

RFQ for Lead Generation Services
Job No. 04-18-CMO
February 16, 2018

Questions and Answers

Following is the questions and provided answers received by the February 15th deadline for this project:

Q1. The RFP says that domestic and foreign investment are considered equally desirable. Could you clarify therefore if you expect the 12 investment leads to be split between the US and outside the US? Is there a priority given to domestic lead generation?

Answer

There is no priority given to either foreign or domestic leads. There is no quota for either. The goal is to generate the highest quality leads possible, irrespective of their place of origin.

Q2. Is it an advantage to have a project manager based in the US for this contract?

Answer

Not necessarily. Generating the required number of leads is the goal. The geographic location of the project manager is not a concern.

Q3. Regarding domestic lead generation: would the lead generation firm be able to target companies already located in Seattle for expansion projects, or are there any geographic exclusions?

Answer

The focus of the lead generation firm's efforts should be on recruitment and net new job creation from outside the Puget Sound Region.

Q4. Regarding foreign lead generation: has Europe been identified as a key source market for the Innovation Triangle?

Answer

No geographic area has been identified as taking precedence over another. Well qualified European leads will be considered as attractive as similar leads from other parts of the world.

Q5. Lead definition: is there a minimum project size for the 12 leads to be identified (in terms of jobs to be created)?

Answer

Yes. Leads must be able to create a minimum of ten jobs.

Q6. Lead definition: are there some exclusions in terms of a project's nature, i.e. would you consider JV, M&A projects or sales & marketing offices?

Answer

Leads must operate within one or more of the targeted technology clusters, plan to invest within 24 months, lie outside the Puget Sound Region and create a minimum of ten jobs. No other lead screening criteria are in effect.

Q7. What is your expectation in terms of training for the Innovation Triangle staff?

Answer

The lead generation firm must provide a step-by-step guide for the Innovation Triangle staff to use, so that in the absence of support from an outside party, future lead generation efforts can be undertaken by the Innovation Triangle staff in an efficient, well documented and productive manner.