

APPENDIX A

CALL FOR BIDS: EDUCATIONAL PRODUCTS DEVELOPED OR TO BE DEVELOPED INTEGRATED WITH CREA2 (SCHOOLGY)

A. PURPOSE OF THE CALL

Ceibal Centre calls for bidders interested in presenting products, developed or to be developed, (extensions, applications, tools, etc.) to be integrated with Crea2, the Content Management Platform (LMS) of Ceibal Centre provided by [Schoology Inc.](#)

B. BACKGROUND

Uruguay is the first country to introduce a programme with one to one devices for all its children and teachers in Primary and Middle Public Education, reaching to more than 600,000 beneficiaries. In the last years, educational platforms have taken center stage in the management and distribution of contents for education.

Since 2014 Ceibal made available for all Uruguayan education Crea2, the platform (LMS) of Schoology Inc. Nowadays, each student and teacher have an Enterprise account and they can access from a web version or an app.

As we seek to continue expanding the technological tools and education contents offered to the users of Ceibal Centre, we launch the registry of products and/or contents integrating with Schoology.

C. TARGET AUDIENCE

Proposals shall indicate the target audience these are addressed at.

In 2016, the registry is aims at products and ideas to be developed that address (total or partially) any of the following target audiences in primary and middle education:

- Teachers
- Students
- Educational institutions

D. SUBMISSION FORM

Form 1:

The first registry shall be made up by ideas of products to be developed or being developed for the target audience defined in item C, which final execution may not exceed 5 months upon the subscription of the agreement.

Form 2:

The second registry shall be made up by finished and operating products, appropriate for the target audience defined in item C, and regarding which Plan Ceibal may require the adjustment it deems necessary.

Interested bidders may submit more than one proposal (for the same or different forms). Each proposal shall be assessed independently.

The call is aimed at proposals that are compatible with Schoology's web version, however, those proposals that may be integrated with the app (mobile) and web version of the platform shall be appreciated.

E. TECHNICAL REQUIREMENTS

- a) The proposal shall precisely set forth the level and method of integration with Schoology (excluding), specifying if it includes a data feedback to the platform (highly desirable).

Detail the level of integration with Schoology platform through:

- LTI. See <https://support.schoology.com/hc/en-us/articles/204377963-A-How-to-Guide-for-Schoology-s-LTI-Integration>)
- API. See <https://developers.schoology.com/app-platform>
- External link with authentication. See <http://www.jasig.org/cas> (least desirable)

- b) The products shall be compatible with the set of devices of Plan Ceibal, prioritizing the following equipment: XO 4.0, XO4.0 V2, Magallanes (all its models), Positivo BGH (all its models), Chromebook, Clamshell, Tablets JP, Tablets Haier, Tablet Alcatel 8079, Tablets Positivo. To obtain more information see: <http://www.ceibal.edu.uy/art%C3%ADculo/noticias/estudiantes/Especificaciones-tecnicas>. However, Ceibal Centre is about to acquire new equipment, which characteristics may or not match those described in the link.

- c) For those contents hosted in the cloud, the vendor shall include the service in the proposal.
- d) The following will be valued:
 - Automatic processes of extraction of data for its analysis (i.e. indicators of use)
 - That the proposal includes updates whether on new features or security aspects, error correction, etc. (detail the updating system).

F. SUBMISSION OF PROPOSALS

Proposals shall be clearly identified with one of the 2 forms.

Submission Form 1:

It is required to submit all necessary information that enables the assessment of the product to be developed, both in its technical and educational dimension. The proposal shall detail:

- scope of the product
- foundation and aim of it
- team in charge of the development
- intended Schedule chart
- integration with Schoology

Moreover, bidders shall submit a prototype, mockup or demo of the product to be developed in an appropriate format for its correct visualization and assessment.

Submission Form 2:

The proposal shall contain the same information requested in method 1, expanding on the following aspects:

- background of the product in the market
- possibilities of adaptation to it (with regard to its features or the look and feel)
- possibilities of translation into Spanish in case it is necessary
- integration with Schoology

Moreover, it is required to grant access to the product in its different profiles: teacher, student, administrator (if applicable)

In case Plan Ceibal deems it necessary, a remote or on-site demo of the product shall be required.

Plan Ceibal shall provide trial users to the bidders requiring so. These shall request it through an inquiry in the Procurement website of Ceibal (compras.ceibal.edu.uy).

In **both cases** it shall be required to submit **background information of the company.**

This includes:

- Experience of the company in similar products/services
- Curricular background of the person in charge of the curricular project

G. ASSESSMENT

For each form, Ceibal Central shall carry out a technical and economic assessment of the submitted proposals.

Form 1 and form 2 registries shall be made up by all those proposals which, by each closing, have had a satisfactory technical-economic assessment. At any time of the year Ceibal may resort to such registries and execute the purchase of one or more proposals in one or both forms.

Interested companies shall submit **two** documents in pdf format:

- one containing the technical offer
- one containing the economic offer

For the technical assessment (which is qualifying) the following aspects, among others, shall be taken into consideration:

- Level of interactivity and usability
- Integration with Schoology
- Quality of contents
- Level of contextualization (adaptation and appropriateness to local environment)
- Suitability for the target audience
- Suitability for the technological infrastructure available in Plan Ceibal
- Level of innovation
- Background of the product and/or company

If the implementation process is successful in any of its forms, Ceibal may enter into medium-term agreements that allow continuity in the evolution of the product, according to the specific needs of the Plan.

H. QUOTATION METHOD

The aim of Ceibal is that acquired products and services may be used by all the beneficiaries of the

Plan (students, teachers, relatives, etc.). That is why it is required that systems may be set up so as to enable any user of the Plan to have access to it. However, the previous does not imply that all beneficiaries may use the services or have the same level of use.

- **Form 1:** Bidders shall quote the price for the final product, for which Ceibal shall require an intellectual property scheme as described in item J. That implies that Ceibal acquires the permanent right to use such product and make it available for its beneficiaries.
- **Form 2:**
 - A) An annual or perpetual fixed price for the use of the system without considering the number of users.
 - B) Licenses per active user. It is consider active user that which exceeds a minimum use threshold representing a significant use by the user (i.e. 10 days per year, 100 exercises, etc.) (to be proposed by the vendor). The vendor shall quote active user licenses in SaaS (Software as a Service) mode, which implies that the cost shall include a license of use, but also the hosting and back-up service, updating, maintenance and support services.
 - C) For certain systems and when appropriate, the vendor may price license users per converging user. Converging user refers to the number of users that use the system at the same time.

In addition to that, the company shall quote the price of the development hour, for possible changes required by Ceibal and which were not indicated before the request of the economic proposal.

I. ASSESSMENT STAGE

Ceibal Centre shall have 2 assessment stages for the proposals received during the year 2016:

1st closing	2nd closing
June 22 nd	November 15 th

Dates may be modified in case Ceibal deems it appropriate. Changes shall be notified through the institutional website of Ceibal Centre.

Apart from this assessment stages, proposals may be submitted at any time of the year (highly recommendable), as from the opening of this registry.

J. RIGHTS AND INTELLECTUAL PROPERTY

Form 1: Ceibal Centre shall acknowledge that the Company is the sole holder of the copyrights, patents and any other intellectual property rights on the developments as well as regarding the documents, brands, logos and materials created by the Company under this Registry. Without prejudice to the aforementioned, the Company shall grant to Ceibal Centre a license of use which is free, unlimited and exclusive in the Uruguayan territory, for publishing, reproduction, distribution, execution, communication and the making available to all the users and beneficiaries of Plan Ceibal regarding the development, as well as regarding its developments, present and future, generated for Ceibal Centre, as well as regarding the creations and documentation related thereto (guides, brands, logos, etc.). For the purposes of guaranteeing the aforementioned rights, the Company agrees not to commercialize associates developments and creations (brands, logos, web site) in the Uruguayan territory, unless consented by Ceibal Centre, in which case it shall mention the participation and financing of Ceibal. Moreover, in no case within the Uruguayan territory may the Company associate and/or link the developments created for Ceibal Centre and with cultural purposes with brands and/or business purposes thus relating Ceibal Centre to brands and/or commercial purposes.

Form 2: Ceibal Centre acknowledges that the Company is the sole holder of copyrights, patents and any other intellectual property right on the developments as well as regarding the documents, brands, logos and material offered by the Company under the Registry. Without prejudice to the aforementioned, the Company shall indicate in its offer the licensing type (limited and/or unlimited, territorial or not, etc.) and the cost associate to each of the offered options.

The Company agrees to undertake full responsibility for legal proceedings and/or claims of any nature, including but not limited to, extrajudicial, judicial, civil, criminal or administrative claims, which may arise with regard to the originality and authorship of offered products/ideas, and shall respond to damages, penalties, fines, costs, charges, expenses, representations fees, expenditures and any other loss that may be caused to Ceibal Centre for such purpose.