

COST ESTIMATE

RFP Development Proposal

Career Street is a career exploration and planning program linking businesses, organizations, and schools to create opportunities for students to job shadow, intern, tour, hear speakers, and participate in career workshops and fairs. Based on CS's success in the Erie County region, other communities have approached CS about licensing and franchising their brand, financing, and operating models. Werkbot will craft an RFP for digital marketing agencies to bid on development and management of a new online platform. The platform should be capable of marketing Career Street as a licensable program, and of managing initial operations of "franchisee" locations.

Deliverables include

- Define a clear project scope
- Set timeline and periodic deliverables
- Define required functions of the platform
- Identify current assets that need transitioned to the new platform
- Define required competencies

\$500

Initial Project Sign off

Print Name

Sign here to approve

Date

When completed and approved, fax to: 1(866) 396-6979 or email to brian@werkbot.com