

Project Specification

Tender details – the opportunity

Company name	Indigo Tree Digital Ltd
Company address	4 Claridge Court, Lower Kings Road Berkhamsted, Hertfordshire United Kingdom, HP4 2AF
Description of company activity/SIC code	<p>Description: At Indigo Tree we power business growth with expert digital solutions. We achieve this through impactful websites and software built with inspirational design, innovative technology and insightful data.</p> <p>We have built a reputation for delivering high-quality websites and software, that are good value for money. Our clients are often telling us that we are easy and enjoyable to work with.</p> <p>We can provide a strategic and well-rounded offering --- from brand and business strategy to experience led design and technology, with technical support reporting and optimisation plans.</p> <p>SIC code: 62090 Other information technology service activities</p>
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>Many WordPress agencies concentrate on building themes or using commercial themes to develop websites for their clients.</p> <p>The objective of this project is to create an innovative 'Platform' which is a software product that will provide unique features over and above the available WordPress themes and plugins typically installed on a WordPress website.</p> <p>The Platform will deliver a broad feature set that clients will love; gold-standard accessibility, SEO-leading best practices, media, PWA, search, customer dashboard, training, GDPR compliance and ePrivacy, audit trail, ecommerce, and meaningful customer support.</p> <p>The Platform will also build upon today's foundational elements (tools that help with developer experience) to be more than just code.</p>

	<p>The technical core will be a set of packages, scripts, and processes, which empower us to deliver high-quality websites that give clients a measurable return on their investment.</p>
<p>Company's current situation – existing project team and innovation project development stage (max 400 words)</p>	<p>About Indigo Tree:</p> <p>Trading since 2011, Indigo Tree have over 200 clients. We work across multiple sectors from non-profit and schools to commercial retailers.</p> <p>We have an office in Tring, Hertfordshire but our employees are a mix of office-based and remote across the UK. We have 13 employees and are female-led and owned.</p> <p>Indigo Tree is well-known in the UK Agency and WordPress community and (pre-pandemic) have attended, sponsored, and spoken at WordCamp Conferences and monthly WordPress Meetups.</p> <p>Our team, of developers is led by our Engineering Director and this is an opportunity for an enthusiastic developer to work on this project alongside other experienced team members to deliver this new software Platform.</p> <p>We will be planning the product development using our internal team. Before we start this, we would like some assistance and advice from our knowledge base partner on market research and product development that we can undertake to understand client needs and translate these into product features.</p> <p>Current status of the project:</p> <p>1/ The development work started in April 2021 with the technical setup of the tooling (software) that will be required to develop the platform.</p> <p>2/ We have not yet started on the platform and market research and product development.</p> <p>Project Team: The existing project team is three Indigo Tree employees, the MD, Engineering Director and Technical Lead Developer.</p> <p>Our Managing Director will be planning the platform product development once the market research has been undertaken.</p>

	<p>Our Engineering Director is responsible for our technical roadmap, managing the project, scope of work and translating our roadmap into a project plan and deliverables.</p> <p>Our Senior Developer is the Technical Lead contracted to work on this project 20% of their time (5 days per month).</p>
<p>Business need – what expertise and support is required from a Knowledge Base to reach the objective(s) above? (max 400 words)</p>	<p>1/ We are seeking a software developer with experience in building front-end solutions using React and API development. The developer would work in a team alongside our Technical Lead, and Engineering Director, to deliver the Platform software.</p> <p>While the developer is expected to work up to 5 days a week on this project, Indigo Tree is an inclusive employer and some of our team work flexibly, so 4 days would also be an option for the right candidate.</p> <p>Technologies required:</p> <ul style="list-style-type: none"> - React - JavaScript (vanilla) <p>Desirable extras:</p> <ul style="list-style-type: none"> - WordPress (Gutenberg) - Amazon Web Services (AWS) or Microsoft Azure. - Automated testing (e.g. Puppeteer, Cypress, Selenium, Playwright) - PHP <p>The software developer will also be involved in translating the market research results into product features and benefits and writing technical specifications that can be implemented on the platform.</p> <p>2/ The knowledge base partner will be required to assist us with feasibility market research and product development advice and have experience to help us identify the features and benefits we should focus on with prospective clients to show the added value the platform will provide.</p>
<p>Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.</p>	<p>WordPress, software development, API, JavaScript, React, market research</p>

Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	<p>Engagement start: (August / September 2021).</p> <p>Duration: 12-15 months</p> <p>Months: 1-3:</p> <p>Onboarding new developer, research and development of Platform alpha features. Market research to inform Indigo Tree in product development of the Platform,</p> <p>Months 4-6:</p> <p>Development of Platform beta features. Indigo Tree to use market research, features and client needs to create Platform product development plan.</p> <p>Month 7:</p> <p>Platform beta launch. Indigo Tree to continue with product development plan.</p> <p>Months: 7-15:</p> <p>Iterating and adding new features based on market feedback. Platform technical support. Ongoing product development by Indigo Tree.</p>
Optional - company budget available to match fund KEEP+ grant (if known) please see 'Further details' for maximum funding amounts	£30K - £40K
Company Contact for further information	<p>Louise Towler, Managing Director</p> <p>01442 877473</p> <p>louise@indigotree.co.uk</p>
Required tender response date (min 20 working days from posting of advert)	16 th June 2021
<p>Responses are sought from organisations classified as Knowledge Bases, defined under the ERDF Definition of the Knowledge Base: Higher Education, Further Education and Research Entities which are: UK Public Sector Research Establishments, Research and Development Organisations, Research and Technology Organisations.</p> <p>The Company is seeking a Knowledge Base partner to work with them to develop a project which, dependent on a successful Grant Application, will be supported by the</p>	

KEEP+ ERDF project using one of the two types of intervention described below. Please also see KEEP+ website – www.keepplus.co.uk

In Stage 2, if the grant application to KEEP+ is successful, the Company requires the expertise of the Knowledge Base partner, to work with them to deliver the solution i.e. the project intervention supported by the KEEP+ grant.

Criteria for Decision making	<p>Assessment criteria are as follows</p> <ul style="list-style-type: none"> • Expertise fit 50% • Timing fit 25% • Suitability of proposed methodology 25%
Date for Contract Decision	Minimum of 20 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.

Further details for potential respondents

You are responding to a tender for an activity which is eligible for part funding by the European Regional Development Fund, specifically under the KEEP+ Programme.

The KEEP+ Programme aims to support SMEs to develop new products and services by fostering long term collaborative relationships between Knowledge Bases – Universities and research institutions – and SMEs who need expertise and support for innovation.

Please see KEEP+ website for further information www.keepplus.co.uk or contact the KEEP+ project team 0845 196 4207 julie.benabdeljelil@anglia.ac.uk or 0845 196 4985 kayleigh.parkes@anglia.ac.uk

KEEP+ provides maximum allowable grants for its specific types of intervention. Those intervention types and maximum grant levels are as follows;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) - this intervention involves a graduate working on a mid- to long-term activity with the support of a specific academic staff member, the graduate is based within the beneficiary company - grant allowance 50% of eligible costs and £10,000 capital.
- KEEP Research and Innovation Collaboration (no fixed duration) this intervention involves an academic colleague working on a short- to long-term activity, they are based at the Knowledge Base but with regular face-to-face interaction with the beneficiary company - grant allowance 50% of eligible costs plus a strict maximum of £10,000 capital.

The following is a guide to the types of cost that you should expect to occur should your application be successful;

- KEEP Knowledge Exchange Embed Partnership (typically 12 months' duration) – project development, associate wage, academic wage, administrative support, training and travel (on the part of the knowledge base employees), minor equipment (please note there is a potential separate grant for major capital purchases), recruitment
- KEEP Research and Innovation Collaboration (no fixed duration) – project development, academic wage, administrative support, consumables (please note there is a potential separate grant for major capital purchases)