**REQUEST FOR PROPOSAL (RFP) – THE TONY ELUMELU FOUNDATION (AI CURRICULUM VIDEO CONTENT)**

# Briefing Form

**Project Name:**­­­­ AI Training Curriculum Video Animation

**Project Coordinator:** Ibukun Odurinde, Entrepreneurship Programme Manager

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**Proposal Submission Deadline:** May 7th, 2025

**Organisation:** The Tony Elumelu Foundation

**Expected Completion Date:** May 31st, 2025

# Summary:

The Tony Elumelu Foundation is the leading philanthropy empowering a new generation of African entrepreneurs, driving poverty eradication, catalysing job creation across all 54 African countries, and increasing women's economic empowerment.

Since the launch of the TEF Entrepreneurship Programme in 2015, the Foundation has trained over 2.5 million young Africans on its digital hub, TEFConnect, and disbursed nearly USD $100 million in direct funding to 21,000 African women and men, who have collectively created over 1.5 million direct and indirect jobs.

The Foundation’s mission is rooted in Africapitalism, which positions the private sector, and most importantly entrepreneurs, as the catalyst for the social and economic development of the African continent. The Foundation’s ability to fund, train, mentor, and network young African entrepreneurs, has created a unique platform for catalysing growth across the African continent.

The robust ability of the Foundation to reach entrepreneurs across geographies and sectors, has enabled it to conduct innovative partnerships with the European Union, United Nations Development Programme, the International Committee of the Red Cross, the United States Government via the United States African Development Foundation (USADF), The Organization of African, Caribbean and Pacific States (OACPS), The French Development Agency (AFD), The German Development Finance Institution (DEG), The German Agency for International Cooperation (GIZ), The African Development Bank (AfDB), and Google, with bespoke programmes including targeting female empowerment and growth in fragile states.

As part of the TEF-Google partnership, we are working to enhance the skills, knowledge, and capacity of our entrepreneurs. To achieve this goal, we have developed an AI curriculum designed to empower our entrepreneurs to thrive in the 21st century.

We are currently seeking proposals from experienced graphic design and video animation firms to create an engaging and educational animated graphics and video series for this AI training curriculum.

This project aims to improve the learning experience for our participants by utilizing high-quality graphics and animations that effectively communicate complex concepts while keeping viewers engaged. We are dedicated to providing exceptional educational content, and this initiative is a vital component of our strategy to deliver innovative and impactful training programs.

# Objectives of this Project

The goal of this project is to create graphics and animated videos that cover a variety of AI topics in an engaging and informative way. These resources are designed to equip learners with the knowledge and skills needed to adapt to rapidly evolving digital technologies and keep up with the latest trends.

In detail, the selected vendor will be responsible for creating a series of animated videos with the following objectives:

1. Develop Animated Videos: Create animated videos covering all 5 training modules in English, Arabic, French, and Portuguese.
2. Engaging Storytelling: Use engaging storytelling techniques to explain complex concepts simply and understandably.
3. Educational Content: Ensure that the videos are educational, adhering to the provided curriculum guidelines.
4. High-Quality Animations: Produce high-quality animations that are visually appealing and maintain viewer interest.
5. Voiceover and Subtitles: Include professional voiceover and subtitles in English, French, and Portuguese

# Target Audience:

Our programme content is designed to empower African entrepreneurs by enhancing their skills in AI development and equipping them with the knowledge needed to thrive in a rapidly evolving technological landscape.

# Scope of Work:

The selected vendor will be responsible for:

1. **Concept Development:**
   * Work with our team to develop a clear understanding of the training objectives and key messages.
   * Create storyboards and scripts for each video, ensuring alignment with the curriculum.
2. **Animation Production:**
   * Design and animate African characters, scenes, and transitions.
   * Incorporate feedback from our team at each stage of production.
3. **Post-Production:**
   * Add voiceovers, sound effects, and background music.
   * Include subtitles and ensure all videos meet accessibility standards.
4. **Review and Finalization:**
   * Submit drafts for review and make necessary revisions within agreed timelines.
   * Deliver all source files and final versions in the required formats.

# Timeframe

The animation production project is expected to run for a 4-week timeframe.

# Intellectual Property

All information pertaining to this project (documentary, audio, digital, cyber, project documents, etc.) belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

# Recommended Presentation of Technical Proposal

Applicants’ proposal documents must address all requirements detailed in the terms of reference.

The selection will be based on the vendor's ability to meet the project objectives, technical expertise, creativity, and cost-effectiveness. We are looking for a partner who can deliver high-quality animated content within the stipulated timeframe and budget.

Applicants’ proposal documents must address all requirements detailed in the RFP, and shortlisting will be via the scoring summary below:

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **Technical Proposal Evaluation (Summary)** | **Score Weight** | **Points Obtainable** |
| 1. | Expertise of the Firm | **20%** | **200** |
| 2. | Proposed Methodology, Approach, and Implementation Plan | **40%** | **400** |
| 3. | Team Structure and Key Technical Personnel | **20%** | **200** |
| 4. | Budget | **20%** | **200** |
|  | | **100%** | **1000** |

# Payment Instalment

The successful company shall be paid according to the schedule detailed below:

|  |  |  |
| --- | --- | --- |
| **Payment Instalment** | **Deliverables or Documents to be Delivered** | **Percentage of Payment** |
| 1st Instalment | Upon the finalisation of the concept note, story line and production timeline | 40% |
| 2nd Instalment | Upon submission of the final approved content via a format that does not compromise the quality. | 60% |