

ANNEX A

CALL TO INTERESTED PARTIES: EDUCATIONAL PRODUCTS DEVELOPED OR TO DEVELOP FOR DEVICES WITH ANDROID SYSTEM

A. CALL AIM

Centro Ceibal invites companies or institutions interested in presenting educational products already developed or to be developed in an application format for the Android devices of *Centro Ceibal* users.

B. BACKGROUND

In our efforts to continue expanding the offer of educational content that is offered to the users of *Centro Ceibal*, we're launching the registration of suppliers 2018 of digital educational products of application type for devices with Android system.

C. TARGET AUDIENCE

In 2018, the official register aims at products and ideas designed (partially or entirely) for the following target audience:

- Initial and Primary: students between 5 and 10 years of age and their respective educators
- Basic Middle School: students between 12 and 15 years of age and their respective educators

Proposals must indicate what target audience they're designed for.

D. PARTICIPANTS AND REQUIREMENTS

Companies or institutions that meet the following requirements may be integrated in the registry:

- Legal entities, both national and foreign, individually, as an associate or consortium, or through a representative.
- At the time of registration each provider must present their identification data (name, address and RUT), representation (for example: photocopy of notarial certificate), and contact information (telephone, fax, contact person, and email address) in order to be notified, and all other necessary information that can be evaluated by *Centro Ceibal*.
- In the case of national companies *Centro Ceibal* will control that the bidders are up to date



with the certificates of BPS, DGI, and BSE, throughout the process including the contract period, in case of being contracted. For these purposes, the bidders must clearly specify in its offer the company's name, No. RUT, No. BPS, and No. Policy BSE.

- In case of making alliances (among other companies and institutions), the responsible company must present a note that endorses this alliance for the proposed objective.

E. PRESENTATION OPTIONS

Interested parties may present more than one proposal for the same option or for different ones. Each proposal will be evaluated independently.

Option 1:

The first Registry will be composed of projects of educational products to be designed for the target audience defined in point C. Those proposals will have no longer than 6 months to be completed after signing the contract.

Option 2:

A second Registry will be composed of finished educational products designed for the target audience defined in point C. Plan Ceibal reserves the right to adjust those products as it deems it necessary.

F. TECHNICAL SPECIFICATIONS

1. Products must be compatible with Android 5.0 operating system and higher.
2. Devices for the aforementioned categories in point C can be found in the following link: <http://www.ceibal.edu.uy/es/dispositivos/tablets>.
Also, by entering in each of the devices, the characteristics of HW and SW can be seen.
In addition to all the above mentioned, *Centro Ceibal* is close to acquiring new tablets, whose characteristics may or may not coincide with those described in the link even though they will certainly have Android System.
3. Although there are devices with different screen resolutions, the applications that Ceibal will acquire for both option 1 and option 2 must be responsive to different resolutions (from 7 to 10 inches) to achieve its correct display on all devices.
4. The architectures of the devices mentioned in the previous point are: INTEL, ARMv7 and

ARMv8.

5. It will be valued that the weight of the applications does not exceed 80 MB.
6. The applications must overcome the QA (testing) process, understanding as such the execution of unit tests on each deliverable (designed by the supplier or provided by *Centro Ceibal*) and the correction of, at least, those elements reported by Ceibal during the testing cycle that are cataloged with priority "Immediate / urgent", "Critical" and / or "High".

G. PROPOSAL PRESENTATIONS

The proposals must be clearly identified with one of the 2 options and must be submitted in .PDF format under the title of "**Technical document [name of the proposal]**".

a) Option 1 presentation:

The document must contain the necessary information to understand and evaluate the product to be developed, both in its technical and educational dimension. It may not exceed in length the **15 pages** and it must contain:

- Target audience
- Pedagogical foundation and objective of the proposal
- Scope of the product (description of the proposal, structure, narrative, associated mechanical quantity and type and other details that the provider considers)
- Team responsible for project (referring to the different areas with brief descriptions of curricular background of each one).
- Technology to be used in the project
- Tentative timeline of project
- Background of the company in similar products / services

Likewise, a prototype, mockup or demo of the product to be developed must be delivered in a suitable format for its correct visualization and evaluation according to what is expressed in the technical document.

b) Option 2 presentation:

The document must have the same information requested for option 1 (point G). a) above), expanding the following points:

- Background of the product in the market (if applicable)
- Possibilities of adaptation of the same (at the level of functionalities or look and feel)



- Possibilities of translation to Spanish Language (if applicable)

Likewise, access to the product in its different profiles: teacher, student, administrator (if applicable) must be provided.

In case Ceibal deems it necessary, a remote or remote demo of the product will be requested.

H. PRICING

In addition to the technical document, the economic proposal must be submitted in .PDF format under the title "**Economic proposal [name of the proposal]**".

Option 1:

The price of the final product must be quoted in national currency (Uruguayan pesos), broken down taxes, for which Ceibal will require an intellectual property scheme as described in point K. This implies that Ceibal acquires the permanent right to use the product and put it at the disposal of its beneficiaries.

Option 2:

The price of the final product must be quoted in national currency (Uruguayan pesos), broken down taxes, for which the company may quote a license for use (not per download) per machine, either per year or in perpetuity, or may present Ceibal with another business model that is not restricted to the license of use.

Additionally, for both options, the company must quote the price of the development hour, for eventual changes that Ceibal requires and have not been included in the economic proposal.

I. EVALUATION

For each option, *Centro Ceibal* will carry out a technical evaluation and an economic evaluation of the presented proposals.

Interested companies must present the two documents mentioned in points G and H in .PDF format.

The option 1 and option 2 registers will be composed of all those proposals that, in the different closure instances, have had a satisfactory technical-economic evaluation. Inclusion in the Registry does not imply an obligation to purchase by *Centro Ceibal*. At any time of the year Ceibal may resort to these records and make effective the purchase of one or more proposals of one or both

options.

For the technical analysis (which is eliminatory), the following factors will be considered, among others:

- Level of interactivity and usability
- Content quality (both technical and pedagogical).
- Level of contextualization (adaptation and relevance to the local environment)
- Adaptation to the target audience
- Adaptation to the technological infrastructure available in Plan Ceibal
- Level of innovation
- Background of the product and / or company
- Constitution of the work team (technical and pedagogical managers of the project)

To obtain additional information on the aspects that will be evaluated in the proposals, it is recommended to read point L of this document.

In case the implementation process is successful in any of its two options, *Ceibal* will be able to make medium-term agreements that allow a continuity in the evolution of the product, according to the plan's own needs.

J. EVALUATION INSTANCES

Centro Ceibal will have a single closing evaluation of the proposals received in 2018:

| |
|---------------------|
| Closing 2018 |
| June 29 |

The date may be modified in case *Ceibal* deems it pertinent. The changes will be notified through the institutional portal of *Centro Ceibal*.

Beyond this evaluation instance, the proposals may be submitted at any time of the year, from the opening of this registration, and *Centro Ceibal* may make extraordinary closings at any time of the year.

K. RIGHTS AND INTELLECTUAL PROPERTY

Option 1: *Centro Ceibal* will recognize the Company as the sole owner of the copyright, patents and any other intellectual property rights over the developments as well as regarding the





documents, trademarks, logos, and material prepared by the Company within the framework of this Registry. Notwithstanding the foregoing, the Company shall grant *Centro Ceibal* an unlimited use license, exclusive in the Uruguayan territory, for the publication, reproduction, distribution, execution, communication and making available to all users and beneficiaries of the Plan Ceibal, regarding the development acquired within the framework of this registry, as well as regarding the creations and documentation associated to them (manuals, brands, logos, etc.). In order to ensure the aforementioned rights, the Company is obliged not to commercialize the developments and the associated creations (brands, logos, website), in the Uruguayan territory, except with the consent of *Centro Ceibal*, in which case the participation and financing of Ceibal must be mentioned. Likewise, in no case within the Uruguayan territory may the Company associate and / or link the developments created for *Centro Ceibal* and for cultural purposes, with brands and / or commercial purposes in a way that links *Centro Ceibal* with brands and / or commercial purposes.

Option 2: *Centro Ceibal* will recognize the Company as the sole owner of the copyright, patents and any other intellectual property rights over the developments as well as regarding the documents, brands, logos, and material offered by the Company within the framework of this Registry. Without prejudice to this, the Company must indicate in its offer the form of licensing (limited and / or unlimited, territorial or not, etc) and the cost associated with each option offered.

The Company declares to assume full responsibility for legal actions and / or claims of any nature - including, but not limited to, extrajudicial, judicial, civil, criminal or administrative claims - that may arise in relation to the originality and authorship of the products. / projects offered, and will be liable for damages, fines, penalties, costs, legal expenses, attorney's fees, expenses, and any other losses that may be incurred by *Centro Ceibal* for that reason.

L. ASPECTS TO BE VALUED

Below there is a detail of some aspects to be valued for the development of applications:

- Contents directly related to the curricula of Initial and Primary Education and Secondary Education will be valued especially for the levels corresponding to our target audience (From Level 5 of Initial to Level 3 of Primary School) and Secondary Education.
- The playful approach to the contents and the sense of achievement throughout the app will be valued.
- Depending on the target audience, it will be valued the handling of the appropriate type of letter (capital letter for first levels of initial and primary education).
- In case the application has language translations, it is suggested that they be correctly



translated into Latin Spanish according to the RAE.

- It will be valued that the application contemplates in its aesthetics aspects related to: gender, race and ethnicity (independently of the topic that deals with it).
- The use of advertising that deviates the user from the achievement of the objectives and intentions for which the product was created must be avoided.
- The application should not imply, for its use, the download of other applications or associated purchases.
- No application should imply the online registration of the child in order to be used, unless it is a registration in the Ceibal databases.
- It will be valued the existence of a QA (testing) department, working in conjunction with the testing department of *Centro Ceibal* in the investigation and monitoring of incidents found in testing stages.
- It will be valued that companies have the endorsement of institutions (governmental or non-governmental organizations, social organizations, among others) regarding the topic addressed by the project or product.
- It will be valued Content associated with the promotion of the Sustainable Development Goals of the United Nations (UN) promoted by the Office of Planning and Budget (<https://www.opp.gub.uy/objetivos-de-desarrollo-sostenible>)

