



Business Planning and Market Analysis - Master Plan

Summary

PA Wilds Center for Entrepreneurship (Center) is seeking proposals from individuals and/or firms with experience in business planning and market analysis to give planning partners a clear understanding of the sustainability and earning potential of a new technology platform. The work will include researching revenue models, performing customer, competitor, and partner analyses, segmentation and landscape-specific market analyses, a payment solution analysis, and market analysis for microlending needs.

Timeline

- RFP Issued: April 1, 2024
- Responses Due: May 13, 2024 (COB - 5 PM)
- Notifications: May 30, 2024
- Contract Period: June 1 - October 1, 2024
- Final Deliverables Due: September 30, 2024

Budget

\$150,000 allocated for completing research, analysis, and deliverables according to Project Scope.

Contact

Send questions to: Megan Steele at msteele@pawildscenter.org

About the Project Partners

PA Wilds Center for Entrepreneurship – Founded in 2013, this 501(c)(3) has a mission to integrate conservation and economic development in a way that strengthens and inspires communities in the PA Wilds. The Center accomplishes its mission by growing the region's outdoor recreation economy in a holistic way, including operating a precursor marketplace, shopthepawilds.com, to the technology being advanced here. The Center will serve as the backbone organization and fiscal agent for an ARISE planning grant from the Appalachian Regional Commission and work closely with the Outdoor Recreation Council of Appalachia (ORCA) and an Advisory Team to complete the grant scope of work. For more information on the PA Wilds Center, visit www.PAWildsCenter.org. Explore the PA Wilds region at www.PAWilds.com.

The Outdoor Recreation Council of Appalachia (ORCA) – Founded in 2019, this council in Southeast Ohio was created to lift up outdoor recreation assets to deliver economic, health, social, environmental, and quality of life benefits to Ohioans, including developing the world-class Baileys Trail System across jurisdictional boundaries. For the ARISE planning grant, ORCA will work closely with PA Wilds Center and the Advisory Team to complete the grant scope of work, and handle all outreach related to the project in Southeast Ohio. For more information on the Outdoor Recreation Council of Appalachia (ORCA), visit <https://www.orcaohio.com/>, for more information about Baileys Trail System visit <https://baileystrailsystem.org/>.

Technical Assistance Partners

Technical assistance is provided by an Advisory Team of partners and potential investors with various expertise, networks, and capacities. Including:

- The Conservation Fund (TCF)



- Ben Franklin Technology Partners of Central & Northern PA (BF/CNP)
- PA Dept. of Conservation and Natural Resources (DCNR)
- Ohio Department of Natural Resources (ODNR)
- MMI Intellectual Property, boutique intellectual property law firm
- University of Pittsburgh at Bradford (UPB)
- Outdoor Recreation Roundtable, (ORR)

Additional information regarding expertise and Advisory Team availability will be provided once the contract begins.

About the ARISE Planning Grant Project: Mobile Platform Development to Advance Rural Tourism Economies

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) has received a grant from the Appalachian Regional Commission (ARC) to work with partners to complete research, planning, and market analysis for a mobile platform that would accelerate the growth and value capture of rural place-based tourism sectors and their related supply chains.

The “Mobile Platform Development to Advance Rural Tourism Economies” grant is being funded through ARC’s ARISE Initiative, which is designed to drive large-scale, regional economic transformation through multi-state collaborative projects across Appalachia.

The PA Wilds Center is partnering on the project with the Outdoor Recreation Council of Appalachia (ORCA), a council of governments that serves multiple rural counties in southeast Ohio and is home to the Baileys Trail System. Several technical assistance partners also support the application in an advisory role, helping the Center and ORCA to develop proposals and select consultants, providing insights into key development aspects and findings, and providing similar guidance.

The early vision is to build a tool that empowers locally-led rural outdoor recreation and tourism strategies and local businesses and one that leverages and accelerates the incredible ground-level development already happening in many communities across Appalachia.

Project White Paper [here](#)

Read the full press release about the project here:

<https://www.pawildscenter.org/blog/pa-wilds-southeast-ohio-arc-grant-study-mobile-platform/>

Project Scope - Business Planning and Market Analysis - Master Plan

PA Wilds Center is seeking proposals from individuals and/or firms with experience in business planning and market analysis to give project partners a clear understanding of the sustainability and earning potential of a new technology platform serving rural landscapes. The ultimate goal is to determine the best way to bring this impactful technology to market, which will benefit Appalachian communities initially and eventually other rural



landscapes across America as the platform is scaled.

The selected contractor will develop a Business Planning and Market Analysis Master Plan that will include:

- Business modeling for the platform owner
- Performing customer, competitor, and partner analyses
- Financial projections for the platform, clients, and sellers
- Landscape-specific market analysis and segmentation ([PA Wilds](#) and [Outdoor Recreation Council of Appalachia](#))
- Market analysis for microlending need and structure
- Payment solution analysis

Resources and Collaboration

The Project Partners will be available to conduct interviews and hold regular meetings with the contractor. They will provide the contractor with relevant project scopes, findings, and data that have been collected so far. The Advisory Team will also be available for meetings and one-on-one interviews in areas of expertise as needed. Both project partners and the advisory team will provide feedback as key findings are presented to the collective group and initial drafts of the Business Planning and Market Analysis Master Plan.

The contractor will include a full work plan with milestones and project timeline in their proposal. This work plan and timeline will be finalized with the Project Partners within the first few weeks of the contract.

Proposal Requirements

Proposals should cover and/or include the following:

- Cover Letter summarizing:
 - Your qualifications;
 - Why this project speaks to you personally or professionally;
 - General description of your operation (do you have all of the required talent in-house or will you need to contract); and
 - An overview of your experience, including results from similar projects.
- Proposed Work Plan summarizing:
 - Your approach to managing this project, including budget scope, data, research, and evaluation methods;
 - Your approach to allocating time to accomplish the project outcomes and identifying major milestones within the contracting period.
- Reference Materials
 - Provide 3-5 references who can speak to your business planning and research services;
 - Provide 3-5 detailed case studies or relevant evidence of past projects to demonstrate their impacts and sustainability.



Review Criteria

The Project Partners and the Project Advisory Team will review all proposals. A scoring matrix will be used based on the following criteria:

- **Relevance:** Is your proposal positioned to do the right things?
 - Demonstrate how your team's approach to this project will be sensitive to the economic, environmental, equity, social, political economy, and capacity conditions of the landscapes the final tech platform will serve. *Accounts for 20% of the proposal's total score.*
- **Coherence:** How well does your approach fit the larger project?
 - Demonstrate your understanding of the full project "Mobile Platform Development to Advance Rural Tourism Economies" and how this master plan fits into it. Demonstrate your ability to work with internal and external stakeholders. *Accounts for 15% of the proposal's total score.*
- **Effectiveness:** Will your approach achieve its objectives?
 - Demonstrate that your team has the expertise to complete the project scope. *Accounts for 20% of the proposal's total score.*
- **Efficiency:** How well are resources being utilized?
 - Does your proposal meet the project's budget and deadline requirements? *Accounts for 10% of the proposal's total score.*
- **Impact:** What difference does your team make?
 - Demonstrate your team's ability to impact a community's economic development through previous projects. *Accounts for 20% of the proposal's total score.*
- **Sustainability:** Will the final plan stand the test of time?
 - Demonstrate your team's ability to create a master plan that project partners can present to multiple funding entities (government, philanthropic, and private) and stakeholders. *Accounts for 15% of the proposal's total score.*

Submission Instructions

Please submit your proposal in pdf format by COB May 13, 2024, to forms@pawildscenter.org.

Files over 2MB should be sent using a Dropbox or similar file share method.

Thank you for your interest in responding to this RFP. We look forward to your response.