**Request for Proposal**

[ Project name ]

[ Company name ]

[ Date ]

**1. Introduction / Project overview**

*[ Outline the project and the contents of the documents – so that after reading this the vendor knows if this is something they want to engage in. Remember, this is not an academic essay, so instead of writing long sentences just to reach the character limit, get straight to the point and make it as informative as possible. ]*

**2. Company background**

[ *Write a little about what it is that you do – and how the project fits into the overall landscape. You can include things like:*

* *the story behind the company,*
* *a list of products or services you offer,*
* *where your offices are located*
* *how your company stands out among your competitors ]*

**3. Project Goals and Target Group**

*[ Describe what the project is supposed to achieve and who the intended users/customers are. Consider it a great opportunity to really nail down the goals and the target audience for yourself. ]*

**4. Scope of Services**

*[ This is the place for including the stages of the project. What will it involve? What exactly do you need help with? What should the software be composed of? Decide on additional aspects you’re going to outsource like:*

* *project management*
* *graphic design*
* *testing and QA*
* *software training ]*

**5. Technical requirements**

*Here go any technical details that are essential to the project. Make sure to describe things like:*

* *your existing IT infrastructure*
* *other apps/platforms the software will have to integrate with*
* *devices and systems the software should work on*
* *user accounts*
* *accessibility*

**6. Target deliverable schedule**

*[ You probably have a deadline – here’s where you include it, plus deadlines for all stages of the project you outlined earlier. Be prepared to negotiate. ]*

**7. Possible roadblocks**

*[ Anything you know might cause issues on your end during development? Don’t keep it to yourself if you want your project to succeed. ]*

**8. Budget constraints**

*[ Include the planned budget (and be prepared to negotiate – you might not have considered every possibility.)* ]

**9. Evaluation Criteria**

*[ Got any specific selection criteria? Maybe you’re looking for specific expertise, or a specific project management approach, maybe location/time zone is important? Write them all down here. ]*

**10. Contact persons**

*[ Let vendors know who to contact in case of questions and how to deliver the proposal. ]*

**11. List of expected functionalities**

*[ If you already have a list of your software's features at this stage, enter them here. This will help potential contractors to initially assess the complexity of the application. You can also do it as an attachment to RFP. ]*