

REQUEST FOR PROPOSAL

OCI Podcast

Podcast Pitch 2025

Issue Date: **10/29/2024**

Closing Date: **11/15/2024**

Ontario Centre of Innovation (OCI)

For over 37 years, the Ontario Centre of Innovation (OCI), has been a central pillar of Ontario's innovation community, with a mission to equip Ontario businesses with the transformative emerging technologies to keep them growing and globally competitive. OCI is the only province-wide organization that connects and engages Ontario's innovation community for the benefit of all.

OCI brings industry, academic, and government partners together to invest in collaborative R&D, technology development, and commercialization opportunities that generate the highest return on innovation for Ontarians. As an ecosystem connector, OCI initiates unparalleled partnership opportunities, develops, and manages successful industry-academic collaborations, supports high-potential SMEs in commercializing ground-breaking research, and provides hands-on training and skills development opportunities for the next generation of highly skilled talent. OCI drives economic growth and job creation through investments in the development, commercialization, and adoption of advanced technologies.

OCI is a non-profit organization funded by the Government of Ontario.

www.oc-innovation.ca

Podcast 2025

Podcast Requirements

The objective of this Request for Proposal (RFP) is to solicit proposals for providing 1-year podcasting services to produce a podcast for OCI.

Details of the services required are outlined below but are subject to change.

Issuance of this RFP does not commit the OCI to pay any cost incurred in the preparation and submission of a response, or to procure a contract for any services, software, and/or equipment.

Podcast Objectives

- Build a profile for OCI and the innovation community in Ontario in the medium of podcast and potentially video, along with its stakeholders to maximize networking opportunities and help build partnership opportunities for entrepreneurs, industry, researchers, and others.
- Create a unique podcast that stands out from other podcasts within the Innovation Ecosystem
- Provide a forum for collaboration and exchanging new ideas and critical information among government, researchers, academia, industry, entrepreneurs, students, and investors.
- Showcase Ontario's world-class research and innovative technologies, including those currently being developed with OCI support, to a diverse range of potential partners including small, medium, and large companies, governments, and academia as well as foreign markets and media.
- Support Ontario's industrial growth, expansion of markets, and the creation of Ontario-based employment in OCI-supported sectors.
- Provide marketing opportunities for OCI's DiscoveryX conference.

Target Audience

- Industry
- Entrepreneurs, founders
- Executive, managers and senior leaders of (Ontario-based) innovation companies
- Investment community (Angels, VC, Financial Institutions)
- Leaders and managers of academic institutions
- Regional Innovation Centres
- Members of the Innovation Ecosystem

Audience should be focused primarily on Ontario.

Key Messages/Themes

- The forum to learn about what's affecting Ontario's Innovation Ecosystem.
- A showcase for the brightest minds in research, innovation, business
- Show that OCI is at the centre of innovation, driving economic growth and job creation through investments in the commercialization and adoption of new technologies.
- Showcase Ontario's success on a global platform.

Scope of Work:

Objective: Create a compelling podcast based on the Ontario Innovation Ecosystem

- Develop a full-season podcast (also breakdown cost per episode)
- Ideate episode concepts
- Aid in securing high quality guests
- Record and edit audio files
- Provide transcripts of podcast audio files

Optional – Budget allowing

- Provide video version of podcast recordings to post to YouTube and allow OCI to leverage short clips on social media

OCI Evaluation

RFP submissions will be evaluated using the following criteria:

- Experience, expertise, qualifications, and capability to carry out work described in the above (40%)
- Price; Payment and Pricing Terms (50%)
- Presentation of Proposal / Company Background and References (10%)
- Select organizations will be requested to present to the OCI committee and will be requested to provide four (4) copies of their formal presentation.

Timeline

- Submit proposals by 4:00 p.m. **Friday, November 15, 2024.**
- Presentations by shortlisted companies **November 28, 2024.**
- OCI advises companies on decisions **November 29, 2024.**

Subsequent Contract Terms and Conditions

- The Ontario Centre of Innovation (OCI) reserves the right to award all, partial or none of this solicitation.
- This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of OCI. Vendor's employees shall not be considered employees of the Ontario Centre of Innovation and as such shall not be eligible for benefits accruing to OCI employees.
- Any changes to the scope of services and associated costs following the execution of the contract must be submitted in writing and are subject to approval by OCI
- Travel and travel reimbursement is not authorized for this acquisition.
- The vendor will be paid upon submission of proper invoices to OCI at the prices stipulated in the contract.

- Invoices will contain the contract number and reference number.

Response Deadline/Schedule

Responses are required via email on or before November 15, 2024, to:

Scott Fowlie
Communications Manager
Ontario Centre of Innovation
sfowlie@oc-innovation.ca

All bids will be acknowledged with a return receipt.

Proposal Retention

Proposals submitted in response to this RFP will not be returned. It is the understanding that the contents of the proposals are the property of the agency and will not be utilized in any marketing efforts unless the company enters into a written agreement with the Ontario Centre of Innovation.

Questions / Clarifications

Questions may be addressed via email to Scott Fowlie, sfowlie@oc-innovation.ca.

Responses may or may not be shared with all potential bidders.