

TERMS OF REFERENCE

Development of a Website to host and promote The Caribbean Investment Facilitation Programme under the branding name “LINK-CARIBBEAN”

BACKGROUND INFORMATION

1.1 Beneficiaries

Caribbean Export Development Agency (Caribbean Export)

1.2 Contracting Authority

Caribbean Export

1.3 Relevant Sector Background

Caribbean Export is a regional export development and trade and investment promotion organisation of the Forum of Caribbean States (CARIFORUM). Caribbean Export is also a beneficiary of funding assistance from the 10th European Development Fund (EDF), under which the Agency is responsible for implementing the Regional Private Sector Development Programme (RPSDP). The RPSDP has four specific objectives: a) Enhancing Competitiveness and Promoting Innovation among CARIFORUM’s Private Sector; b) Promoting Trade and Export Development among CARIFORUM States; c) Promoting stronger trade and investment relations among CARIFORUM and French Caribbean Outermost Regions (FCORs) as well as European Union (EU) Overseas Countries and Territories (OCTs) in the Caribbean; and d) Promoting stronger trade and investment cooperation between CARICOM and the Dominican Republic (DR). There is also a complementary objective of strengthening the institutional capacity of Caribbean Export to implement trade and investment promotion programmes in the region through its export development programming and through support to the Caribbean Association of Investment Promotion Agencies (CAIPA).

The overall objective of the Regional Private Sector Development Programme is to contribute to the gradual integration of CARIFORUM countries (Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Suriname and Trinidad and Tobago).

Context

One of the key determinants in the development and growth of SMEs is access to finance. Yet in most Caribbean countries, many firms are constrained in their growth and expansion due to a lack of financial capital. Within the Caribbean, local financial systems are often unable to cater to the needs of SMEs; they fail to provide access to the right mix of financing that are most appropriate for each firm's stage of development. This has negative consequences for the Caribbean region's economic development.

As such Caribbean Export has sought to promote and execute initiatives aimed at providing SMEs to alternative means of Access to finance, outside of the traditional commercial banking entities dominating regional financial systems. One of these alternative financing initiatives is The Caribbean Investment Facilitation Programme under the branding name "LINK-CARIBBEAN" part funded by the government of Canada through the World Bank's/ infoDev's EPIC programme. This initiative will involve the setting up of the website for the Caribbean Investment Facilitation Programme under the branding name "LINK-CARIBBEAN" supporting the Grant programme platforms and the Regional Angel Investor Network (RAIN) platform.

2 SCOPE OF THE WORK

2.1 General

Caribbean Export is currently implementing several projects within its work program that support increasing access to finance for regional SMEs. LINK-Caribbean and RAIN Caribbean will bridge the gap between innovative high growth SMEs desiring of financing, and angel investors willing to invest in such companies. This project therefore will provide the online internet platform through which high growth SMEs will have their businesses and business ideas showcased, for viewing and consideration by regional and diaspora angel investors and through which investors and firms can apply jointly for the Co-Investment Grant facility and firms can apply for the Investment Readiness Grant facility.

2.2 Specific Activities

With a focus on design, with an intuitive function and user experience, the consultant building this website will have the following main pages and menu options;

- a. HOME PAGE ,
 - b. ABOUT,
 - c. APPLY FOR FUNDING,
 - d. RESOURCES,
 - e. PARTNERS,
 - f. TEAM,
 - g. MEDIA,
 - h. FAQ, and CONTACT US
2. The HOMEPAGE design features should be similar to that of the invest Americas website; www.investamericas.com, namely:
- i. Full width imagery (preferably Caribbean Images)
 - ii. Design which will feature scrolling information specific aspects of the Link Caribbean Project and linked accordingly:
 - Link Caribbean Co-Investment grant programme (<https://link-caribbean.cigrant.proseeder.com>)
 - Link Caribbean Investment Readiness grant programme (<https://link-caribbean.irgrant.proseeder.com>)
 - Regional Angel Investor Platform (RAIN) platform. (<https://rain-caribbean.poseeder.com>)
 - b. Below the scrolling image based adverts for Link & RAIN, there should be graphically represented hotlinks or icons to;
 - i. Objectives of LINK-Caribbean
 - ii. What is Angel Investing: the basics
 - iii. What is RAIN & RAIN's value proposition for Investors
 - iv. Success Stories
3. The homepage design should allow for an embedded information video
4. The developer should make provision within the homepage design to display a counter for the number of applications received and grants approved similar to the picture below. (See <http://firstangelsja.com/> for details of counter functionality);

HOME PAGE	ABOUT	APPLY FOR FUNDING	RESOURCES	PARTNERS	TEAM	FAQ	MEDIA	CONTACT US
(entrepreneur)								
Scrolling welcome image and Objectives								
What is Angel Investing								
Link Caribbean Short Informational Video								
What is RAIN								
Partner Logo bar at the bottom RAIN,CE,EU, Canada, WB, InfoDev								
Link to LinkedIn RAIN social media page								

Administrative Features

- The website should be built on the wordpress platform
- Administrators can update or delete information/data in ABOUT, APPLY FOR FUNDING, RESOURCES, PARTNERS, TEAM, MEDIA, FAQ, and CONTACT US and the Register Button at top of page.
- Administrators can view website analytics
- Administrator can download, edit and upload information to every section of home page and all sub-pages.

2.3 Deliverables

The following is to be delivered over the course of four weeks:

1. Initial design concepts for the website within the first week
2. A finished product within 2 weeks of the presentation of the design concepts and approval of final design. Testing will be conducted by Caribbean Export upon presentation of final product. Final approval will be given once testing is successful.
3. Deliver administrative training within 1 week of the approval of the finished product.
4. A user and administrative manual must be submitted within 1 week of the approval of the finished product.

2.4 Project management

2.4.1 Responsible body

The Caribbean Export Development Agency will be responsible for contracting the Consultant and ensuring the required outputs are achieved.

3 LOGISTICS AND TIMING

3.1 Location

The Consultant must be a national of an African, Caribbean, and Pacific (ACP) State or of a European Union Member State and will be required to conduct most of the research from in-country assessments in beneficiary and must work closely with Caribbean Export management and staff.

3.2 Commencement date & Period of implementation

The intended commencement date for this assignment is, June 14th, 2016 and is expected to be completed by July 5th, 2016.

4 REQUIREMENTS

4.1 KEY EXPERTS

The profiles of the key experts for this consultancy are as follows:

- a) At least a Bachelor Degree in ICT / Computer Science from a recognized tertiary institution or equivalent qualification.
- b) At least five (5) years post-qualification experience.
- c) Demonstrated experience in website content management, web application, website, database design, and designing online forms.
- d) Proven experience in working in a participatory and consultative environment.

4.2 MAINTENANCE

- Developers are required to be available for maintenance of the website until June 2017.

5 REPORTS

Reporting requirement

The Consultant must provide documentation and information that the Project Manager, identified in the Contract, requires to meet his or her reporting requirements. It is envisaged that the following report would be forthcoming:

- An inception report to be submitted 1 week after the consultant has been contracted

Duration, Submission & approval of outputs

The duration of the project is 4 weeks

The Consultant will be required to submit:

- a) Conduct presentation of prototype
- b) Conduct presentation of final product
- c) Conduct administrative training
- d) Submit product user and administrative manual

Special requirements

Confidentiality in the discharge of the obligations is a requirement.