

Project Specification

Tender details – the opportunity

Company name	Evolve Education
Company address	Central Hall Alice Street Keighley West Yorkshire BD21 3JD
Description of company activity/SIC code	Educational support services SIC code: 85600
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	<p>Evolve Education has developed an award winning mentor training programme. The mentoring approach focuses on improving the holistic wellbeing of mentees, which drive their personal and professional success. Trained mentors have effectively applied this methodology in schools, colleges, NHS Trusts and corporate workplaces.</p> <p>One innovative element of this mentoring approach is our focus on brain health, which underpins cognitive development and learning ability. We are working with the founding father of neuroplasticity who is based in San Francisco to share his applied research and technology to UK and European markets.</p> <p>The objective of this project is to embed the evidence based digital software into our existing mentoring portal. This integration requires UX, data visualization and database development work using our partner's API key.</p> <p>The first version of this web based software should be ready to launch in February 2021 and we will start the associated app development work in Q2 as an extension of this project.</p>
Company's current situation – existing project team and innovation project development stage (max 400 words)	<p>We have made progress with various elements of the project and can no longer proceed without the addition of the required software development. The following milestones have all been achieved:</p> <ul style="list-style-type: none"> • Partnership established with leading neuroscientists in UK, USA and Canada

	<ul style="list-style-type: none"> • Business affiliates engaged in USA, Canada and Australia • Tested a MVP in schools and workplaces • Two separate independent evaluations have been conducted by Leeds Beckett University and Simetrica • UX project completed with General Assembly design team • Recruitment of a junior software engineer and graphic designer (masters degree students) <p>Our next stage is to use the API key to incorporate data from the third party software into our web portal and produce visuals and account profiles that engage users and encourage adherence to their training schedule. Furthermore, the system requires a new administrator tier so that specified account information is shared with and accessible by the mentors who will be using the portal as an everyday tool of their trade.</p> <p>The project team currently consists of:</p> <ul style="list-style-type: none"> • Project Manager • Junior Software Engineer • Web Developer • Graphic Designer • Data Manager
<p>Business need – what expertise and support is required to reach the objective(s) above? (max 400 words)</p>	<p>The expertise required is an experienced software engineer who has experience of managing big data and integrating different systems using APIs. The consultant (or agency) will also have experience of data visualization and creating user friendly and responsive dashboards.</p> <p>Ideally, the successful candidate will also have knowledge of basic gamification strategies such as points, leaderboards and digital badges in order to reward online activity and increase adherence rates.</p> <p>Front end development is also required but we have the following resources to support with this work:</p> <ul style="list-style-type: none"> • Junior web developer (wordpress)

	<ul style="list-style-type: none"> • UX design files to create • Graphic designer to produce visuals and artwork <p>We are open to suggestions if any of this previous work could be enhanced on different platforms.</p> <p>The software team responsible for the API and source data are supportive of our project and are available to assist where necessary. They are based in San Francisco so the time zone should be factored into work schedules with occasional late afternoon calls required.</p>
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	neuroplasticity; software; learning; healthtech; edtech; cognition
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	<p>Project Start Date – 2nd November 2020</p> <p>Product Launch Date – 12th April 2021</p>
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	
Company Contact for further information	<p>John Bishop</p> <p>E: john@evolveeducation.co.uk</p>
Required tender response date (10 working days from posting of advert)	28th October 2020
Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> • Expertise fit • Timing & availability fit • Geographically local preferable
Date for Contract Decision	Minimum of 10 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.