



## Invitation to Quote

# Provision of data consultancy services to support the development of a web based company identification tool

Ref Q2130

*Sept 2021*

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## 1. Introduction

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The aim of this document is to select and appoint a provider for the following activity/service: Export Research.

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

## 2. About the Growth Company

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The Growth Company is a group of companies whose purpose is to drive forward Greater Manchester's economic development. The group employs over 1,000 staff and delivers more than £60m of business support services annually.

GC delivers a wide range of business and people-facing services. These include:

- Business start-up, business growth, inward investment, business finance, and international trade services
- Skills training for individuals and businesses
- Organisational development services
- Non-for-profit, ethical recruitment agency
- Employment services
- Careers advice and guidance
- Official Tourist Board for Greater Manchester.
- Promotion of Greater Manchester nationally and internationally
- Inward investment agency for Greater Manchester

For more information about the Growth Company, please visit: <http://www.growthco.uk>

## 3. Requirement

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### The project and service aims

The Growth Company (GC) wish to procure data consultancy services that will help identify a growth propensity 'score' for businesses that will support staff with prioritising outbound business development and lead/pipeline generation. This will form a central part of a new web-based business targeting application (commissioned separately), that provides additional intelligence (and time savings) than current prospecting searches employed.

The service must therefore deliver a robust, standardised methodology, present the outputs in a way that can be linked to / embedded within the targeting application, allow a range of users in GC to tap into current and new markets, and allow the informed targeting of businesses that are keen to engage with GC's range of services.

### The context and high-level requirements

GC have already completed, with the support of a third party, an initial scoping exercise. This includes the initial 'look and feel', and aims of a digital application, as well as the following high-level requirements for a prospecting tool, which will allow users to:

- **Perform advanced company searches**, sourcing data from several key sources, in particular using external data on 'ambitions for growth' and from BASIL the Growth Hubs internal CRM. (It is envisaged that internal support at GC will be given on sharing this CRM intelligence.)
- **Bring together multiple data sets to power intelligence** - both in terms of supporting strategy, as well as generating lists of firms that show the signs of capacity, capability, and ambitions for growth. That is, to deploy data to support effective targeting and prioritisation.

- **Apply structured intelligence to a dozen priority indices** which make a defensible case that they point towards growth potential. The derived algorithm(s) will narrow down to generate the “First 500” leads through a fuzzy logic and achieve efficiencies and desired hit-rates.
- **Output a ‘Growth Propensity Score’ based on the choices of indices**, so acting as a ‘score-card’ output based on the user’s requirements which helps users to prioritise lead generation. This element will have a number of features, but essentially seeks to:
  - **Develop a model which incorporates established views of high-growth**, e.g. OECD definition: 10%-20% growth rate over 3 years in employment and/or turnover; and uses historic data snapshots (from internal CRM and external data sources) to identify growth potential.
  - **Allows the interrogation of ‘Frontier businesses’**, i.e. the emerging parts of the economy that are not typically picked up as Standard Industrial Classification. It is also important that the method applied is dynamic, and takes account of new context and emerging opportunities.
  - **Use modelling approaches that fill in some of the *typical* business intelligence gaps** when looking, for example, at reported accounts and employment at local trading addresses. It is also envisaged that this element will use GC CRM - structured and unstructured data.
  - **Uses the novel aspects of other external third-party data sources** – such as those applied by Beauhurst in their tracking of ‘ambitious companies’ and ‘top 500 lists’. Consideration here should also be given to ‘growth stages’ in a company, and possible segmentation of data.
  - **Uses data and methodology which is replicable, transparent, and takes account of the resources needed to update the analysis and deliverables in future.** This must be a cost-effective solution that integrates with existing data sources and software (CRM) applications.

### **Approach and other related work / research**

This invitation to quote does not set out the expected detailed methodology, nor does it set out the exact / expected data sources and metrics to be applied in the study. Examples of suggested data sources and data points will be set out in your tender response to give an indication of what could be achieved in the project. It is expected that these will include significant financial data, alongside other indicators and signals of growth and/or ambitions for growth. This work is also expected to include a strong justification for all data used that is underpinned, where possible, by academic literature.

It is important to note that this commission will sit alongside other research, commissioned separately, that will highlight businesses ‘growth trajectories and key change episodes in a company’s growth journey’; and related to this, a review of some of the ‘triggers and drivers’ for these changes. Where possible, emerging outputs from this research will be made available to the study team - with the understanding that there will be limitations - given that both projects run in parallel.

#### 4. Period of delivery and Budget

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The project is expected to take up to 4 weeks following appointment and completion of a Project Initiation Document that outlines the method and deliverables agreed at an inception meeting. There may be a possibility of extension to this timeframe, but this will only be by agreement at the inception meeting, or at a subsequent project steering group session.

#### 5. Deliverables

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The main deliverables will be:

1. **User-friendly documentation** that will allow the Growth Company to replicate the analysis used in the project. This will include details of algorithms which help to prioritise business prospects, and a clear summary of the data sources/points used, and rationale for use.
2. **Technical documentation** that can be used by the digital agency contracted to build the GrowthID application, including different data sources, schema of data outputs / variable names, API requirements, and outlining any other related guidance or technical support requirements which result from the project.
3. **All data outputs from the project** that support the build and delivery of the GrowthID tool. GC will discuss separately any data source subscriptions which may be required as a result of the project.

#### 6. Evaluation

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Quotations will be assessed on the following criteria:

- Project Fees (10%)
- General experience. (30%)
- Data sources and method. (30%)
- Documentation and capacity building. (30%)

#### 7. Scoring of Quality Questions

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Responses to each of the quotation questions will be scored out of a maximum of five marks, using a standard method of scoring as set out in the table below:

Classification	Score	Scoring Guidance
Exceptional	5	Addresses the majority of the requirements at a very high level.
Above Average	4	Addresses most of the requirements at a high level.
Average	3	Addresses some of the requirements at a high level.
Below Average	2	Addresses some of the requirements at a basic level.
Poor	1	Does not address / barely addresses the requirements.
Unacceptable	0	Does not meet requirements / no response.

In order to ensure consistency of scoring, each tender submission will be scored out of five by at least two members of the project team across all submitted quotations and will then be weighted accordingly to give a final score.

## 8. Quotation Format

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Please complete the attached Quotation Form B including any appendices. Only Quotation Forms completed in full will be considered.

Bidders are asked to submit a proposal for the above services by completing the questions set in Quotation B

## 9. Quotation Return and Timescales

Invitation to quote advertised	16 <sup>th</sup> September 2021
Closing date for submissions	13:00 on the 30 <sup>th</sup> September 2021
Contract awarded	4 <sup>th</sup> October 2021

Please complete the Quotation Form including any additional information to:

Nick Batty  
Procurement Manager  
Email: [nick.batty@growthco.uk](mailto:nick.batty@growthco.uk)

## 10. Your Information and Data

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At the Growth Company we recognise the importance of the privacy and the security of your personal information. Please see the below link to our Group Privacy Notice which explains how we process and look after your personal information and data.

<http://www.growthco.uk/privacy-policy/>

Please note that by submitting a response to one of GC Business Growth Hub's procurement opportunities, your bid (whether successful or unsuccessful in obtaining the contract) will be held and processed in accordance with our Privacy Policy. In order to demonstrate our competitive procurement procedures for future audit and contractual compliance (such as those required by our funders) your response to GC Business Growth Hub's procurement will be held and archived for a period of 25 years following the end of the contracted period.