BRIEF FOR NEW TECHNOLOGY PARTNER

OVERVIEW

[Ear To The Ground](#) (ETTG) is a global creative agency that uses sports, esports and gaming to build culturally powerful brands. The business' purpose is to make the world listen, and we do that by listening to consumers at the heart of culture. We collaborate with culturally influential people across the world during different stages of work. We've created a bespoke network of people which "lives" on our proprietary platform. It is our ambition to make this our primary CRM tool which automates as much of the day to day management of this network as possible. And have plans to innovate using the platform in the business within the next five years.

We are seeking a new technology partner to help inspire and advise on new ways that the platform could make our day to day tasks more efficient and less time consuming, add value to collaborations with consumers, and show where the platform can go in the future. We require consultation, design, technical development and on-going tech-support.

DELIVERABLES

1.   **Stage 1 Wishlist of functionality**

We have a basic level of functionality on the platform already via a custom build. We have defined a wishlist of new functionality that we would like the platform to deliver to drive more value in the business. There is a list of must haves and nice-to-haves to help prioritise focus of budget. It should be noted, that as experts, if there is value in prioritising nice-to-haves based on technical reasoning, this should be included in the proposal.

Stage 1 of work delivered by a new partner is focused on delivering the wishlist. This should include a view on whether a buy vs build model is the most cost effective solution here. If so, which API integration (with those existing in the business and new to ETTG) should be leveraged. Where existing API integration isn't available or cost effective, we'd like our new partner to suggest functionality updates to help us deliver the required tasks (build over buy model).

For this wishlist we will require:

- Guidance on a buy or build model - does the API access we have currently satisfy the new functionality needs or do we need new services to integrate with?
- UI design
- Technical development
- User testing
- Technical support once APIs/ new functions are in place to fix bugs etc.

Overall this stage of work should be as efficient and cost effective as possible so the business can benefit from development as quickly as possible.

A detailed overview of the wishlist, and existing services for integration in the business, can be provided once an NDA has been signed. Please request this, along with your interest in responding, by the 18th of April.

2.   **Stage 2 Innovation and future proofing -** longer term support

We are looking for our new partner to inspire strategic direction as well as technical functionality and design, that will push the platform into a more innovative space for the business. Stage 2 of this partnership will be guidance on how we progress with development given our vision to help facilitate

collaboration.

Given the nature of the brief for this stage, we would like to see how you would approach this process, and where applicable costs might be given e.g. strategic consultation (pre-build of new technical development and design).

SUMMARY OF DELIVERABLES

We would like the chosen partners to demonstrate a number of factors as part of the proposal:

- Stage 1 - your approach to managing the development of wishlist functionality changes. This should include as much detail regarding costs as possible with a buy vs build model in mind.
- Please break out costs for achieving must-haves and nice-to-haves from the wishlist (detail will be provided upon signing an NDA).
- All costs for Stage 1 deliverables should include design, technical development and user testing.
- Cost and approach for on-going technical support once Stage 1 is completed.
- Stage 2- your approach for working with ETTG to understand wider opportunities beyond the "wishlist" of automations we've identified, and help us innovate with the platform.

INDICATIVE TIMINGS

- Interest in tender, NDA signed and request for detailed wishlist (Stage 1) and access to platform by April 19th
- Chemistry calls with ETTG (opportunities for questions) - April 24th and 25th
- Proposal submission deadline - May 5th
- Shortlisted agencies informed - May 9th
- Follow up calls/ questions from/with shortlisted agencies - May 10th-11th
- Contract awarded - End of May
- Development timeline to be guided by the new partner. ETTG would like to see some new functionality , and on-going tech support in place by the end of June - extent of must haves in place is TBC based on partner timelines.

RESPONSE EXPECTATIONS

- Approach and costs for Stage 1 and Stage 2 as per the deliverables - please include a cost breakdown including phasing and any out of scope considerations.
- Details about your processes and approach to working
- An overview of your company, its value and team structure (in-house vs outsourced staff for example), particularly of details regarding your approach to account management.
- Experience of delivering similar projects

Please contact beckystuart@eartotheground.org by the 18th of April to demonstrate your interest and sign an NDA which then provides you with access to further information about the current platform functionality, details about hosting/ servers etc and a login to the platform.

Upon signing an NDA you will also be given more detail about the required wishlist. Please send your proposal to beckystuart@eartotheground.org, email title Platform Tender Response.