



UVIRTPark Request for Proposals for Sales, Marketing and Business Development Services Guiding Principles

CHARACTERISTICS OF RTPARK'S CLIENTS

The RTPark aims to attract companies in the knowledge and technology industries who are aligned with our focus on integrating long-term impacts that are beneficial to society. An *impact investor* is one who generates measurable beneficial social and environmental impacts alongside a financial return. This is a key strategy of the RTPark and is consistent with the core value proposition we provide. This is the opportunity to contribute to improving the quality of life in a community small enough for the activities of a single firm to make a difference combined with the lifestyle of an island paradise.

The selected Proposer will assist in showcasing that all of the value propositions for successful impact investment are present in the US Virgin Islands and that being a client of the RTPark provides a qualified advantage to making a difference in society.

The RTPark is not a single location. Once clients receive RTPark designations they can be located anywhere in the US Virgin Islands. Staff sizes and space requirements would be a function of the company's designated activities.

RTPARK'S TARGET MARKETS & MARKETING SCOPE

The RTPark currently targets knowledge-based investors in the following clusters:

- Health and medicine, including medicinal devices, personalized medicine applications, wellness and healthcare management
- Energy research and system deployment, including renewable and clean technology systems, energy efficiency solutions, and energy management
- Marine science related products, devices and services
- Sustainability solutions and systems

The RTPark also hopes to expand its client base in growing segments of telecommunications and information technology.

Inherent in the Scope of activities will be strategies to generate leads as well as sales acquisitions in the form of *new* clients for the RTPark. The successful Proposer will have articulated their strategies and capability in providing the full range of activities (including proposed designated RTPark initiatives and activities) towards achieving these objectives. Proposers can choose to identify a set of selected activities within the full range that they might provide. These initiatives should be directed at positioning the US Virgin Islands as a technology and knowledge-intensive destination.

BUDGET/ SUCCESS FEES

RTPark tenants first-year fees are typically designed as following

- i. Initial Certificate Fee – This is a one-time fee payable upon getting RTPark designation.
- ii. Management Fees – This fee is a negotiated percentage of the Prospective Client’s gross revenue for the first year. The fee varies according to industry and segment and is negotiated individually with the Prospective Client and will not involve Proposers.

There are four (4) components to the total contract value. These are:

1. Success Fees (Percentage of Prospective Tenant’s 1st Year Revenues)
2. Costs for Services Provided (Proposer’s rates X Estimated Time)
3. Reimbursable Costs (Travel, Accommodation, etc.)
4. Direct Costs Payable to Agencies and External Vendors

The RTPark will take retainer requests into consideration when evaluating the Proposer’s financial proposal.

Budgets for activities defined in the scope in the RFP would be determined by the approaches and strategies proposed by the successful Proposer.

GENERAL

The RTPark is a partnership between the private sector, the US Virgin Islands Government and the University of the Virgin Islands.

The Proposers are the ones to determine the number of key personnel and scope of their involvement.