Leeds City Region Enterprise Partnership

Working in partnership with the West Yorkshire Combined Authority

Connecting Innovation

High Impact Project Advert Template

Company Name	Modo 25 Limited
Company Address	One Embankment Neville Street Leeds West Yorkshire LS1 4DW
Company Contact	Abi Liddle 07983 956996 abi@modo25.com
Description of Company Activity	Modo25 is an in-housing and marketing technology provider with a global client base, operating from Leeds. Our value proposition is based on a market-leading approach with high-impact innovation around complex data modelling of digital marketing activities. This provides decision-making information/tools to a wide variety of businesses, enabling clear improvement to Return On Investment (ROI) for spend and strategic activity when taking products and services to market.
Objective of the proposed project (Please explain what is required in the project) (max 250 words)	This project will create BOSCO-Amazon, an industry leading innovation developed from Modo25's existing background proprietary software architecture. It will predict future sales and recommend product mix decisions for Amazon. The tool will support new entrants and existing Amazon platform users to optimise marketing strategies with trend analytics and live feed decision recommendations.
Tenders are Invited from suppliers who can provide the necessary skills and expertise to deliver the specification **Successful applicants should be aware that this project is part-funded by the England European Regional Development Fund as part**	We are looking for a supplier with expertise in User Experience (UX) and design to develop a front end user interface (UI) and algorithm as well as development to the back end of our SaaS (Software as a Service) platform. The support required breaks down into four phases: **Phase 1 – "User Interface Design"** **Overview** – User Interface (UI), User Experience (UX) & Data Visualisation resource to create

of the European Structural and Investment Funds Growth Programme 2014-2020 and the Local Growth Fund. **Successful applicants should be aware that award of the contract is reliant on the successful issue of a grant funding agreement following the close of the tender process.**	intuitive designs for the platform. The process will include mapping the user journey and ensuring the complex data is displayed in the most useful and meaningful way. Complex data recommendations will be made accessible to marketing professionals through creation of dashboards / budget spend scenarios and recommendations that will allow them to understand how they can maximise their digital marketing performance on Amazon. **Third Party Expertise** - UX and design specialists work together and use Figma as the tool to create the interface. The data visualisation team will have a more mathematical -creative background to ensure data is displayed in a meaningful way. This will allow the interface to be used by non-technical users and gives access to marketers at all levels to be able to interpret and use the data recommendations – from paid search practitioners to Marketing Directors to CEOs, the interface will surface actionable insights, to make changes that can have an impact on a business' revenue, margin and/or sales. **Phase 2 – "Algorithm development"** **Overview** - Creation of AI / Machine Learning-based algorithm and data models which can be used to predict Amazon performance and create optimisation recommendations. **Third Party Expertise** - Data Scientist (skilled in Python Coding), Developer (required for creation of data scripts to integrate with Amazon API). This will use AI through machine-based learning to create the algorithm. **Phase 3 – "Product Creation & Integration"** **Overview** - Configuration of Phase 1 of "User Interface Design" & Phase 2 "Algorithm Development" to tie in the frontend user interface with the backend modelling and algorithms. This phase will bring phase 1 & phase 2 together to create a working prototype. Most of this development will be written in React code. Pulling these elements together will then create the functionality that is rolled out to market. **Third Party Expertise** – This phase of work requires the software developers (React Code expertise), data engineering (Data Script

	Automation) and data science (Python Code expertise) teams to work together to pull all areas of code together into a working software product. **Phase 4 – "Data Validation & Performance Optimisation Testing"** **Overview** – The data validation and performance optimisation testing phase, is required to ensure we have a sellable product. In this phase, development, data science and design resource will be required. The developers will complete technical testing to de-bug any technical issues. The data science team will test the accuracy of the AI / Machine Learning algorithm. Together they will review that the interface is pulling through the correct data, displaying recommendations and then running scenarios to test the validity of the recommendations. In this phase any issue that arises with merging code must be resolved to ensure we have a finalised working product. **Third Party Expertise** – This phase would use the expertise of the data scientists, developers and designers outlined in phases 1-3. We would also work with our marketplace practitioners to sense check recommendations from a human perspective, but also perform retrospective data testing to measure success of recommendations. Modo25 are keen to continue to work at pace, to get their product to market as soon as possible, so a partner who can work within acceptable commercial timings is essential.
Required project timescales (start and duration of project?)	Start date: 20/06/2022 Project duration: 6-7 months
Total Anticipated Project Value **(Please note that the procurement will only go ahead to contract once the funding has been agreed)**	£96,500 (exc. VAT)
Required response date (this must be at least 10 working days from posting of advert)	6th June 2022

How to apply?

Applications will be submitted through Contracts Finder, through the link below

Contracts Finder

For any further questions around the procurement opportunity please contact via the email address below:

LEP@modo25.com

Criteria for decision making

Criteria	**%**
Price	15%
Expertise (based on above criteria incl. ability to support all relevant design / UX and development requirements)	40%
Experience working on similar projects	20%
Timing fit	25%
Total	**100%**

Scoring

Price

The lowest priced tender will score full marks and other tender scores will be calculated on the basis of their deviation from the lowest. For every 1% a price is higher than the lowest, 1% of the score will be deducted from that tenderer's score. The minimum score will be 0. For example:

Lowest gets full marks - all others 1% off the score for every 1% higher than lowest			
Tenderer	Price	Score	% difference
Tender A	£50,000	30	-
Tender B	£58,000	25	16
Tender C	£75,000	15	50
Tender D	£82,000	11	64
Tender E	£100,000	0	100

Quality

Quality related criteria will be scored on the basis of the following scale:

	100 %	In respect of each element of the Services identified in the question, the proposals fully explain how the relevant element will be delivered to the standards required, throughout the term. The proposals are clear, precise and robust. The explanation is sufficient to give a high degree of confidence that all of the relevant aspects of the specification will be delivered.
	80%	In respect of each element of the Services identified in the question, the proposals explain how the relevant element will be delivered to the standards required, throughout the term. The proposals are clear, precise and robust. The explanation is sufficient to give a high degree of confidence that the relevant aspects of the specification will, for the most part, be delivered. To the extent that the explanation is not sufficient to give that high degree of confidence, the explanation does not raise concerns.
	60%	In respect of each element of the Services identified in the question, the proposals explain, to some extent, how the relevant element will be delivered to the standards required, throughout the term. The proposals are clear, but there are some concerns around precision and / or robustness. The explanation is sufficient to give confidence that the relevant aspects of the specification will, for the most part, be delivered. To the extent that the explanation is not sufficient to give that confidence, the explanation raises one or more concerns but no material concerns.
	40%	In respect of each element of the Services identified in the question, the proposals explain, to some extent, how the relevant element will be delivered to the standards required, throughout the term, but for certain elements the explanation is very limited. There are concerns around the clarity, and around the precision and / or robustness, of the proposals. The explanation is sufficient to give confidence that the relevant aspects of the specification will be delivered to some extent. To the extent that the explanation is not sufficient to give that confidence, the explanation raises one or more concerns, one of which is a material concern.
	20%	In respect of one or more elements of the Services identified in the question, the proposals fail to explain to any extent how the relevant element will be delivered to the standards required, throughout the term; and / or the proposals are mainly or wholly unclear; and / or the explanation is insufficient to give confidence that the relevant aspects of the specification will be delivered and / or the explanation for any one or more of the elements raises multiple material concerns.
	0%	No response or response is irrelevant to the question asked.
Date for Contract Decision (i.e. how long before the	10 working days.	

SME will inform the successful respondent)	