****

Request for Proposal for Start-ups

Selection Criteria

When reviewing submissions from start-up companies, we judge the appropriateness of each application based on a number of criteria. They are evaluated on the following:

1. Value of the student learning experience.
2. Appropriateness of the campaign in terms of scale, content, required resources and timing considerations.
3. Alignment with the multi-disciplinary AGENCY mandate.
4. Alignment with Mohawk College priorities.
5. Integration with current curriculum and the academic year.
6. Potential for future student job placements, field placements or internship opportunities.

With all selected campaigns students are required to perform under close faculty supervision to meet or exceed the stated objectives of the client. Applicants should understand that the services provided are rendered to the highest standards but should not be construed as that of independent commercial enterprises.

**Successful applicants must commit to making themselves readily available to student teams during the course of their project to ensure effective communications and that relevant deadlines can be met.**



**Request for Proposal** (RFP)

Please complete the following with as much detail as possible to provide a clear understanding of your company and its business/marketing communications needs. This will enable us to make a fair appraisal of your application.

**Date:**

**Company Name:**

**Representative Contact Information:**

Name:

Phone:

Email:

Web:

Address:

**Company Profile:**

Tell us about your company, its product or service and the need it fills in the marketplace:

What are your short-term objectives:

What are your long-term objectives:

What are the most important challenges your company faces in achieving its goals?

Does your organization have access to any in-house marketing communications support or expertise?

What have you done to date to promote your company?



**Product/Service Profile:**

* Identify the target market for your product or service. Is there a specific geographic area?
* What are the competitive considerations? Is there a similar product or service available in your target market? If so, give details:
* What role does pricing play?
* Do you have a Business Plan?
* At present, do you have access to any marketing communications, IT or business consultation resources?
* Have you conducted any market research?

**Services Required/Requested:**

**Check the services you require:**

* Market Research
* Marketing Plan
* Marketing Communications Strategy
* Brand Development
* Advertising Strategy
* Public Relations Strategy
* Web Development
* App Development
* Software Development
* Social Media Strategy
* Broadcast Production
* Photography
* Graphic Design
* Packaging Design
* Business Plan
* Business Analysis
* Animation
* Journalism
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Additional Information:**

**Budget:**

**Critical Dates:**

**Campaign Deadline(s):**