

Request for Proposal (RFP): E-Learning Course Development

Who We Are

Innovation Asset Collective (IAC) is a membership-based, non-profit organization with the mandate to provide intellectual property (IP) support to Canadian small and medium-sized enterprises (SMEs) in the data-driven cleantech sector. Established in 2019 and funded by the Government of Canada through Innovation, Science and Economic Development Canada (ISED), IAC serves as a key pillar in Canada's national IP strategy.

IAC's mission is to revolutionize the IP ecosystem by helping Canadian companies leverage IP strategy to compete and scale globally. The organization aims to assist Canadian SMEs in understanding and harnessing the value and power of their IP, ensuring that innovations remain Canadian-owned and globally renowned. IAC offers a comprehensive suite of services designed to support SMEs in building and implementing effective IP strategies. One of IAC's services is IP Education, which includes a broad curriculum designed to enhance IP literacy and know-how among Canadian business leaders and SMEs. We have an extensive collection of e-learning resources, which includes the following formats: modules, mini-lessons, guides, toolkits, articles, etc.

Our Mission

IAC is committed to enhancing Canadian SMEs' global market access by mitigating IP-related risks and fostering strategic IP ownership positions. IAC enables Canadian businesses to protect their innovations, attract investment, and compete effectively on the global stage. For more information about IAC and its programs, please visit www.ipcollective.ca.

Purpose of RFP:

- Develop e-learning courses tailored for SME audiences.
- Design interactive, learner-driven content (e.g., quizzes, gamification, simulations, etc.).
- Ensure multi-device compatibility and accessibility.
- Deliver LMS-ready materials that are SCORM-compliant or equivalent.

Request for Proposal (RFP): E-Learning Course Development

Project Inputs / Provided Materials

The following materials and guidance will be provided to the selected vendor to support content development:

- Scripted content outlining the instructional narrative and learning objectives.
- Brand guidelines to ensure visual and tonal consistency with organizational standards.
- Examples of previous content developed, such as e-learning modules, PDF files, and working toolkit documents (if available), to illustrate preferred formatting, pacing, and interactivity.
- Access to subject matter experts (SMEs) for review during the development process (as needed).

Scope of Work - The selected vendor will:

- Provide instructional design consultation.
- Develop content with engaging and interactive formats and features.
- Provide a comprehensive menu of innovative engagement tools that push the envelope beyond the traditional e-methodology formats.
- Comply with the technical requirements of our LMS.
- Provide a tiered pricing structure that outlines alternate service levels based on the delivery model (e.g., interactive tools, gamification, branching scenarios, adaptive learning pathways).
- Include a pricing menu of à la carte features (if applicable) and other interactive elements that can be selected individually.
- Conduct thorough testing and QA.
- Provide support post-deployment.

Technical and Creative Requirements

- Deliverables must be compatible with SCORM 1.2, xAPI, or HTML5.
- Content must be mobile-responsive.

Request for Proposal (RFP): E-Learning Course Development

Proposal Requirements - Vendors must include:

- Company overview and relevant experience.
- Examples of similar e-learning projects.
- Project methodology and estimated timeline.
- Detailed cost breakdown and pricing model.
- Tools/software used.

Evaluation Criteria - Proposals will be evaluated based on:

- Creativity and interactivity.
- Understanding of adult learning and SME needs.
- Technical compatibility with our LMS.
- Cost-effectiveness.
- Experience with IP or legal subject matters (preferred).
- Experience with Canadian content and context.

Submission Instructions

- RFP Issue Date: July 22nd, 2025.
- Response Deadline: Proposals will be accepted on a rolling basis. However, priority will be given to those received by **August 30th, 2025**, as initial assessments are scheduled to begin at that time. Submissions received after this date may still be considered, subject to program needs and available capacity.
- Submission Method: mail to: education@ipcollective.ca
- Contact for Inquiries: Issar Shojaee (Program Manager, IP Strategy Education) - education@ipcollective.ca
- Timeline: Shortlisted applicants will be communicated no later than September 30th, 2025.

Request for Proposal (RFP): E-Learning Course Development

This opportunity is open to all vendors; however, Canadian-based vendors or those partnering with Canadian organizations may be prioritized in the assessment of proposals.

Budget and Timeline

The initial course launch is targeted for Fall 2025.

Legal and Contractual Considerations

- IAC retains full ownership of all course materials developed.
- Standard payment terms and milestones will be outlined in the contract.

Note: All submitted work will be treated as confidential during the proposal review and development process. However, final deliverables will be published or made publicly accessible. Vendors should ensure that all submitted materials—*except for pricing and development process details*—are suitable for public release. Any proprietary or confidential information must be marked and limited to those exceptions.

Terms and Conditions

Please be advised that IAC and IAC's management are under no obligation to proceed with this RFP after receiving and reviewing Proposals, and that under no circumstances will IAC and/or the IAC management receive payment of any kind for submitting information in response to this RFP. IAC reserves the right not to accept the lowest price for any Proposal. IAC also reserves the right to amend, cancel, or re-issue the RFP for any reason and to negotiate with more than one Proponent simultaneously.

Do not submit confidential information or information proprietary to a third party. Only non-confidential information should be submitted, and anything you submit will be treated as non-confidential.