

REQUEST FOR PROPOSAL

SUBMISSION DEADLINE

5:00 PM CST, 4/9/2021

RFP TITLE: GAME FOR PROFESSIONAL DEVELOPMENT IN THE SOYBEAN AND LIVESTOCK/AQUACULTURE SECTORS

RFP CONTACT:

Name: Kristen Basala

Email: kbasala@ussec.org

PROPOSAL DEADLINE: APRIL 9, 2021

INTRODUCTION:

Professionals in the soybean and livestock/aquaculture sectors, such as traders and buyers, make complex decisions to respond to price fluctuations, market developments in multiple sectors, and advances in scientific research, amongst other factors. To be successful in a dynamic field, early and mid-career professionals need to quickly develop subject matter knowledge and decision-making skills. Gaming principles have the potential to make learning engaging and fun, and the format also allows for ongoing, self-paced learning outside of formal training sessions. USSEC aims to produce a game that will help young professionals to build the skills they need for success while also educating them about the advantages of U.S. soy.

PURPOSE OF RFP:

USSEC seeks a developer to produce a game that supports ongoing professional development and customer education in the soybean and livestock/aquaculture sectors. The contractor will work with USSEC to gamify the core educational curriculum that USSEC currently uses with soybean traders, buyers, feed formulators, and livestock/aquaculture producers. The game will include simulations, educational videos on U.S. soy, and interactive quizzes. Simulations will include soybean and corn farming in the U.S.; soybean trading at the local, regional, and international levels; livestock/aquaculture production in the U.S. and internationally; as well as logistics and warehouse operations.

BACKGROUND & PURPOSE OF PROJECT:

USSEC is a non-profit organization that is charged with the dissemination of information related to U.S. soy marketing. Gamification has been proven to be an effective way at spreading a message and creating buzz around topics. To that end, USSEC will engage a game developer that is experienced in multi-level gaming to simulate a world where people build businesses and empires, much like FarmVille or Airline Manager.

The intent is that USSEC will have enough critical mass to engage a broad audience in the messaging and narrative of U.S. Soy's attributes. This game will be the conduit to layer in this messaging. Instead of selling ad space to third parties, USSEC will use in-house ads, dedicated to USSEC's specific messages on nutrition, sustainability, reliability, etc. Attachment A, at the end of this RFP, is an illustrative presentation of a possible structure for the game.

TARGET AUDIENCE: Young professionals in the soybean and livestock/aquaculture sectors around the world.

SCOPE (SERVICES) OF WORK:

- Work with the USSEC team to review the educational core curriculum and identify opportunities for gamification.
- Develop a multi-level game that includes simulations, educational videos, and interactive quizzes to achieve the learning objectives. All videos will be provided by USSEC in advance. The initial version of the game will be in English, with the possibility of translation to other languages in the future.

DELIVERABLES:

The dates listed below are illustrative and applicants may propose an alternative deliverable schedule in their proposal. However, all work must be completed by September 30, 2021.

Completion Date	Description of Deliverables
Within 10 business days of contract signing	Conduct a kick-off meeting with USSEC to brainstorm ideas and finalize the scope
May 1, 2021	Submit work plan for game development including notation of any information needed from USSEC
September 30, 2021	Submit preliminary version of the game for testing by USSEC
December 31, 2021 or sooner	Launch game to a wider audience

PROJECT TIMELINE:

USSEC anticipates the contract will begin April 20, 2021 and end December 31, 2021.

RFP TIMELINE:

- **RFP Distribution:** March 29, 2021
- **Last Day to Submit Questions:** April 7, 2021 by 5:00PM Central Time
- **Project Proposals Due:** April 9, 2021 by 5:00PM Central Time
- **Selections Made By:** April 15, 2021
- **Prospective Contractors Notified By:** April 16, 2021

INSTRUCTIONS:

Proposals must contain at a minimum the specific criteria listed below:

1. Please email the proposal to RFP@USSEC.ORG by **5:00PM Central Time** on **April 9, 2021**
2. A description of Prospective Contractor's capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
3. A thorough proposal outlining Prospective Contractors planned work, deliverables and timeline to complete the work.
3. Resumes for each of the Prospective Contractor's personnel assigned to work directly on the implementation of the contract.
4. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
5. Detailed Budget
 - All bids for services must provide a breakout of how the fee was derived including but not limited to a breakdown of hourly rate and the amount of effort they anticipate to do the work.
6. Proposals should be no longer than **10 pages** (8 ½" x 11").

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to

request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.

- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

SUPPLEMENTAL INFORMATION AND BACKGROUND

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service.

The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- SmithBucklin-St. Louis for domestic marketing, new uses, production research and Board initiative activities;
- Osborn & Barr Communications for communications/public relations activities and;
- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

Non-Discrimination Statement

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

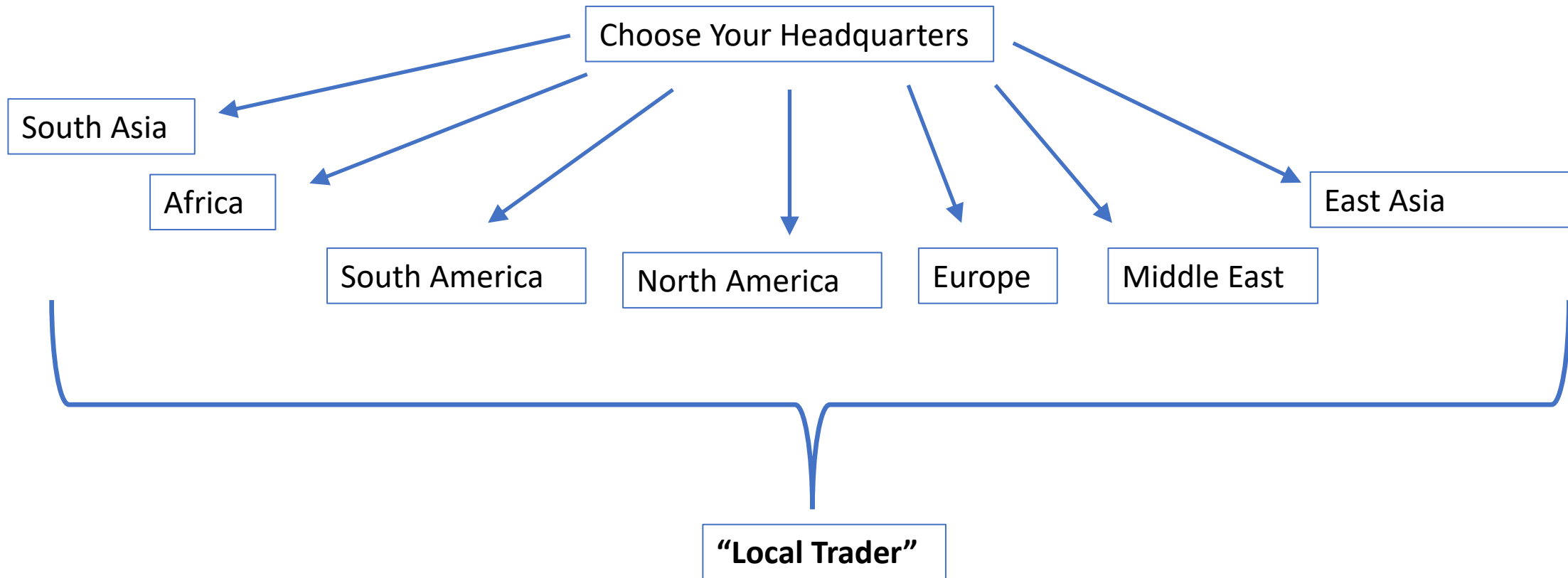
To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

Civil Rights Clause

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.

SoyCoin



Player can trade physical soybeans back and forth, earning between one and 3 SoyCoin. Once Player Accumulates 20 SoyCoins, they watch a US SOY video/ad to level up to "Regional Trader"

“Regional Trader”

Player can now buy a truck for 100 Soy Coins and trade soybeans between towns, trucking them for free. This will enable the trader to get more SoyCoin—at least 10 per trade, but sometimes losing money. Once player achieves 500 SoyCoin, they can buy another truck. At 2000, they level up to Grower (if they choose).



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graph TD; A["Regional Trader"] --> B["Grower"]; B --> C["Poultry Producer"]; B --> D["Swine Producer"]; B --> E["Fish/Shrimp Producer"];
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“Grower”

At grower player can now buy materials to build out their farms. At 10,000 soyCoin, they can become an “entrepreneur.” Players must watch US SOY videos

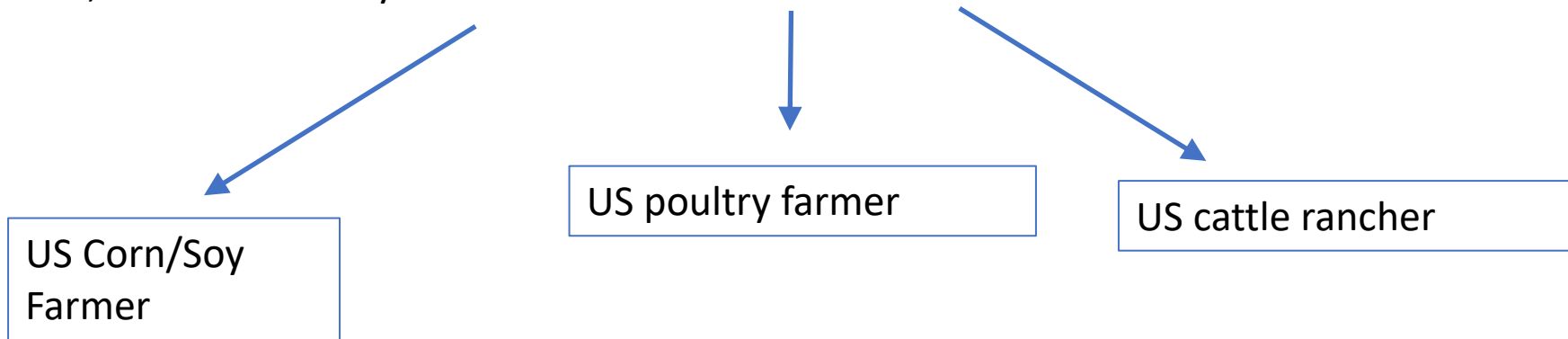
Poultry Producer

Swine Producer

Fish/Shrimp Producer

“International Farmer”

At international grower, player can now buy land and materials (combine, tractor, wagons etc) to grow corn/soy in the US to supply their operations. At 1,000,000 soyCoin, they can buy their first turnkey Farm, or build and buy the assets themselves.



“Vertical Integrator”

Player can now vertically integrate their supply chains, by building ports, buying vessels (or chartering them) and Warehouses and cold chain linkages



"Tycoon"

Player can now extend their downstream operations to incorporate their own restaurant, grocery store or Meat brand

Restaurants

Grocery
Store

Meat Label



Rules

1. Each day, player must watch a US Soy/USAPEEC/USMEF branded video. For which, the player will receive X amount of SoyCoin.
2. Player must take a very short (3 questions?) quiz to advance to the next level, focusing on highlighting the US soy advantage.
3. Object of the game is to accumulate as many SoyCoin as possible. Daily/weekly/yearly leaderboards will be shown.
4. Bonuses will be given for 5, 10, 15, 20, 25 and 30 consecutive days of logging in and playing.