Cherie Blair
**FOUNDATION
FOR WOMEN**

Terms of Reference
**Short term consultancy for the
migration of the existing
'HerVenture' Android app to iOS**
March 2020

When women entrepreneurs have the support and opportunities to thrive, the future is transformed. **Businesses flourish. Communities prosper. Attitudes shift. Economies grow.**

At the Cherie Blair Foundation for Women we help release the potential of women entrepreneurs, so they can redefine the future.

We deliver training, facilitate mentoring and share knowledge, inspired by the women involved in our work around the world – and by our partners, donors and collaborators. We open doors to finance, markets and networks and use technology to help women learn, and to start, sustain and grow their businesses. And we press for change to stop women being held back. With the Foundation's support, women gain the confidence to reclaim the rights and freedoms they are too often denied. As a result, businesses flourish. Communities prosper. Economies grow. Attitudes shift. And women move the world in a whole new direction.

For the last decade our Foundation has worked with nearly 150,000 women entrepreneurs in over 100 countries across Africa, Asia, Central and South America and the Middle East.

1. Background

The Cherie Blair Foundation for Women (the Foundation) provides support to women entrepreneurs globally, using a variety of bespoke programmes and services designed to boost women's business skills and confidence, including:

HerVenture is a mobile learning app that provides essential business training and support, enabling women to access skills-building information 'on the go'. **In 2019, 17,535 women entrepreneurs downloaded the app across Nigeria, Indonesia and Vietnam, increasing the number of women entrepreneurs who benefitted from the app to 18,890.** In 2020 the app will be launched in Kenya and the Foundation has plans to scale the app's outreach in Nigeria, Indonesia and Vietnam. The app teaches business skills such as marketing, finance and operations in bite-sized chunks.

It features a number of learning 'tracks' on a range of needs, including launching a business, product innovation and expanding market access. Based on user input, the app suggests a personalised learning roadmap for each entrepreneur. Content is provided in bite-sized, easily digestible formats such as swipe-able cards, quizzes and videos. Static content can also be accessed offline. The app allows users to find and connect with each other, as well as learn about local business events. HerVenture is currently delivered in Nigeria, Kenya, Indonesia and Vietnam, using four country-specific versions of the app, each available independently from the Google Play Store.

The app takes the user through a range of interactive dialogues using the custom user interface. The interactive dialogues are configured within an administrative back-end system and delivered to the Android app using a JSON API. The four versions of the Android app are delivered through the Google Play Store. Nigeria and Kenya are delivered in English, whereas Indonesia and Vietnam make use of translated text, both coded within the app itself and pulled through from the administrative back-end via the JSON API.

Cherie Blair Foundation for Women would like to make the HerVenture app available to the IOS platform to allow users of Apple phones and tablets to be able to access the programme. This is expected to be a direct migration of the existing user interface and functionality to the IOS platform, using native IOS controls where relevant. The Cherie Blair Foundation is seeking a delivery partner to develop the IOS app, to support the delivery of the app through the Apple App Store, and potentially to support the app on an ongoing basis.

2. Purpose and scope of the consultancy

The purpose of this consultancy is to support the Foundation to deliver the existing HerVenture app functionality on the Apple iOS platform, for the Nigeria, Kenya, Vietnam and Indonesia markets.

3. Deliverables

The Foundation will collaborate with the consultant to establish a clear scope of work and agree the deliverables. However, broadly the deliverables will be:

- Migration of the existing 'HerVenture' Android App to iOS.

The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to contracting.

4. Considerations

The existing Android app exists in four separate variants, independently available on the Google Play Store and supporting the four countries which are part of the HerVenture programme (Nigeria, Kenya, Indonesia and Vietnam). Please explain whether you would recommend continuing with this strategy versus combining support for the country variants into one single IOS app. Please explain the pros and cons specifically with reference to the IOS platform and any constraints or features relevant to this.

The existing Android app is approximately 12MB. The JSON API is used to transfer content and configuration to the app at app startup and is approximately a 1MB download. The provider should consider the network bandwidth and phone capabilities of the typical users in the Nigeria, Kenya, Indonesia and Vietnam user base and ensure that the proposed solution is suitable for the demographic. It's possible we have analytics from our websites that could help with this task.

The CMS currently includes content length (number of characters) suggestions for each of the CMS controlled text lengths. Currently the content is exceeding these suggestions causing text overflow on the Android version of the app, so this could be worth considering when building from this data. We would be interested in your suggestions on how this could be addressed within the app.

The app is available for download from the Play Store. Please visit:
https://play.google.com/store/apps/details?id=org.herventure.android.nigeria&hl=en_GB

If necessary we can provide an APK file.

5. Scoring criteria for consultant selection

Key requirements of the proposal	Details	Weight
Ability to demonstrate understanding of the project requirements	Provide details of similar projects which and a record of successful delivery within a constrained budget and schedule.	40%
Demonstrate relevant experience	Provide details of your experience with similar projects and examples of your experience working with similar organisations.	25%
Proposed methodology	Provide details of your approach to this project including project management, day-to-day support, risk management, communications, security etc.	25%
Financial proposal	The consultant must provide a breakdown of their budget.	10%

6. Timeframe

The consultancy is intended to commence in April 2020, with the app being made available on the Apple App Store on the 31st July 2020. We realise this schedule may be tight and welcome the provider suggesting an achievable timeframe for launch of the app.

7. Budget

Our budget for this project is up to £40,000 excluding VAT. We expect that suppliers will address this in the proposal and give a breakdown of costs for each aspect of the work and provide details of how this budget could be achieved.

8. Payment terms

The payment terms will be finalised with the consultant prior to contracting. Please note that the Cherie Blair Foundation for Women does not make advance payments.

The consultant is expected to provide her/his own office space and working equipment. In addition, the consultant is expected to cover the cost of insurance, travel, communication and any expenses associated with the consultancy within the available budget.

9. Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org **by 17:00 GMT on Tuesday, 14th April.** Please use 'iOS Developer' as the subject title of your email application.

Prospective consultants are expected to submit technical and financial proposals in English including the following:
- Profile of consultant/firm, clear demonstration of previous experience in similar projects
- Understanding of the Terms of Reference
- Approach and methodology, including project management, day-to-day support, risk management, communications, security etc.
- Provide examples of your experience of working with similar organisations.
- Proposed budget in GBP and inclusive of VAT

Appendices to the proposal may include:
- CVs of the technical team
- Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.

Questions and clarifications regarding the Terms of Reference should be sent to: recruitment@cherieblairfoundation.org.

Annex 1: Technical background for HerVenture

Introduction

- The app implements an mobile based Learning Management System (LMS), with 5-7 learning tracks, which are broken down further into modules, lessons, cards and activities.
  - Track - A main grouping of learning content
  - Module - A sub-grouping of learning content, arranged around the topic from the track
  - Lessons - Individual lessons, arranged around the content of the module
  - Card - Content that is relevant to teach within the lesson
  - Activities - Interactive interfaces that let the user apply their learning from the cards

- There are 6 types of activities:
  - Multi-select Swipe
  - Single Question
  - True/False
 - Drag & Drop
  - Re-Order
  - Fill the blanks

The course content must be progressed through to see these in action.

- Users earn tokens by completing course material and socially interacting with people.

- It also has supporting social functions such as a directory of users that can be searched and interacted with, a profile management interface and a per-lesson Q&A interface for users to communicate with each other.

- Users login with Google authentication.

- There is also a notification system with 3 types of notifications: General, Events & Answers.

- Course content is downloaded and available offline from an initial single data download: https://drive.google.com/file/d/1Q57G0U9vQ0no6UYJzJ5Kr06UmcVfG-xk/view.

- Progress and analytic measurements are sent to the backend and firebase analytics, which can deal with the app being offline.

- There is a reminder to take the baseline survey, which is a Survey Monkey link which opens in a webview.

- The app can load custom logos onto its splash screen for different partners in different countries.

- Currently the app is deployed to 4 separate google play app listings, each of which are built with android build variants.

Example screens:
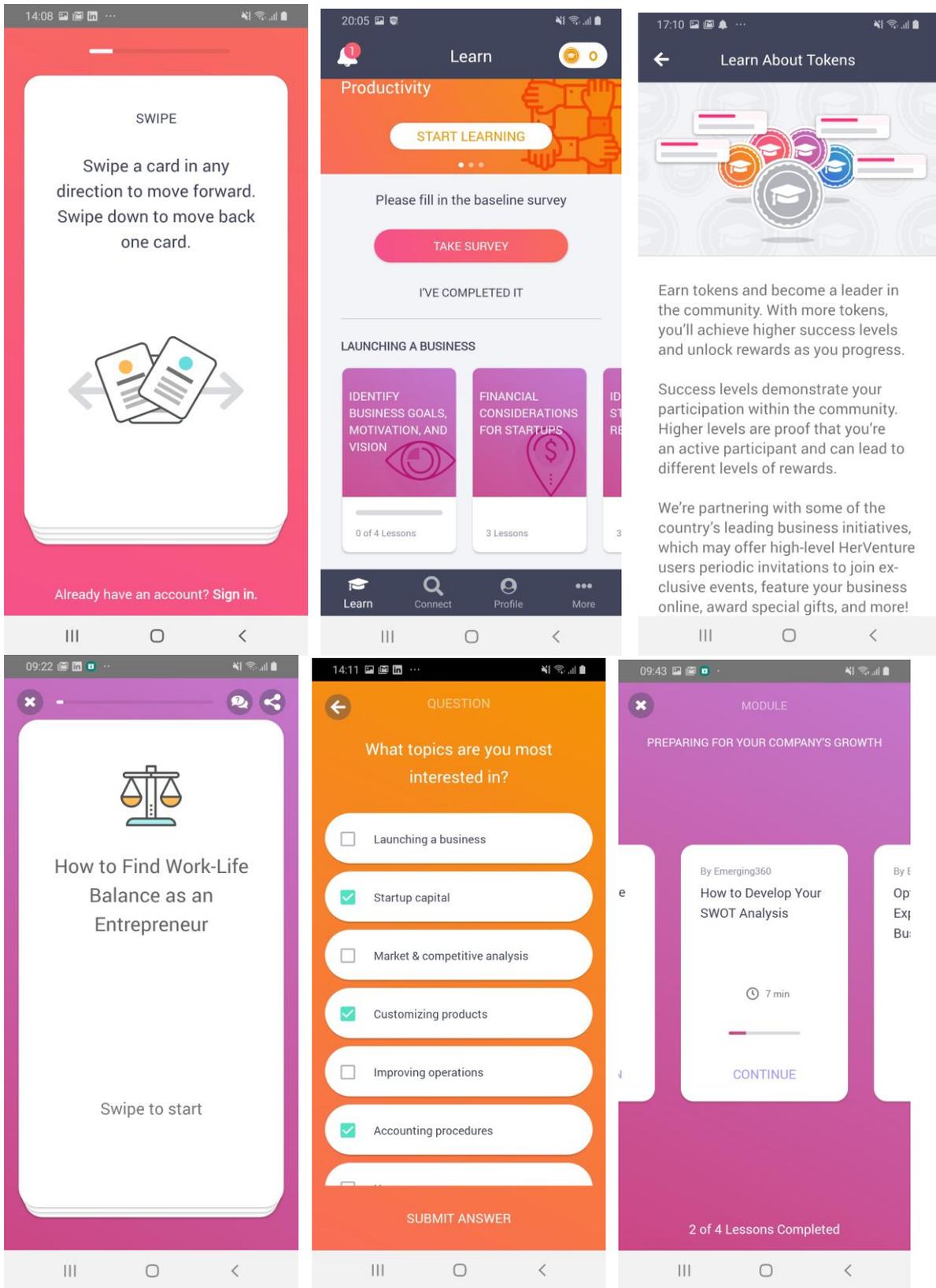
System architecture (The green area is the scope of this tender)
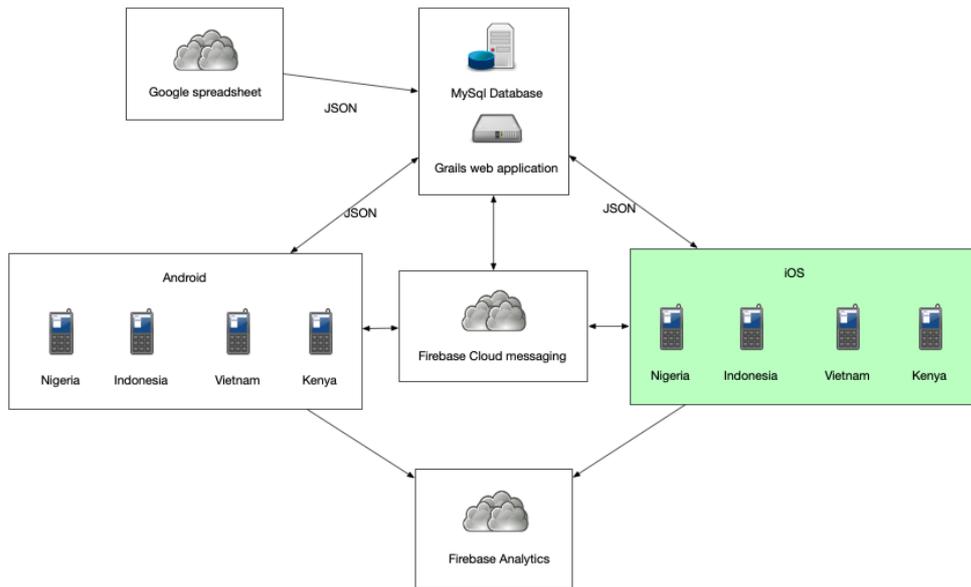
JSON API

Google authentication is used, and then a token is sent to the back end with each authenticated request from the app.

Another header is used to say which course the request is coming from (Nigeria, Kenya, Indonesia or Vietnam)

Code Repository

The existing Android software uses a GitHub repository although we are exploring moving this to Bitbucket.