



Request for Proposal

COMPREHENSIVE PRICING STRATEGY

SHINE EARLY LEARNING, INC.

Company Background

Shine Early Learning partners with community-based programs and public systems, accelerating child and family outcomes that honor the aspirations and cultures of the communities they serve. In collaboration with our partners, we drive positive results and maximize impact for communities. We build capacity and expertise with individual providers and within state-wide educational systems. We make accessible the most innovative data-driven tools, systems, and insights for early education and care, all while keeping a caring approach at the center of our work.

Our first-hand knowledge and experience as early education operators, drawn from our sister organization [Acelero Learning](#), inspires problem solving and continuous improvement. We maintain agility and adaptability at the core of all engagements.

Success looks like co-created solutions that strengthen our partners' communities, counties, and states. We value meaningful, long-term relationship building and collaborate with them to eliminate systemic barriers that unfairly impact both individuals and institutions. We exist to create a more equitable education system for all children.

Our Mission, Vision & Values

Our Mission

We design and deliver inclusive, anti-bias, and rigorous approaches to eliminate the gaps between young children's inherent potential and their achievement in school and life. With our partners, we accelerate child and family outcomes that honor the aspirations and cultures of the communities we serve.

Our Vision

We envision a world where children become champions of their own making; where historical biases and systemic inequities no longer stand in the way of their infinite promise.

Our Values

DATA-INFORMED LEARNING

We commit to continuous improvement, as we use data inclusive of our lived experiences to inform organizational strategy, both programmatic and operational.

TRANSPARENT & OPEN COMMUNICATION

We demonstrate integrity, openness and transparency as a means by which to build trust among our team and the communities we serve.

GROWTH MINDSET

We believe talents can be developed. Challenges and barriers are opportunities to refine skills, solutions, and approaches. We serve our children, families, and partners with intention and quality by developing and engaging in innovative professional development, providing equitable support, and leading with a can-do attitude.

DISMANTLING INEQUITIES

We disrupt historical ways of thinking and doing in order to create spaces of radical inclusion so that individuals and communities are better.

CARING TEAMS & COMMUNITY

We recognize that we cannot be successful in our mission without building authentic, trusting, caring relationships that connect us through our shared humanity. As such, we value the inherent worth, dignity, and abilities of all individuals, families, groups, and communities.

Project Overview

Through a combination of competitive and industry analysis and evaluation of our current portfolio of services and marketing and promotion approach, Shine Early Learning seeks to collaborate with a pricing strategy consultant to develop a comprehensive pricing strategy and supporting policies to help us pursue our business goals as they relate to our Community Partnership and Special Projects products and services. These business goals include:

- Enhance cash flow
- Increase profitability
- Clearly define and introduce product lines of business
- Increase market share
- Increase prospect presence
- Attain new growth segments
- Increase market penetration
- Boost prospect conversion

The Community Partnerships teams provide a continuum of training, consultation, coaching, technical assistance, start-up support, and collaborative services for early learning and childcare providers (mostly Head Start and Early Head Start providers) across the country. We offer a cadre of products (intellectual property), including curricula, professional development, IT system, policies, forms, and other resources to our partners in association with the service package that they purchase. These services agreements generally exist for 3-10 years. Special projects are similar to Community Partnerships, but are for short-term, intensive needs and are contract arrangements for services lasting 12 months or less and do not include the product package.

Project Goals

1. **Diagnose our current pricing strategy compared to competitors** for partners in the Community Partnership and Special Projects divisions, including the effect of price on market share, margins, and purchasing behavior of current and potential partners;
2. **Develop a comprehensive set of recommendations and proposed policies, consistent with our business goals, regarding pricing** for services and products provided by Shine Early Learning Community Partnerships and Special Projects; and

3. **Support implementation of pricing policies** through a dynamic, multi-year pricing calculator and consistent rollout and training of Shine Early Learning team members to execute a comprehensive pricing strategy.
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Scope of Work

Analysis to be Provided:

Landscape of Community Programs market segment-

- Market research of the existing market need, market trends, effect of prices on market shares and purchasing behaviors, and appetite for varying pricing levels of products and services
- Evaluate Shine Early Learning's current position in the Community Partnerships (early childhood education and care consulting/technical assistance) market segment
- Analyze current service offerings of Shine Early Learning, including
 - Bundling of services and/or products,
 - Utilization,
 - Service delivery approaches,
 - Costs,
 - Pricing
- Analysis of comparative competitor services, products, and pricing
- Evaluation of Shine Early Learning yield, sales closed, retention, pricing, and call rates compared to competitor rates.

Solutions to be Provided:

Cohesive, consistent and comprehensive pricing policy for all Shine Early Learning services at all stages in the development pipeline, *including* –

- Develop pricing policy options based upon analysis for Shine Early Learning goods and services and recommend alternative pricing approaches or service delivery methodologies (bundling/packaging) to improve sales, optimize profitability, and maximize market potential
- Develop a pricing calculator or similar methodology which can be updated regularly

- Develop deployment methodologies and support company (i.e training, policy implementation, etc.) in executing new pricing strategies
- Develop a profile of potential compensation structures for sales staff and analysis on how each effect sales cycles along with competitor profiles on sales techniques
- Develop lead generation methodologies and evaluate strength of existing Shine Early Learning sales pipeline

Target Schedule for Bids and Scoring

Activity	Targeted Date (s)
Opportunity for Consultant Q&A	Beginning upon receipt of RFP and throughout engagement
Written Responses to RFP Due	February 22, 2023
Proposal Presentation (Virtual)	Week of March 6, 2023
Consultant Reference Checks and Proposal Clarifications	Week of March 6, 2023
Preferred Consultant Notification	March 15, 2023
Project Launch	April 3, 2023

Budget Constraints

Proposals should not exceed \$75,000 for the project.

Alignment with Values and Cultural Fit

We consider our Mission, Vision and Values to represent who we are to the children, families and organizations that we serve, and the reason we choose to partner with similarly aligned groups to achieve 360-degree accountability. Therefore, in addition to the evaluation metrics listed in the next section, we are looking for a consultant who aligns with our values and understands the culture of Shine Early Learning.

Cultural Fit Questions

1. What is your company's commitment to diversity, equity, inclusion and belonging? Can you provide concrete policies and/or examples?
2. What is your company's commitment to social responsibility? Can you provide concrete policies and/or examples?
3. How do you provide transparent and open communication within your organization and with your clients?

Evaluation Metrics

Shine Early Learning will evaluate bidders and proposals based on the following criteria:

- Approach and methodologies to the proposed Project Goals and Scope of Work (30 points)
- Projected budget (30 points)
- Samples, references, and/or case studies from previous pricing strategy projects (15 points)
- Technical expertise in dynamic, multi-year pricing calculators (10 points)
- Cultural fit with Shine Early Learning (10 points)
- Experience in the field of Early Childhood Education and Childcare (5 points)

Bid Submission Requirements

Only bidders who can confidently respond to the metrics in the Evaluation section should submit a proposal.

Bids must be submitted electronically by 5:00 p.m. eastern time on February 22, 2023 to:

Courtney Squire
csquire@shineearly.com

Bidders must adhere to the following guidelines to be considered:

- Submit a written response to the RFP of no more than 6 pages in length. In addition, provide an appendix containing a minimum of two references and optional items such as work samples or case studies.
- The written response must include:
 - A proposed timeline and methodology for the work to be performed.
 - A projected budget with itemization of services and fees.
 - Responses to the Cultural Fit Questions

Bidders who achieve a minimally viable score will be invited to a virtual Proposal Presentation (at the discretion of Shine Early Learning). Presentation sessions will last no more than 60 minutes...20 minutes for the presentation with 40 minutes of questions from and discussion with the evaluation committee.

Contract

The successful bidder, as determined by Shine Early Learning, shall be required to execute a contract to furnish all goods and/or services and other deliverables required for successful completion of the proposed project. No bidder shall obtain any interest or right in any award until Shine Early Learning and such bidder have executed a contract, and any such interest and rights shall be subject to the terms and conditions as contained in such contract. The successful bidder may not assign, sell, or otherwise transfer its interest in the contract award or any part thereof, without prior written consent from Shine Early Learning.

Other Bidding Instructions

Bidders are expected to examine the specifications and all instructions contained in this invitation for bids. Failure to do so will be at the bidder's risk. The bid must be signed by a duly authorized representative.

Bidders will be held responsible for ensuring that their bids are received in accordance with the instructions stated herein and a late bid will not be considered even though it

became late as a result of circumstances beyond the bidder's control. A late bid will be considered only if the sole cause of its becoming a late bid was attributable to Shine Early Learning and/or its employees.

Shine Early Learning, Inc., however, reserves the right to reject any and all bids and to waive any informality in the bids received whenever such rejection or waiver is in the interest of Shine Early Learning, Inc.

Shine Early Learning, Inc. will enter a contract only with responsible contractors who possess the potential ability to perform successfully under the terms and conditions of the proposed procurement. Consideration may be given to such matters as contractor integrity, record of past performance, and financial and technical resources. Upon request, bidders must be willing to provide information concerning these matters.

If any exceptions are taken to any portion of this RFP, the bidder must clearly indicate the exception taken and include a full explanation as a separate attachment to the Proposal. The failure to identify exceptions or proposed changes will constitute acceptance by the bidder of the RFP as proposed by Shine Early Learning. Shine Early Learning reserves the right to reject a proposal containing exceptions, additions, qualifications, or conditions.

All costs related to the preparation and submission of this proposal shall be paid by the bidder. Issuance of this RFP does not commit Shine Early Learning, in any way, to pay any costs in the preparation and submission of the proposal, nor does the issuance of the RFP obligate Shine Early Learning to award a contract or purchase any goods or services stated in the RFP.

Proposals may be modified in writing at any time prior to the due date. Proposals may be withdrawn in writing, by facsimile written transmission, by email before the response date.

Any contract resulting from this RFP is contingent upon the continued availability of budget appropriations and is subject to cancellation, without penalty to Shine Early Learning, either in whole or in part, if funds are not appropriated or otherwise not made available to Shine Early Learning.

Contact Information

Questions or concerns connected to this RFP, can be directed to:

Courtney Squire
csquire@shineearly.com

303-810-1676