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Call for Expressions of Interest from Vendor(s)

Promoting Women Online

Over the past few years, PEIBWA has responded to the needs of new and existing women business owners by providing several new funding, training, and mentoring programs to assist women entrepreneurs in a changing and challenging climate. With change, often comes opportunity for movement and growth.

Building on PEIBWA's Moving Women Online (1.0/2.0) programs, which provided the opportunity for over 30 women business owners from across PEI to pivot to online marketing and sales, PEIBWA currently has an opportunity to provide additional support to 12 – 14 women-owned and fully operational businesses with an established web presence in order to optimize their online marketing and sales capabilities.

The purpose is to provide a mix of hands-on group training, one-on-one coaching, and some limited customized support for each participant, based on specific need(s) determined at intake. This could include (but not limited to), training on branding and marketing, SEO, analytics, improvements to current website navigation and design, social media strategy and tools, content, and web development.

The purpose of this program is not necessarily to build additional tools, but to arm participants with the knowledge, training, and confidence to understand and take control of their own online presence.

It is anticipated that this training may be done in person and virtually.

***Any ongoing additional costs associated with platform and ongoing admin and hosting fees, and other design work outside the scope of this project will be the responsibility of the business owner.**

Criteria for Submissions from WBO's:

- ◆ Registered & full-time operational PEI Business
- ◆ Majority women-owned business (51% +)
- ◆ Must have access and ownership of website domain/administration
- ◆ Must have clear business/marketing strategy & access to business images, logos, and content

Project Scope

The vendor will be involved in developing/reviewing applications from interested participants to understand the scope of needs involved. The vendor will be responsible for the following deliverables for up to 12 - 14 participants:

- ⇒ **Participation in evaluating applications from WBO's**
- ⇒ **Project Management**
 - Liaise with PEIBWA project coordinator
 - One-on-one needs assessment meetings with participants
 - Custom coaching plan/development
 - Planning and communication throughout the project
- ⇒ **Group Training**
 - Development of group training materials
 - Delivery of workshops
- ⇒ **Customized Support**
 - One-on-one coaching and professional implementation and support.

The vendor will be responsible for hosting hybrid group training workshops and scheduling one-on-one meetings with each company in person and/or VIA Zoom to be arranged within the timeframe allocated below. **Project training resources and materials are to be provided by the vendor.** A PEIBWA Project Coordinator will be responsible for overseeing project applications/timelines and group training set-up. The Vendor will report directly to the PEIBWA Project Coordinator on this project.

Criteria for Submissions from Vendor

Proposals from vendors must clearly demonstrate the capabilities to both manage and perform the implementation and group training components necessary for the successful delivery of this program within the timeframe and budget allocated.

Project Budget and Suggested Schedule

The total budget for this project is \$35,000 (excluding HST) per a maximum of 14 participants. The cohort work/group training will need to run simultaneously, due to the timeframe restrictions. **The project must be completed, along with a final report from vendor no later than March 24th.** It is anticipated that the vendor will be part of the selection committee reviewing participant applications. However, final approval of applicants will be the responsibility of PEIBWA.

A suggested breakdown of training, implementation, and schedule is as follows:

Activity	Method	Timeline
Review Call for Applications	Vendor & PEIBWA Coordinator	Nov 28/29th
Review & select approved applicants	Vendor & PEIBWA Coordinator	Week of December 12th
Needs Assessment one-on-one meetings with participants	Vendor & approved participants	First week of January 2023
Begin implementation of customized support for participants	Vendor & approved participants	ongoing
Group Training X 3/4 sessions (TBC)	Vendor & approved participants	TBC
One-on-One support services/training based on individual needs	Vendor & approved participants	ongoing
Finalize implementation of customized work for participants & workshops	Vendor & approved participants	Week of March 20 th
Final Report & invoice due		March 24, 2023

Project Timeline

The deadline for Submissions of Interest from Vendors is **5:00 pm on November 24, 2022**. The anticipated project start time (for participant selection/review) will be early December, with program implementation to begin in early January **2023**. **The project end date is March 24, 2023.**

Contact Information

Questions about this project and call for submissions of interest may be directed to: rose@peibwa.org OR by calling (902) 393-0306.

Note: Proposals/submissions for the [Promoting Women Online](#) project from vendors may also be taken into consideration for other current and future programs being managed by PEIBWA.