MARKET DEVELOPMENT IN NIGER DELTA

Proposition

The MADE project invites qualified applicants to submit proposals for the design and development of a "Mobile Marketing Platform" – a multi-module web-based platform that enables agricultural input companies marketing such products as seeds, fertilizers and crop protection products to engage directly with consumers (farmers) through multiple mobile channels.

Background

Project Overview

MADE is a five-year project funded by the Department for International Development (DFID) to design and implement socio-economic intervention programs in the nine states of the Niger Delta Region. This is in order to expand economic opportunities in the Niger Delta region of Nigeria in various non-oil areas including agricultural and non-agricultural value chains with the expected outcome of increased pro-poor economic growth in the selected sectors.

MADE'S main objectives are:

A. To increase the incomes of one hundred and fifty thousand people across the Niger Delta Region positively and fifty percent of those to be impacted would be women.
B. To utilize Market Systems Development approaches in addressing the systemic constraints, unlocking potentials and bringing about inclusive growth in the selected value chains.
C. To support relevant government, private sector, financial institutions and not-for-profit organisations or partnerships thereof, delivering the expected outcomes at a systemic level.
D. D. To improve market linkages within the region, the rest of Nigeria and potentially the global economy.

MADE works in the Agricultural input market to improve good agricultural practices and access to quality inputs for smallholder farmers. MADE has been supporting agricultural input companies to pilot and implement different farmer engagement strategies to address the market

failures in the agricultural input market in the Niger Delta since 2014. The thrust of farmer engagement strategy is to increase small-holder farmers' uptake of good quality agricultural inputs by embedding farmer education into agro-retailing; and to establish a reliable distribution channel through which agricultural inputs of reliable quality are sold in an affordable manner. The input companies implemented this strategy across Cross Rivers, Edo, Delta, Imo, Rivers, Bayelsa, Akwa Ibom and Ondo states, with over 35,000 farmers trained on good agricultural practices.

In other to support the companies to deepen their farmer engagement strategies, MADE is facilitating an intervention using mobile technology to connect farmers to the input companies.

Other intervention areas MADE works in are::

1. Improving fish farmers knowledge and access to new markets
2. Sustainable cassava production with bio-products as inputs in the Niger Delta Region
3. Improving access to and the use of improved small-scale processing equipment (SSPE) by small and medium scale millers and mill users
4. Improving productivity and access to new markets for small household poultry producers
5. Improving quality, distribution and sales of finished leather goods

These interventions areas are supported by three cross cutting initiatives namely; access to finance, gender and advocacy and communications.

Summary of Mobile Marketing and Farmer Engagement in the Niger Delta Feasibility Report

In August/September, MADE conducted an initial feasibility study to explore the possibility of developing a mobile marketing platform based on farmer surveys in the Niger Delta, as well as consultations with key agricultural input suppliers and mobile/digital service providers and platform developers.

The findings of the feasibility study commissioned by MADE shows that farmers in the Niger delta have a strong appetite for information pertaining to agricultural inputs and best farming practices. Farmers already receive numerous kinds of farming-related information, however specific supply gaps exist (such as input price information). In addition, there is significant unmet demand for more efficient information delivery mechanisms – specifically mobile-based information. Farmers are largely connected to mobile networks with mobile phones and are primed and ready to receive information via mobile channels, though most only have access to

basic and feature phones. In fact, mobile phones are the most widely preferred mechanism for receiving information, yet nearly no farmers cite them as a current source of information, indicating an unmet demand and a market opportunity.

In the delta, farmers tend to trust extension workers and other farmers the most when it comes to farm-related advisory services. This is unsurprising given proximity and level of interaction. While this trust tends to extend somewhat to input dealers (farmers tend towards buying their inputs consistently from the same input dealer) they are discerning customers who value product quality and price above familiarity, suggesting that providing timely, quality and targeted information to farmers about specific brands, products and farming practices in a more direct fashion can establish and grow brand loyalty.

On the other side of the market, input suppliers also exhibit a strong interest in engaging more directly and efficiently with their consumers. Currently, companies largely rely on agent networks to engage directly with farmers, particularly in rural areas, and many of these interactions are limited to product demonstrations. While these demonstrations may prove to be effective, and agents may be diligent in their canvassing of customers, this is a time and resource intensive approach to customer engagement, particularly considering the potential represented by mobile technology.

The priorities of input suppliers with regards to marketing and engagement with customers vary greatly. Some prioritize providing product verification information, others proper product usage information and many other types of information. However, the competitive nature of the market ensures that first-to-market actors are likely to be quickly followed by competitors if new engagement tools prove to create value through revenue.

Vision:

To support more efficient and better targeted information delivery systems that improve market linkages between agricultural input companies and their customers through a central mobile marketing platform. MADE aims to facilitate sustainable changes within market systems and thus envisions that the platform will be owned, hosted and maintained by the successful offeror. This model promotes both sustainability and scalability for both the offeror and clients (agricultural input suppliers). MADE aims to provide grant funding for the purposes of the development of the platform and use its position in the Agriculture sector to encourage subscription to the platform by new clients.

Strategy:

To create a market system that aligns the incentives and provides benefits for the following key stakeholders

- Agricultural Input Companies
- Smallholder Farmers in the Niger Delta and beyond
- Digital and Mobile Technology vendors

By supporting the creation of a centralized mobile marketing platform that multiple agricultural input companies will use to adopt and integrate mobile marketing techniques into their sales and marketing processes, and use this technology to drive small holder farmer engagement.

Key Stakeholder Roles:

For the purposes of clarity the following terms are used to describe key stakeholders:

DAI Nigeria MADE

The MADE project team will support the development and uptake of the proposed mobile marketing platform through 3 primary channels of engagement:

- **Grant disbursement** to the organizations that submit the best technical and cost proposals for the development of the platform based on the technical specifications outlined in this document. These funds shall be used to develop the platform in accordance with the specifications and costs outlined in the successful proposal. Grants disbursed to winning applicants will be tiered, with initial grants disbursed to fund the development of a functional prototype that clients can pilot test and provide feedback for modification, and an additional round of grants for further development of the platform to incorporate user feedback from the prototype. In addition, the MADE project will provide performance-based grants based on the vendor's successful acquisition of clients subscribing to the platform. These acquisitions can be facilitated by MADE where possible.
- **Subscription facilitation and negotiation support** to promote the uptake of the platform by new clients (agricultural input companies). While it is expected that the successful offeror and owner of the proposed platform will be responsible for marketing the platform's services to new clients in the long term, MADE will leverage its position in the market to facilitate negotiations and encourage clients to subscribe to and utilize the platform services.
- **Strategy and messaging support** to clients to develop mobile marketing strategies based on the platform's capabilities and plans for use of the system. MADE will advise new clients (agricultural input suppliers) on how to effectively design marketing strategies around the platform's capabilities and plan rollout of initial marketing/messaging campaigns.

Platform Developer

The platform developer (successful applicant) will be responsible for designing and developing the platform according to the specifications outlined in the Technical Specifications portion of this document. Upon award of grant funding, the developer will begin developing the key functions detailed in this document and liaise closely with MADE staff, and will report progress on a weekly basis to MADE project's Agricultural Input Intervention Lead Olayemi Oluwakuyide.

The offeror will develop a platform that performs the core functions detailed as such in the technical specification of the document, and is encouraged to propose potential technical solutions and costs for additional desirable functions listed as such.

The offeror will be responsible for procuring and maintaining the requisite SMS and IVR connectivity (short codes) in and throughout Nigeria, as well as hosting the Mobile Platform and performing updates and maintenance as necessary.

Clients

"Client" within the context of the development of the Mobile Marketing Platform refers to agricultural input companies that will be the main users of the system developed. As outlined earlier, MADE will facilitate the uptake of the Mobile Marketing Platform by helping clients to familiarize themselves with the platform's functionality and supporting the design, scheduling and implementation of specific marketing campaigns using the platform including initial data collection to populate client farmer databases. Clients will ultimately be responsible for defining their target audience, developing content, and scheduling and disseminating content via the Mobile Marketing Platform.

Services Expected from Offeror:

1. **Platform Development:** DAI is looking to provide funding to a qualified organization for the development of a web-based Mobile Marketing Platform that enables agricultural input companies to better market products directly to customers via a number of channels through grant funding. The grantee will be expected to work closely with the relevant DAI staff – Specifically DAI's ICT consultant Karim Bin-Humam, and MADE's Ag. Input Intervention Lead Olayemi Oluwakuyide.
2. **Platform Testing:** After developing a prototype, the developer will conduct a round of tests in conjunction with MADE and subscribing clients whereby clients will test the functionality of the platform in reaching a small subset of farmers. This round of testing

will be expected to inform user interface and design adjustments for the final platform based on the experiences of clients in using the platform.

3. **Design for Scalability:** DAI expects the platform to be designed in such a manner that is easily scalable – both in terms expansion to additional clients and subscribers as well as the possibility of developing additional functional modules in the future for specific client purposes. The identified needs of agricultural input companies are broad and varied, and it is expected that the platform will be designed in a modular fashion that will allow for the addition of further modules to cover additional functions beyond the core functions detailed in the technical specifications at a future time.
4. **Partnership:** The combination of core platform functions and additional desired functions detailed in this RFP represent a broad range of expertise and competencies. Thus, it is recognized that offerors may require partnership with third parties to provide the requisite services. Such partnerships are encouraged and considered beneficial to the MADE project from a market development standpoint.
5. **Short Code Connectivity:** DAI expects the offeror to procure and provide short code connectivity across all major Mobile Network Operators in Nigeria for the purposes of the Mobile Marketing Platform.

Technical Requirements

**Within this section, the following terms are used to describe the corresponding actors:*

User *– This term refers to the client (agricultural input companies) that will ultimately subscribe to and use the functions offered by the platform.*

Subscriber *– This term refers to the customer (farmers) that will subscribe to information services provided by agricultural input companies via the Mobile Marketing Platform*

The platform will be designed to create better communication between agricultural input companies selling such products as fertilizer, pesticides, and seed varieties and their end customers (farmers), and enable input suppliers to better market and provide timely information about their products to their end customers. In this section, expected core functions of the platform are presented, along with an additional set of desirable features that the offeror is encouraged to address and cost separately. Special consideration will be given to proposals that describe and price technical solutions to the additional desirable functions. Final decisions regarding the inclusion of additional desirable functions to the platform will be made in direct consultation with successful applicants upon grant award decision.

Core Functions:

The Mobile Marketing Platform will be based upon the following 3 core functions:

- **Subscriber Database Management**

  A vital aspect of the platform's functionality will be subscriber database management. Each client user will have to be able to create and modify their own subscriber database, independent of other client users. This means that one client user will not have access to subscriber contact information of other client users. Client Users will be able to add subscribers and relevant information including contact information, gender, state and district, crops farmed etc. via the platform's user interface. The underlying subscriber database should be flexible and should allow the client user to add additional data points beyond those outlined. For example, if a client user wants to include a field for each user that specifies that user's farm plot size, this should be possible.

  Client users should be able to sort and filter subscribers in the database according to the personal information that is provided to the system. For instance, a client user should be able to filter their subscriber database to show only subscribers that speak a particular language or are located within a particular district.
  In addition, the platform should provide the capability to import subscriber information from excel, allowing a user to import an existing database in Excel format and merge the information in the excel database with the underlying platform database.

  Subscriber Groups:

  Client users will be able to create, manage, and administer subscriber groups to effectively segment their markets. It should be possible to create multiple groups according to the needs of the client user. The client user should be able to manually add, delete or move people between subscriber groups and should also be able to port users in bulk to a desired group. For example, the client user should be able to filter the subscriber database to show any subscribers that speak English and live in Cross River State, and then add all of those subscribers to a specialized group.

Requirement	**Description**
1.1 Flexible Database	The platform must include a flexible database that stores subscriber information according to the needs of the user gathering and disseminating information. Users must be able to add, remove and modify subscriber information as necessary. Users must have access only to data that they themselves enter into the system and should not have access to data inputs of other users.

1.1.1 Subscriber Data Points	The database should allow for multiple subscriber data points (such as name, contact information, state and district, etc) to be added and modified as necessary. This means that the user should be able to define the number and types of data points associated with subscribers. The database should support a variety of data types such as numerical, text, Boolean Y/N, Gregorian calendar dates, etc.
1.1.2 Subscriber Sorting and Grouping Options	The database must allow for flexible sorting of subscribers through data filters as well as grouping options that enable users to create and manage groups of subscribers either manually or automatically according to subscriber data points. For example, it must be possible for a user to manually enter a number of subscribers in the database to a particular group, and it must also be possible for the user to add all subscribers located in a particular set of districts to a group.
1.2 Subscriber Registration	The platform must include multiple registration mechanisms by which individual subscriber information can be entered into the underlying database
1.2.1 SMS/IVR Hotline Registration	The platform must allow subscribers that have been informed of the service to register for information services via either SMS or IVR keywords – providing a minimum of the following data points for registration: -Telephone Number (automatically registered) -Name -Preferred Language -Gender -State and District Keywords will be determined by clients and will be used to register subscribers to company-specific information services
1.2.2 E-Verification Registration	Contact information of subscribers that use SMS to verify a product (described in subsequent sections) shall automatically be added to a special contact group that requires manual entry by a user into the broader subscriber database. The purpose of this is to enable the user to solicit additional information beyond contact information from said new subscriber

	before that new subscriber is integrated into the core subscriber database.
1.2.3 Excel Database Import and Data Merging	The platform's database must allow users to upload their own excel database with subscriber information in excel and .csv formats and provide merging options that allow the user to map data points from the Excel/.csv uploads to the data points created within the Mobile Marketing Platform itself.

- **Electronic Product Verification**

One of the primary challenges faced by agricultural input suppliers in Nigeria is the counterfeiting of their products, potentially leading to misconceptions of ineffective or even hazardous products offered by input companies. Agricultural input companies are looking for ways to reduce the effects of counterfeiting to increase brand confidence and loyalty. The proposed Mobile Marketing Platform will include a module for SMS and IVR-based product verification.

The Electronic Product Verification module will enable subscribers (farmers) to send an SMS or call an IVR short code to enter a unique product identifier (number) and receive a confirmation message that states whether or not the product purchased is authentic. The module will allow users to track in real time the verification of their products, and include a database that registers all verification transactions including successful verifications and counterfeit product detection.

Requirement	**Description**
2.1 SMS/IVR verification hotline	The electronic product verification module will include a central SMS and IVR short code to which farmers can send SMS (or enter via keypad) and automatically receive a message verifying the product they have purchased or identifying a fraudulent product
2.2 Real-Time Fraud/Verification Monitoring and Reporting	Incoming SMS/IVR verification transactions shall be added to a database of verification transactions that is updated in real time. Information logged should include the incoming telephone number, date and time of transaction, unique identifier logged, and where possible, location of sales point of the product.

2.3 Linking Verification Transactions to Information Services	The electronic product verification module should be linked to the subscriber database in the previous module as outlined in requirement 1.2.2. Telephone numbers associated with verification transactions should be compared with contact information present in the subscriber database. Where the telephone number of an electronic verification transaction does not match any contact numbers in the subscriber database, an automatic addendum to the message sent to verify the produce should be sent to inquire whether the verifier would like to register for mobile information services from the client user (agricultural input company). If the person responds with an affirmative response, he/she shall be prompted for registration information.

- **Bulk SMS and IVR Services**

In order to more effectively market products and provide key and timely information to consumers about such things as input prices, sales times and locations, product demonstrations, correct product usage, etc. the Mobile Marketing Platform will include a module that enables users to engage directly with subscribers via SMS and IVR to exchange information. This module of the platform will allow user to both disseminate and collect information from subscribers via SMS and IVR and establish more efficient engagement mechanisms with consumers.

The module should enable users to create and upload SMS and IVR content and send one way bulk messages to individuals or groups, solicit information through surveys and create automated message sequences with branching capability that allows for adaptive messaging based on subscriber responses.

Requirement	**Description**
3.1 Alerts	Client users will be able to send alerts, which are one-way messages designed to inform subscribers of a particular event, product, price or other information to individual subscribers, groups of subscribers or all subscribers. Alerts can be SMS or IVR and should be able to be created in multiple languages. Messages created in multiple

	languages will be delivered to users based on the language preference that they provide upon subscription to the service. The choice of language to be delivered to specific subscribers should be automatic based on their preference – client users should not have to specify which language each recipient will receive. IVR alerts will be uploaded in .mp3 or .wav format, and an HTML5-based record button will be provided as an alternative for client users who prefer to record directly via the platform.
3.2 Surveys	Client users will be able to create custom surveys and send them to subscribers registered in the system. The platform should include a survey creation interface, which allows five types of question answers: • Multiple choice • Free text • Numeric • yes/No, • Subscriber Information – subscriber information will store data on the subscriber's record. Any custom fields on subscriber records will be added via the user interface by the platform developer. IVR multiple choice and numeric questions will be answered by inputting numbers on the keypad. Surveys will be monolingual or bilingual, and error messages will be provided in multiple languages and recorded for the purpose of IVR surveys by client users. Both SMS and IVR messages should automatically be delivered in the appropriate language according to the registered language preference of the subscriber. In instances where the user's language preference has not been provided, the surveys should be delivered in the default language specified by the client user.
3.3 Message Sequences	The platform will also provide client users with the ability to create surveys based on message sequences that are decided by subscriber input. This means that

	client users should be able to use the platform's user interface to design surveys that have branching capabilities – for instance if a subscriber chooses a particular answer to a question received, he/she should receive subsequent message A, while if he/she chooses a different answer, he/she should receive subsequent message B.
3.4 Message Scheduling	The platform should allow client users to schedule the delivery of messages at specific dates and times. This functionality will enable client users to send out timely reminders to farmers for when to take a particular action for example.

- **Reports and Analytics**

  An analytics module will provide a comprehensive suite of reports and analytics that tracks platform activity in real time. All contact records, product verification transactions, messages delivered and received, and survey results will be made available in chart form, web-based table, and downloadable in Excel format. Since all subscribers provide location information during registration, district-by-district map visualisations will also be available.

  TBD: A full list of needed reports, as well as any format necessary for later import into DAI M&E system, has yet to be determined and will be specified at a later date.

User Roles

- *Client* – The user of the platform (representative of an agricultural input company) will be able to access all data that is collected and all SMS and IVR content created as well as all reports that are generated by that particular client and the client's interaction with the platform. This includes contact information of target subscribers, a history of all SMS and IVR messages sent and received, and all future messages scheduled by that account user. This user will not have access to contact information generated by other system users, nor have access to content and reports that pertain to platform usage by other users. The Client User will have the ability to add and delete contact information from the database, as well as to form contact groups that can be used to message subsets of the user's broader contact database.
- *Subscriber* - This is the basic mobile-only subscriber, represented primarily by farmers. The service subscriber will interact with the platform only by SMS or IVR and will not have

access to the centralized web-platform. They will be able to receive SMS and IVR messages disseminated via the Alerts function, respond to survey messages via the Survey function, and issue complaints via the Complaints function.

- *MADE Mobile Marketing Officer* - During the pilot intervention, the MADE Agricultural Input and Mobile Marketing Managers (Olayemi Oluwakuyide) will serve as a key administrator to monitor and fund the accounts of grant-receiving clients participating in the pilot. This MADE Agricultural Input and Mobile Marketing Managers will also have access to all data generated by client users including volume and times of messages sent and received. This data access on the part of the MADE Agricultural Input and Mobile Marketing Managers is solely for the purposes of monitoring and evaluation, and specific contact information of from client user developed databases will not be published or shared with any third parties.

Additional Desirable Functions / Services:

While the offeror is expected to provide a comprehensive technical description and cost proposal for the aforementioned core functions, special consideration will be given to applicants that provide additional (and separate) technical and cost proposals for the following additional platform modules/services:

- <u>Localized Weather Advisory Information Service</u>
  Many agricultural input companies identify a lack of understanding on the part of farmers on how weather patterns affect optimal farming practices. Many farmers rely heavily on traditional practices that that do not take into account highly localized and fluctuating weather conditions. Input companies identify the need to provide highly localized weather forecast information to farmers in specific locations, combined with appropriate product usage advisory services that is linked to specific weather forecasts.

- <u>Sales Data Tracking</u>
  Most agricultural input companies track high level sales data such as overall sales volumes and retailer distribution. However more granular information such as which consumers are buying which specific products, how often individual consumers purchase a product, and from where those individuals purchase them, is generally not tracked. This makes it difficult for input companies to gauge brand loyalty. There is demand for a mechanism by which input companies are able to track granular sales data using electronic unique identifiers such as mobile wallets or telephone numbers.

- Field Agent Data Collection
  SMS and IVR offer a channel through which data can be collected from targeted individuals. However they are relatively pricey and offer only a limited volume of information exchange. Extensive information exchange that involves larger amounts of data requires other channels. Applications that include an Android-based Smartphone app for extension agents that enables more robust data collection of various types of information including pictures and video media as well as GPS data linked to specific farmers/platform subscribers will be given special consideration. Such an application will be designed for field data collection by agents, and will be integrated with the central, web-hosted database described earlier, allowing individual field agents to upload farmer information directly to the mobile marketing platform.

- Call Center Advisory Services
  Another mechanism for greater exchange of voluminous information between farmers and input companies is through live telephone conversations, through which granular information can be solicited and disseminated by knowledgeable agriculturalist and product experts. A Mobile Marketing Platform that is linked to this type of a service would allow for more substantial data collection and more customized data dissemination.

Submission Guidelines:

Applicants wishing to respond to this RFP are encouraged to be proactive in system design. If you organization is unable to provide all of the desired features, we encourage applying nonetheless with your best offer as far as addressing possible feature sets is concerned. We also encourage partnership with other service offerors and developers.

Application Timeline:

Applicants are expected to submit questions for clarification by **November 30, 2016** to (olayemi_oluwakuyide@dai.com and karim_bin-humam@dai.com)

Responses to questions will be provided by **December 6, 2016**

Applicants are expected to submit both a technical and a cost proposal by **December 9, 2016**.

Format:

Applicants are requested to submit applications in the following format:

- **Cover Page (1 Page)**
  Includes – Organization Name and Registration Type, Date Submitted, DUNS number (if available), list of partnering organization (if relevant)

- **Qualifications (Up to 3 pages)**
  An overview of your organization's qualifications and past experience in the provision of custom platform development and other relevant services and products.

- **Technical Approach (Up to 10 pages)**
  A detailed description of how the offeror will meet the requirements detailed in this document, as well as any other features/specifications that the offeror may deem desirable. The technical section of the proposal should also include:

    - **Work Plan**
      A detailed and dated work plan describing the specific roles of staff required to develop the platform, and the activities that will be performed. Work plans must include Milestones such as "First Functional Prototype Available" and should show how the platform will be up and running by April, 2017.

    - **Wireframe Mock-Up**
      A basic wireframe mock-up diagram that provides graphical insight into what the platform and its features could look like, with descriptions of the Graphical User Interface that could serve as a platform manual in the future.

- **Budget and Cost Narrative (up to 5 pages)**
  The applicant is expected to provide a detailed budget of costs associated with platform

development, and a descriptive narrative of how the funds will be allocated to those costs.

- **Annexes as needed (no limit)**