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[Vendor Name: Proposal Title]

**Vendor Brief**



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| **This Vendor Brief is in response to the following Challenge Brief:** |  |
| Enter Provider Name And Ref # |
| **Contact name** |  |
| Enter Full Name Here |
| **Phone number** |
| Enter Phone# Here |
| **E-mail** |
| Enter Email Address Here |
|  |  |

**Vendor Brief must be submitted directly to the provider by 5pm on October 20, 2017 with a cc to designchallenge@marsdd.com**

**Company “Elevator Pitch”**

Maximum of 1200 characters

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| Describe your company |

**Proposed approach to the challenge**

Describe your proposed approach to tackle the challenge. Explain how your approach is innovative, and describe any technical assets that might support your proposal.

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| Add text here |

**Example case study**

Describe your experience with implementing innovative solutions in the past. Include your customer’s challenge, how your solution met their need, and any outcome metrics from implementing the solution. What was the cost of the solution to the customer?

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| Add text here |

**Ability to produce validation data**

Demonstrate your ability to generate good quality data to evaluate a minimal viable solution to see how well it can achieve desired outcomes as part of the co-design process.

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| Add text here |

**Project team**

List the team members that will be working on this project, along with a link to their professional portfolio (or LinkedIn profiles)

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| Add text here |

**References**

List references of past customers (name, organization, role, and contact info)

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| Add text here |

**Key Dates**

The following is a summary of key dates in the process. Program sponsor (MaRS) and provider may change any of the dates below, in its sole discretion and without liability, cost, or penalty.

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| --- | --- | --- |
| **Key Dates** | **Milestones** | **Duration** |
| **Sept 28, 2017** | Program launch, providers invited to download and complete a Challenge Brief | **2 weeks** |
| **Oct 16 - 20** | All challenges posted online, vendors begin to respond with Innovator Briefs | **1 week** |
| **Oct 23 - 27** | Vendors have all submitted Innovator Briefs. Providers shortlist vendor selection. | **1 week** |
| **Nov 6** | Dialog day. Each provider will hear their selected vendor pitches. Final vendor selection completed. | **1 day** |
| **Nov 7 - 10** | Teams prepare and submit co-design grant application. | **1 week** |
| **Nov 13 - 17** | External judging panel reviews grant applications. Meets on 17th to make final decision. Co-Design grant winners announced. | **1 week** |
| **Nov 20** | Co-Design Workshop #1: Discovery. Teams sign collaboration agreements. | **1/2 to 1 day** |
| **Nov 20 - Dec 15** | Teams work on discovery phase. | **4 weeks** |
| **Jan 15, 2018** | Co-Design Workshop #2: Ideation & Concept testing | **1/2 to 1 day** |
| **Jan 15 - Mar 3** | Teams work on ideation and concept testing phase. | **8 weeks** |
| **Mar 5 - 8** | Design review sessions. 1 - 2 hour sessions with each team to review learnings from discovery and concept testing results. | **1 week** |
| **Mar 9** | Co-Design Workshop #3: MVP prototyping and evaluation framework. | **1/2 - 1 day** |
| **Mar 9 - Jun 15** | Teams work on MVP development and evaluation phase. | **14 weeks** |
| **Jun 18 - Jul 5** | Teams make procurement decision and formalize agreements. | **3 weeks** |
| **Jul 9 - 13** | External judging panel conducts site visits. | **1 week** |
| **Jul 20** | Final solutions day. Judges award up to $50k for procurement. | **1 day** |