.). Currently use Google Analytics but open to different options within proposal.

C-Path would like to receive up to three design portfolios highlighting proposed *concepts* for a cohesive theme and branding. This should include font styles, color palettes, artwork and associated guidance for consistent usage. A review of the proposed portfolios will be held to evaluate for final selection in web page and materials development.

RFP Provisions and Requirements

The proposal is a firm offer that will be considered valid for 180 calendar days from the submission date. Please provide the contact information of the person responsible for submitting the proposal. C-Path shall not be responsible for any errors or omissions on the part of the Bidder in preparing this proposal. Bidder shall bear all costs associated with preparing this proposal.

You must demonstrate a knowledge base consistent with the objectives and requirements of this RFP and describe your strategy and rationale for the solution and validation or quality assurance testing. All of the required elements (i.e., methods, deliverables, milestones, experience, timelines, and costs) should be clearly explained in 20 pages or less.

A. **Design Portfolio**
   1. Portfolio documents or artwork should **NOT** be generated as part of this submission. This is not a solicitation of original work for this effort but evidence for the evaluation of a future partner. This should include:

a. Theme and branding: examples of design work building a brand and theme for a client. This should include evidence of the design process used to build the brand and an explanation of the result.
b. Color palette, fonts: unifying color themes that will be used in current and future designs and accompanying fonts
c. Artwork: original artwork, if any, created to support the brand/design

Deliverables
1. Up to three examples should be submitted in a common document/imaging format (DOC/PDF/JPG/BMP)

B. **SEO Optimization Portfolio**
1. Prepare evidence of up to three examples of search engine optimization results. This should include a description, background and timeline of the project
2. Provide results for increases in organic traffic, keyword rankings, as well some quality metric (organic conversions).

Deliverables
1. Up to three examples should be submitted in a common document/imaging format (DOC/PDF/JPG/BMP)

C. **Wireframe**
1. A wireframe diagram showing a proposed layout of the requested site should be submitted for review.
2. The following content is expected to start with, allowing for expansion over time:
   a. An entry to the data portal (RDCA-DAP), explaining the intended purpose and intended audience
   b. An explanation of the RDCA mission
   c. Information about RDCA partners
   d. A form to allow for data submission to RDCA-DAP, routed to C-Path
3. Content updates should be possible by C-Path or C-Path sanctioned third-party

Deliverables
1. A wireframe design should be submitted in a common document/imaging format (DOC/PDF/JPG/BMP)

Timelines and Overall Project Management

Bidder responding to this RFP is required to provide a detailed timeline including anticipated completion dates for the deliverables and milestones described above. The proposal should include details on a project kick off meeting and regular reporting and project updates to to the DCC Data Science Team. Projected timelines for completion of the project will be an element of the proposal evaluation criteria.

Organizational Experience

Please provide a brief description (300 words or less) of your overall organization (e.g., size, locations, and primary business units). Define your organization's qualifications and describe your overall

approach to creating a wholistic branding product to be utilized for various types of media output (digital, web, print, etc.). Share any unique insight or relationships which might facilitate a deeper understanding of the target audience(s).

Key Personnel

Describe the roles and responsibilities of key personnel on this proposed project. Please include brief descriptions (300 words or less) of all key personnel who will be involved in the project.

Costs

Please provide a detailed budget proposal broken out both by exepense category and award deliverables as noted in this RFP. Examples of expense categories may include personell, other direct costs, indirect costs/overhead, subawards, etc. Management and contracting with third parties is the responsibility of the contractor.

> *Note: While budget will play a factor in selecting a proposal, the DCC is more interested in relative value for the price. If relevant, it is acceptable to provide levels of options with associated costs.*

Payment Terms

Proposed payment terms, tied to specific deliverables or defined milestones, are to be provided in the proposal submitted to the DCC. Pass-through expenses will be invoiced as costs are incurred and should not be included in milestone payments.