**Draft**

**ToR of Web Portal and Mobile app development**

1. **Background**
2. **Scope of the Assignment**

Digital Blue economy and innovation Acceleration Network – (DBAN) in Georgia, Tbilisi is seeking a local company to develop a fully functional web portal and mobile application for Android and iOS to help SMEs and start-ups of Ukraine, Bulgaria and Georgia in developing their businesses (especially in the context of integration to touristic sector) in two dimensions:

* promoting services and improving capacity for blue economy market integration (incl. expanding market linkages and strengthening value chains).
* Identifying and taping into potential public/private investors.

1. **Expected Deliverables**

The required output of this engagement will be to support the development of a web platform and mobile apps for SME’s and start-ups in need throughout Ukraine, Bulgaria and Georgia. Moreover, as a result, out of this engagement, expected deliverables are:

* A user-friendly application (for Android and iOS) and Web platform that share same functionalities;
* Developed application is accessible by any person with access worldwide.
* Discovery phase to identify exact requirements for application and web portal needs.
* Developed application (for Android and iOS) is linked with the website, developed for the same purpose.
* Release on Google Play and Apple App Store.
* Application structure is given but not limited to points listed below:

1. 1-st category (promoting services of business entities involved to coastal and maritime tourism,
2. fisheries and aquaculture and maritime transport will include:
   * Legal framework of maritime industry of Georgia, Bulgaria and Ukraine.
   * business entities database in the field of coastal and maritime tourism, fisheries and aquaculture and maritime transport (with possibility to place profiles on BluEcoTour.com webpage and possibility for customers to book, order and pay for the services via webpage);
3. The coastal and maritime tourism infrastructure and routes in Ukraine, Bulgaria and Georgia (routes map and description).
4. 2-nd category (helpdesk for investors and business entities on how to find and contact each other in the field of coastal and maritime tourism, fisheries and aquaculture and maritime transport) will include:
   * Step-by-step instruction for investors on how to find and invest in business entities in the field of coastal and maritime tourism, fisheries and aquaculture and maritime transport.
   * Information about investment environment, doing business, tax policy etc. in each partner country.
5. guidelines for business entities on how to promote and present their businesses among potential public/private investors. **Consultancy Duration and Timeframe**

* Conducting workshops with stakeholders
* Project final deliverable should be corrected upon conducted workshops with stakeholders

1. **Technical requirements**
   1. Web portal and mobile apps must be managed by one backend system and easy to update
   2. Web portal and mobile apps must be easy to navigate and user friendly.
   3. Web portal must be optimized for Search engines
   4. Google analytics integration
   5. Web portal must be optimized for all main browsers.
   6. Web portal must have responsive design and adapted to main mobile browsers.
   7. Web portal mush have SSL certificate installed.
   8. Web portal should have sitemap xml.
   9. Web portal and mobile apps must be multilingual
   10. Web portal and mobile apps must have search functionality
2. **Project Stages**
3. Project discovery phase
   * At first stage initiative idea will be shared with a group of potential beneficiaries and workshops or interviews conducted to determine their needs and define exact scope of work.
4. Exact project outline
   * Based on information gathered during discovery phase exact outline of the project should be constructed and presented to a beneficiaries and sponsors for reviewal/approval.
5. UI/UX
   * Design main UI/UX prototype of the project based on final project outline.
   * At this stage final prototypes of Web portal and mobile apps should be designed.
6. Web portal Frontend Development
7. System Backend Development
8. Mobile application development
9. Data Gathering
10. Data input and testing
11. Delivery of project manual and entire project.
12. **Qualifications required**

The company must possess the following qualifications:

* Proven experience in delivering projects in software development where the consultancy/individuals were directly responsible for development of software, software requirements specification, training and deployment;
* Strong knowledge in development;
* Cross-browser combability, web user Interface design (UI);
* Proven Experience in developing Information Systems;
* Prototype Software experience for web and Mobile Developments;
* Experience in delivering complete software solutions for institutional clients and at national level
* Ability to deliver a high-quality product in a timely manner;

1. **Application**

Please submit your offer via e-mail to \_\_\_\_\_\_\_\_email here\_\_\_\_\_\_\_\_\_\_ with the subject: “DBAN web and mobile app”.

**Your offer should include the following**:

* A proposed outline of project implementation.
* Examples of previous minimum 3 peojects, including at least two references from clients.
* Financial Offer to carry out the assignment, **not including VAT**.

**Deadline for submission of your application: \_\_\_\_\_\_\_\_\_\_date here\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

1. **Selection Criteria**

Submissions will be evaluated in consideration of the evaluation criteria as stated below:

|  |  |  |
| --- | --- | --- |
| **Criteria** | Weight | Max. Point |
|  | | |
| Proposal on Application looks like | 60% | 60 |
| Examples of previous work of similar complicity | 10% | 10 |
| The bidder demonstrates activities OR has processes in place within their organization, aimed at improving sustainability.  (E.g., paperless offices, green technology in offices, policies, training programs, community outreach programs etc.). | 10% | 10 |
| Financial offer | 20% | 20 |
| **Total** | **100%** | **100** |