



*Ann Arbor/Ypsilanti*

**REQUEST FOR PROPOSAL  
FOR THE ACQUISITION OF CANTILLON**

**Ann Arbor/Ypsilanti SmartZone LDFA  
100 North Fifth Avenue  
Ann Arbor, Michigan 48104**

Opportunity

The Ann Arbor/Ypsilanti SmartZone LDFA is seeking a proposal for the acquisition, through purchase of an LDFA-owned software application and related materials known as Cantillon.

Schedule

RFP Issued

August 3, 2011

**RFP Response Deadline**

**October 3, 2011, 2:00pm EDT**

RFP Interviews by Evaluation Committee

Week of October 10, 2011

Evaluation Committee Recommendation

Week of October 24, 2011

Anticipated Selection by SmartZone Board

November 7, 2011

Contact

Tom Crawford, Interim City Administrator, Recording Secretary SmartZone LDFA Board  
email: [802RFP@a2gov.org](mailto:802RFP@a2gov.org)

Proposals Due

Proposals are due no later than **October 3, 2011, 2:00 pm EDT**. Submittals must be delivered to 301 E. Huron St., P. O. Box 8647, Ann Arbor, MI 48107-8647, 5th Floor.

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## Purpose

The Ann Arbor-Ypsilanti SmartZone LDFA is seeking a proposal for the purchase of an LDFA owned on-line learning system known as Cantillon.

## System Characteristics

A description of the Cantillon eCourse is available from Ann Arbor SPARK on their web page at: <http://www.annarborusa.org/business-accelerator/education-training/cantillon>

The text of SPARK's web page is shown below. More comprehensive information is also included in Appendix B: *Cantillon eCourse for Technology Entrepreneurs, What You need To Know*. This information is also available in pdf format on SPARK's web site.

The University of Michigan Technology Department currently hosts the Cantillon eCourse site. The Ann Arbor-Ypsilanti SmartZone LDFA makes no implication as to whether the University of Michigan would continue to host the site. The buyer assumes all responsibility for finding and securing hosting services and the coordination of moving Cantillon eCourse system files and data to a host. As specified in the requirements below, proposals should include a project schedule for any system migration or cut over.

Information provided from SPARK's web page is provided for informational purposes only. Information in the sections labeled "Course Fees", "How to Begin", and "Technical Support" are based on how Cantillon is currently marketed by SPARK, and does not imply the availability of these resources to a buyer of the Cantillon system.

### **Cantillon eCourse for Technology Entrepreneurs, What You Need To Know**

The Cantillon eCourse is a comprehensive training resource for technology entrepreneurs at any stage of business development. Whether you are engaged in pre-launch planning or are working to achieve your first \$50 million in annual revenue, Cantillon is a learning experience that will lay an invaluable foundation for your business and enable you to respond quickly and wisely to the ever-changing marketplace.

#### **HOW IT WORKS**

Cantillon's self-paced, online instruction modules are presented by successful, practicing entrepreneurs and investors. Seasoned educators present practical approaches to harnessing innovation and launching start-up businesses. Coupled with hands-on guidance from experienced business mentors, Cantillon can help you learn to:

- Evaluate business opportunities.
- Develop new product concepts.
- Analyze and segment markets.
- Attract business financing.
- Build and run a high-growth business.

The Cantillon is accessible 24/7 so you can complete each module at your convenience and from virtually any location. Each course unit is divided into seven 15-20 minute segments that allow a high level of instructional flexibility. For those who wish to explore a topic in greater detail, downloadable examples, recommended reading, mastery questions and links to relevant sites are included. These supplementary elements offer many additional hours of study and realistic examples.

As you proceed through the Cantillon program, your mentor will review your progress and will employ additional tools, techniques and training aids to address the unique needs of your business or market. He or she will review each element in your business plan and will help you evaluate your strategy.

### **DELIVERABLES**

At the completion of the Cantillon program, you will have developed the core documents your potential investors and partners need to understand your business. A detailed business strategy will provide business partners and future management team members with a guide for building the business. Specifically, you will complete these critical business elements:

- Executive Summary
- Financial Plan
- Marketing Plan
- Product Roadmap
- Business Model

### **THE CANTILLON ECOURSE**

Cantillon is comprised of ten modules, each designed to address the strategic decisions common to entrepreneurs and second stage businesses. Each module was developed and is presented by seasoned experts.

### **COURSE FEES**

The Cantillon eCourse is available to you and up to five members of your team for a single fee. The course fee includes access to the course for a full year and matching your team with a mentor to review the plans you will develop and answer questions along the way. Although the course is priced affordably, financial assistance is also available through participating organizations. Several mentoring organizations across Michigan offer full or partial reimbursement upon completion of the Cantillon course or with satisfactory advancement to the next recommended stage of business development.

### **HOW TO BEGIN**

To register, contact a mentoring organization for a login ID. You will be assigned a business mentor who will work with you throughout the course and will review all deliverables.

### **TECHNICAL SUPPORT**

If you have difficulties or if your browser has trouble displaying the course, technical support is available Monday through Friday from 8:00 a.m. to 11:00 p.m. at [meonline@umich.edu](mailto:meonline@umich.edu) (Technical support is available at other times as well, but with delayed response times.) If you have questions about the content of the course please talk to your mentor. The course requires Internet Explorer 5.5 or higher or Firefox 2.0 or higher. The course supports either PC or MAC based browsers.

## GENERAL REQUIREMENTS

### Issuing Office

The Ann Arbor-Ypsilanti SmartZone LDFA Board has issued this Request for Proposal. All contact regarding this RFP is to be directed to:

Tom Crawford, Interim City Administrator  
City of Ann Arbor  
301 E. Huron St., P. O. Box 8647  
Ann Arbor, MI 48107-8647

Email: [802RFP@a2gov.org](mailto:802RFP@a2gov.org)

### Anticipated Schedule

RFP Issued	August 3, 2011
<b>RFP Response Deadline</b>	<b>October 3, 2011, 2:00pm EDT</b>
RFP Interviews by Evaluation Committee	Week of October 10, 2011
Evaluation Committee Recommendation	Week of October 24, 2011
Anticipated Selection by SmartZone Board	November 7, 2011

Please note that the above schedule is subject to change.

### Proposal Submissions and Clarifications

Proposals must be submitted in the proposal format required. Sealed proposals will be received by the City of Ann Arbor Purchasing Unit, 301 E. Huron St., P. O. Box 8647, Ann Arbor, MI 48107-8647 at the time stipulated. Each proposal must be enclosed in a sealed envelope, endorsed across one end: RFP NO. 802, REQUEST FOR PROPOSAL FOR PURCHASE OF CANTILLON FROM THE ANN ARBOR-YPSILANTI SMARTZONE LDFA.

One original and 2 copies of the Proposal and an electronic version of the report in Adobe Acrobat format shall be submitted, with the purchase price proposal submitted separately in a sealed and marked envelope. For a proposal to be considered, each submitter must submit a complete response to this RFP using the format found in Section 3. No other distribution of the proposals is to be made by the submitter. Appendix A of this RFP, must be completed and returned with the proposal. An official authorized to bind the submitter to its proposal provisions must sign each proposal copy in ink.

Proposals must arrive at the City of Ann Arbor Purchasing Unit Office (5th Floor) no later than **Monday, October 3, 2011, 2:00 pm EDT**. Proposals received after the deadline will not be considered. Regardless of the delivery method, the submitter is responsible for the actual delivery of the proposals by the deadline. Submitters agree to

honor their proposal for a period of sixty (60) days from the proposal due date. All proposals become the property of the Ann Arbor/Ypsilanti SmartZone LDFA after the deadline whether awarded or rejected.

All information in a submitter's proposal is subject to disclosure under the provisions of Public Act No. 442 of 1976, as amended (known as the Freedom of Information Act). It should be noted that submission contents will not be deemed proprietary information, and individuals who submit proposals will be provided opportunities to review other proposals if requested.

The LDFA accepts no financial responsibility for costs incurred by any submitter in responding to this RFP. By responding to this RFP the submitter agrees to hold the LDFA harmless in connection with the release of any information contained in its proposal. Should any prospective submitter be in doubt as to the true meaning of any portion of this RFP, or should the submitter find any ambiguity, inconsistency, or omission therein, the submitter shall make a written request for an official interpretation or correction. All questions concerning the solicitation and specifications shall be submitted in writing via mail or e-mail to the name below.

Tom Crawford, Interim City Administrator  
City of Ann Arbor  
301 E. Huron St., P. O. Box 8647  
Ann Arbor, MI 48107-8647  
Email: [802RFP@a2gov.org](mailto:802RFP@a2gov.org)

Questions must be submitted no later than **September 27, 2011**. (4 business days prior to the submission deadline)

Any oral responses to any questions shall be unofficial and not binding on the LDFA Board. The LDFA will make such interpretation or correction, as well as any additional RFP provisions that the Board may decide to include, only as an RFP addendum. Staff will mail or deliver addendums to each prospective submitter recorded as having attended the mandatory pre-proposal meeting. Any addendum issued by the Board shall become a part of the RFP. Submitters should consider issued addendums in preparing his or her proposal.

#### Selection Criteria

Responses to this RFP will be evaluated using the following criteria:

Past Involvement with Similar Project(s) – Experience and ability to market and utilize the Cantillon product successfully, verified by references.	15% weighting
Proposed Work Plan – alignment of proposed use of Cantillon product with SmartZone LDFA entrepreneur development objectives outlined in the project description	10% weighting

Cost Proposal – purchase price	75% weighting
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### Selection Process

The selection committee for this Request for Proposals will consist of representatives of the LDFA Board. The committee will have 2-4 members, and will be assisted by a team of LDFA representatives and/or City staff.

The selection committee will initially evaluate responses to the RFP to decide which submitters, if any, it will interview. For the initial evaluation, the committee will primarily consider acquisition cost proposals. Additional considerations for the other two criteria indicated above will only be considered if two or more cost proposals are within 20% of the highest purchase price.

The selection committee may schedule interviews with the selected submitters. Interviews will be open to the public. The selected submitter(s) will be given the opportunity to discuss in more detail their qualifications, past experience, proposed work plan and acquisition proposal during the interview process. The interview shall consist of a presentation of approximately thirty (30) minutes by the submitter, followed by approximately forty (40) minutes of questions and answers. Audiovisual aids may be used during the oral interviews. Following the presentation, the committee may request additional financial or project information.

Interviewed submitters will be re-evaluated by the above criteria after the interview and ranked. The highest-ranked submitter will be recommended to the LDFA Board for the award of the proposal.

The LDFA Board may negotiate a mutually acceptable purchase with the highest ranked submitter. If a purchase is not concluded, the LDFA Board, at its sole option, may choose to initiate negotiations with any other qualified submitter, or reopen the entire process.

The LDFA Board reserves the right to not consider any proposal that it determines to be unresponsive and deficient in any of the information requested for evaluation. A proposal with all the requested information does not guarantee the proposing firm to be a candidate for an interview. The Committee may contact references to verify material submitted in the proposal.

### Reservation of Rights

The LDFA Board reserves the right to accept any proposal, to reject any or all proposals, to waive irregularities and/or informalities in any proposal and to make the award in any manner the LDFA Board believes to be in its best interest.

## Format

Proposals shall not exceed twenty (20) double-sided pages in length. Each section of the proposal must be clearly identified with the appropriate headings. Up to ten (10) additional pages of financial information and/or personnel resumes may be attached as appendices. To be considered responsive to this RFP, a prospective submitter must provide all of the information requested. The specifications within the RFP represent the minimum performance necessary for response.

Proposals should be submitted using the following format:

Section 1: Proposal Statement (format attached – Appendix A)

Section 2: Project Description: This section should provide a narrative summary description of the proposed redevelopment/reuse of the Cantillon product.

Section 3: Target Population: This section should describe the anticipated customers, users of the product.

Section 4: Project Schedule: This section should include a project completion schedule including start and completion dates and other key dates as identified for action. The proposal must include the time period by which this project will be initiated and completed.

Section 5: Overview of the Organization and its Services – This section should give a summary of history of the business or organization, including years in operation, locations, size, growth, services and financial stability. Include information regarding any pending or recent lawsuits

Section 6: Professional Qualifications: This section should include the full name and address of your organization or business and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the work hereunder. Indicate whether it operates as an individual, partnership, or corporation. If as a corporation, include whether it is qualified to do business. If the proposal is submitted by a lead organization on behalf of several partners, list all key partners and their respective roles in the proposal. Identify the technical expertise, which make the organization(s) qualified for this work.

Section 7: Acquisition Cost Proposal – This section should include the amount offered for purchase of the property; and any contingencies proposed. Any financial contingencies must also be identified.

Section 8: Acknowledgement of Producer's Rights – As presently deployed the content creators for each module hold producer rights that may limit the use or distribution of their particular content. Consequently, any respondent to this RFP must acknowledge that creator rights exist and that they will hold harmless the Ann Arbor-Ypsilanti



Smartzone, city and SPARK from an claims by these producers arising from the respondents use or distribution or other actions related to their content.

## APPENDIX A: PROPOSAL

Ann Arbor/Ypsilanti SmartZone LDFA  
Guy C. Larcom Municipal Building  
301 E. Huron St., P. O. Box 8647  
Ann Arbor, Michigan 48107-8647

Ladies and Gentlemen:

The undersigned declares that this Proposal is made in good faith, without fraud or collusion with any person or persons submitting a proposal on the same Contract; that the undersigned has carefully read and examined the "Request for Proposal" documents, including Information and Instructions, Scope of Project, Information Required, all Addenda (if any), and understands them. The undersigned declares that it is fully informed as to the nature of and the conditions relating to the terms of sale of the property. Further, the undersigned declares that it has extensive experience in successfully providing the redevelopment services required under the specifications of this Request for Proposal.

The undersigned acknowledges that it has not received or relied upon any representations or warrants of any nature whatsoever from the LDFA, its agents or employees, and that this Proposal is based solely upon the undersigned's own independent business judgment.

If the LDFA accepts this Proposal and the undersigned fails to contract and furnish the required earnest money deposit and insurance documentation at the time of execution of the sales contract, then the undersigned shall be considered to have abandoned the Contract. In submitting this Proposal, it is understood that the right is reserved by the LDFA to accept any Proposal, to reject any or all Proposals, to waive irregularities and/or informalities in any Proposal, and to make the award in any manner the LDFA believes to be in its best interest.

COMPANY NAME\*: \_\_\_\_\_

STREET/P. O. BOX: \_\_\_\_\_

CITY, STATE, AND ZIP CODE: \_\_\_\_\_

DATE: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME OF SIGNER: \_\_\_\_\_

TITLE OF SIGNER: \_\_\_\_\_

\* NOTE: If the PROPOSER is a corporation, the legal name of the corporation shall be set forth above together with the signature of authorized officer or agents. If PROPOSER is a partnership, the true name of the firm shall be set forth with the signature of the partners authorized to sign contracts on behalf of the partnership. If PROPOSER is an individual, his signature shall be placed above.

\*NOTE: Interested Organizations may establish a partnership of more than one Conservation Organization to provide the services identified in the Scope of Services.

## **APPENDIX B**

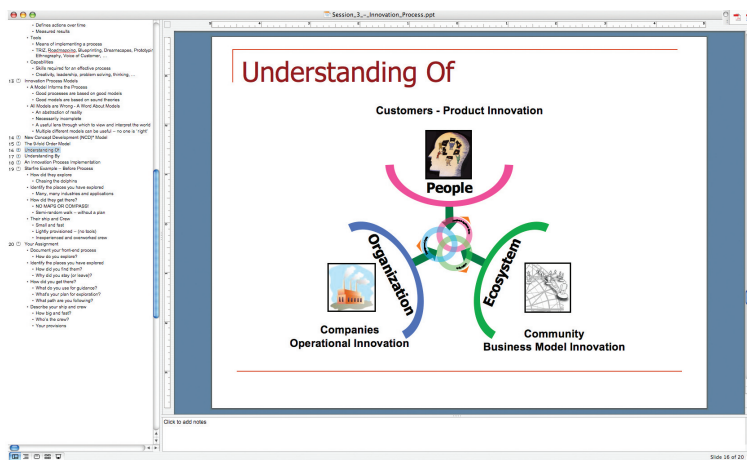
### **Cantillon eCourse for Technology Entrepreneurs, What You need To Know**

(on following pages)

# Cantillon eCourse for Technology Entrepreneurs

## What You Need To Know

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### How it Works

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### Deliverables

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- Financial Plan
- Marketing Plan
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### The Cantillon eCourse

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#### Unit 1: The Entrepreneur

David Olson, Ph.D. - Agile BioVentures

Judy Ravin - CEO, Accent Reduction Institute

Defining yourself as an entrepreneur and understanding what lies before you will give you a realistic frame of reference for your new venture. This unit will help you understand the difference between scientific invention and a commercial venture, your role as the start-up CEO and the framework to understand how investors see early stage investment in your company.

## Level 5 Hierarchy



### Unit 2: Executive Summary

**Babs Carryer** - Adjunct Professor Carnegie Mellon University and CEO of several startups. Author of several publications on commercializing university technology.

Problem, product, market, team, competitors, financials: By describing each element of your business, you will clarify your current position as well as your needs. The resulting executive summary will help you understand your needs and provide a basis for the recruitment of essential team members and resources.

### Unit 3: Product Innovation

**Larry Schmitt** - President Inovo. Guest Lecturer at UM Ross School from which this Unit was developed, and noted authority on the front end of innovation.

Do you need to develop an entire suite of products for one market or a unique product offering for a targeted group of customers whose satisfaction will lead to invaluable references? In this unit, you will focus on defining your customers, their needs and their personas in order to create insights into product strategies for various market segments.

**Richard Cantillon (1680 - 1734)** helped to define the term “entrepreneur” and was the first economist to develop insights concerning the role entrepreneurship plays in the economy.

### Unit 4: Market Strategy and Competitive Positioning

**Thomas C. Kinnear** - Eugene Applebaum Professor of Entrepreneurial Studies and Professor of Marketing, Stephen M Ross School of Business. Active angel investor and advisor to startup companies.

Your company is defined by its positioning and the marketing battles it chooses to fight. Identifying your corporate strengths, weaknesses, opportunities and threats will help you zero in on the battles you can win.

### Unit 5: Management Team

**Kurt Riegger** - Managing Partner, Business Engines, a venture catalyst and investment firm, Serial Entrepreneur, board member for Great Lakes and Ann Arbor Angels.

The right people in the right roles plus the guiding principles they need to achieve extraordinary results: this is pivotal for any company's success. Unit 5 will address the management team, what it should look like at each stage of development and how to hire complementary team members.

### Unit 6: Business Model and Key Metrics

**Ron Reed** - Managing Director, Senaca Partners and board member Michigan Venture Capital Association

The Business Model explains how your company will make money and the strategies for building up your core strengths. Evaluate your business against the elements of a successful business model. Learn how to define the metrics that will help you “keep score” in your business and measure progress. Identify the key factors that drive your business and profitability.

### Unit 7: Growing Sales

**Joseph Marr** - President, Marr Professional Development

Growing sales in an early stage technology company can be the greatest challenge. While your customers struggle to understand the value in a new solution, you must develop the habits and mindset that engages customers to learn where they find value and to develop an explicit agreement on the value they will receive. This unit will help you explore the sales barriers you face both externally and within yourself, and the systems and methods for accelerating sales.

#### **Unit 8: Entrepreneurial Finance**

David J. Brophy - Director of the Office for the Study of Private Equity Finance; Associate Professor of Finance, Founder of Michigan Growth Capital Symposium.

How will you find investors and other sources of capital? Start with a compelling and well-rehearsed business pitch. Then add a finance plan that explains where your business is going and the milestones that lie ahead. Learn how to determine the amounts and timing of your capital requirements as well as the sources of funding that are best for your company.

#### **Unit 9: Entrepreneurial Leadership**

Roger Newton, Ph.D. - CEO, Esperion Therapeutics, Inc.

Dr. Newton was the Co-Founder and CEO of Esperion Therapeutics and lead the firm from inception of the company, to the raising of more than \$100M from private and public sources to the acquisition by Pfizer for \$1.3 Billion. Dr. Newton uses the Esperion story to help illustrate getting the message right, how to position the company and the process of raising capital. Entrepreneurial leadership is discussed in the context of building consensus and making very tough decisions that eventually lead the team to success. Dr. Newton highlights how the company and he personally applied elements of Jim Collin's *Good to Great* and Bob Quinn's *Deep Change* as he describes the exciting journey of Esperion Therapeutics.

#### **Unit 10: Firm Lifecycle**

Timothy Mayleben - Managing Director,  
TKM Venture Partners

Ensuring that a raw start-up can mature quickly into a growth company requires the early adoption of disciplines that can evolve with the organization. Understanding the growth process can shape key decisions about company structure and management. It can also help eliminate the difficulties many entrepreneurs face in "scaling" their growing companies. This unit will discuss the growth stages, how to find advisors and consultants and work effectively with a board of directors. Finally, each growth business will need to develop partnerships and achieve a harvest or 'exit' event.

**"The Cantillon online course was outstanding. It provided me with a concise and easy-to-use approach to building my business plan. I would recommend it to entrepreneurs as a way to quickly zero in on the key elements of their strategy and more effectively work with a coach to develop and refine their plan."**

**Dan Killeen**

President/CEO, KAK Enterprises

Winner of the 2007

Great Lakes Entrepreneur's Quest

**"I've read hundreds of startup/entrepreneur/business planning books but the Cantillon e-course distills what entrepreneurs really need to know in an easy to understand and use format. It's the best, most concise startup content I've seen and you absolutely need to understand this stuff as an entrepreneur. I wish it had been available when I co-founded CareerSite Corp. — it would have saved time and improved our business planning and fundraising. "**

**Ed Farrell**

Serial Entrepreneur,

Great Lakes Entrepreneur's Quest mentor,

and CEO, CrowdJuice

@nn arbor usa

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For more information visit: [www.AnnArborUSA.org/cantillon](http://www.AnnArborUSA.org/cantillon) or [www.gleq.org](http://www.gleq.org).

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If you have questions about the content of the course please talk to your mentor. The course requires Internet Explorer 5.5 or higher or FireFox 2.0 or higher. The course supports either PC or MAC based browsers.

### Mentoring Organizations:

Great Lakes  
Entrepreneur's Quest  
[info@gleq.org](mailto:info@gleq.org)  
(734) 527-9151

Ann Arbor SPARK  
[info@AnnArborUSA.org](mailto:info@AnnArborUSA.org)  
(734) 761-9317

