



APPENDIX A

SOLICITATION FOR INTERESTED PARTIES: DEVELOPED OR TO BE DEVELOPED EDUCATIONAL PRODUCTS FOR ANDROID SYSTEM DEVICES

A. OBJECTIVE OF THE SOLICITATION

Ceibal Center invites interested parties to present educational products already developed or applications to be developed for Ceibal Center users of Android devices.

B. BACKGROUND

In the quest to continue to broaden the technological tools and educational content that we offer to users of the Ceibal Center, we have launched a 2017 registry of providers of digital education applications for Android system devices.

C. TARGET AUDIENCES

Proposals should indicate to which target audience they are directed.

In 2017, the registry is composed of products and ideas that address (fully or partially) one of the following target audiences:

- Preschool and Elementary School: Children between 5 and 8 years old and their respective teachers
- Basic Middle School: Young students between 11 and 15 years old and their respective teachers

D. TYPES OF PRESENTATION

Interested parties can present more than one proposal (for the same or different categories). Each proposal will be evaluated independently.

Type 1:

The first registry will be comprised of educational product ideas to be developed for the target audience defined in point C, whose final execution cannot exceed 6 months from when the contract is signed.

Type 2:

A second registry will be comprised of finished educational products, suitable for the target audience defined in point C, and for which the Ceibal Plan can require adjustments if considered necessary.



E. TECHNICAL SPECIFICATIONS

- 1) Products should be compatible with Android system 4.2.2 or later
- 2) The devices for the categories mentioned in point C are: Haier Tablets, Positivo-BGH Tablets, and Alcatel Tablets.
- 3) Although there are devices with different screen resolution, the applications that Ceibal acquires for type 1 as well as type 2 should be responsive to different resolutions (from 7 to 10 inches) to achieve accurate visualization on all the devices. The characteristics of HW and SW of the existing devices can be observed using the following link
<http://www.ceibal.edu.uy/art%C3%ADculo/noticias/estudiantes/Especificaciones-tecnicas>

Nevertheless, the Ceibal Center is next looking to acquire new tablets, whose characteristics may or may not match those described in the link (if they use the Android System).

- 4) The manufacturers of the devices mentioned in the previous point are: INTEL, ARMv7 and ARMv8.
- 5) It is preferred that the size of the applications do not exceed 80 MB.
- 6) The applications should exceed the QA (testing) process, understanding that with the execution of test units for every delivery (designed by the provider or provided by the Ceibal Center) there will be correction of, at least, those elements reported by Ceibal during the testing cycle that are categorized with priority “Immediate/urgent”, “Critical” and/or “High”.

F. PROPOSAL SUBMISSION

The proposals should be clearly identified with one of the two categories.

Category 1 Submission:

All information necessary should be delivered to allow for the evaluation of the product to be developed, in technical as well as educational terms. The proposal should detail:

- *scope of the product
- *fundamental pedagogy of the product
- *team responsible for the development
- *tentative timeline for the work

In addition, a prototype, mockup or demo of the product to be developed should be delivered in a format adequate for proper display and evaluation.

Category 2 Submission:

The proposal should include the same information requested in category 1, elaborating on the following points:

- *background information about the product in the marketplace
- *possibility of adapting the product (at the level of features or look and feel)
- *possibility of translating the product to English in the case it is considered necessary

In addition, access to the product should be sent with different profiles: teacher, student, and administrator (if applicable).

If Ceibal considers it necessary, an in-person or remote demo presentation will be requested.

In **both cases** interested parties should also submit the **company's background**.

Including:

- *Company's background with similar products/services
- *Résumé of the person responsible for the project

G. EVALUATION

For each category, the Ceibal Center will carry out a technical evaluation and an economic evaluation of the submitted proposals.

The category 1 and category 2 registries will consist of all the proposals that, at the various close dates, have been evaluated as technically-economically satisfactory. At any time during the year, Ceibal can return to said registries and effect the purchase of one or more proposals for one or both categories.

Interested companies should submit **two** documents in PDF format:

- one containing the technical offer.
- another with the economic offer, which will remain closed until after the technical evaluation.

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

- Level of interactivity and user friendliness
- Quality of the content

- Level of contextualization (adaptation and relevance for the local market)
- Adaptation for the target market
- Adaptation to the technological infrastructure available in the Ceibal Plan
- Level of innovation
- Background of the product and/or company

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

In the case that the process of implementing any of your submitted types is successful, Ceibal can make medium-term agreements that allow the continued evolution of the product, in agreement with the needs of the Plan.

H.FORMS OF PAYMENT

-Category 1: The price for the final product should be quoted, for which a diagram of intellectual property can be required as described in point J. This means that Ceibal assumes the permanent right to use said product and allow its use by its user groups.

- Category 2: The product price should be quoted, for which the company can quote a license user fee (not per download) per machine, either annually or in perpetuity, or can submit to Ceibal another business model that does not restrict the use license. In addition, the company should quote the price per hour of development for potential changes that Ceibal requires and that have not been indicated before in the economic submission solicitation.

I. EVALUATION STAGES

Ceibal Center has two evaluation stages for proposals received in 2017:

1st deadline	2nd deadline
April 28 th	October 27 th

The dates can be changed if Ceibal considers it necessary. Notification of any changes will be made through the Ceibal Center institutional portal.

Beyond the evaluation deadlines, proposals can be submitted at any time during the year, after the opening of the current registry.



J. LEGAL RIGHTS AND INTELLECTUAL PROPERTY

Category 1: The Ceibal Center recognizes the Company as the exclusive holder of developer rights, patents and any other intellectual property regarding development as well as the documents, brands, logos, and material produced by the Company within the framework of the current Registry. However, the Company should confer to the Ceibal Center a free, unlimited, user license for exclusive use in the country of Uruguay, for the publication, reproduction, distribution, execution, communication and for the use of all the users and beneficiaries of Plan Ceibal, with respect to the product developed as well as present and future developments generated by the Ceibal Center, as well as with respect to any creation and documentation associated with any development (manuals, brands, logos, etc.). With the effect of ensuring the previously mentioned rights, the Company is obligated not to commercialize the developments and associated creations (brands, logos, website), in the country of Uruguay, except with the consent of the Ceibal Center in which case it should be noted how Ceibal will participate and be affected financially. Additionally, in no case inside the country of Uruguay can the Company associate or tie developments created for the Ceibal Center with cultural objectives, to brands and commercial objectives that tie the Ceibal Center to brands with commercial objectives.

Category 2: The Ceibal Center recognizes the Company as the exclusive holder of developer rights, patents and any other intellectual property regarding development as well as the documents, brands, logos, and material produced by the Company within the framework of the current Registry. However, the Company should indicate in their offer, the licensing format (limited and/or unlimited, territorial or not, etc) and the cost associated with each option offered.

The Company assumes total responsibility for legal actions and/or claims of any nature – including, but not limited to: claims outside of court, judicial or civil penalties, fines or administrative claims – that can be related to the origin and development of the products/ideas offered, and correspond to the damages and injuries, fines, penalties, judicial expenses and costs, legal fees, attorney fees, expenses and any other losses that could accrue to the Ceibal Center for any reason.

K. EVALUATION CRITERIA

Below is the outline of evaluation criteria for application development:

-In serving the target audience, it is desirable to manage the case of letters used (upper case for the early levels of Education – preschool and elementary).

-In cases of applications with text, where the letter is not capitalized, it is suggested that upper case letters are used.





-In cases where the application has language translation, it is suggested that translations are made appropriately in Latin Spanish according to the RAE.

-The language utilized in the development should be purely iconic, combining iconic language and letters or combining iconic language, letters and sounds in the same work scheme.

-It is desirable for context to be directly related to Preschool and Elementary Education and Secondary Education in particular for the years corresponding to our target market (From Preschool Level 5 until 3rd Grade of Elementary School) and the years of Middle School.

-It is desirable that products take into account content related to current social and cultural aspects in Uruguay.

-Advertisements should be avoided that divert the user's attention from achieving the objectives and intentions for which the product was created.

-The application should not suggest, during use, the downloading other applications. That is, the user upon entering the application, should be able to work directly in the application without having to take other steps to access the content of the application.

-No application should suggest the online registration of a child in order to be used, except for registration in the Ceibal database.

-The product should not suggest the purchase or download or another version or level, especially when there is a cost.

-It is desirable that there is QA (testing) department, which works in conjunction with the Ceibal Center testing department on research and following incidents detected the in testing stages.

