Terms of Reference for the development of an Online Marketplace application for Agricultural Cooperatives

### Background

In the context of the implementation of the project “Cooperation for Rural Prosperity in Georgia” funded by ENPARD-Georgia, CARE is aiming to set-up a web-based application addressed to link:

* Investors to business ideas from agricultural cooperatives.
* Agricultural cooperatives to potential clients for the purchase of their products.

The application will allow investors i) to see cooperatives’ business concepts and ii) to provide funds for the implementation of those ideas. Originators of outstanding ideas will engage interested investors online; while CARE will broker relations between them, ensuring fairness and transparency on both sides, and monitoring the proper execution of those ideas.

The second feature should facilitate i) the promotion of products from the cooperatives and ii) connect them to potential clients.

In overall, the purpose of the site is to provide capital to agricultural cooperatives for developing their businesses. This site will be initially addressed to attract investments for the cooperatives supported by “ENPARD - Cooperation for Rural Prosperity in Georgia” project, although it’s expected to expand its use to other potential beneficiaries identified by CARE and other cooperatives, aiming to generate social impact through the implementation of entrepreneurial initiatives.

CARE requires a service provider for the design and development of a web-based application, linked to CARE website, allowing the public and investors to invest in business ideas and buy products from Agricultural Cooperatives. These investments are foreseen to be done mostly through crowdfunding or contributions from numerous individuals.

### Scope of work

Through the development of this application, CARE is aiming at the sustainability of the processes and support initiated through the project “Cooperation for Rural Prosperity in Georgia“. This application will allow the ENPARD-supported coops *within CARE project* to be re-funded for i) reinvestments, ii) introducing innovative elements into their production systems and iii) scaling-up for development of the value chain. Iv) connect cooperatives to the market.

The service provider will work in close cooperation with the project direction, the Communications and Resource Development Manager, the Market Links Development Coordinator and the Communications Officer. It’s also expected the collaboration with project partners - the Georgian Farmers Association, the Regional Development Association and ISET.

***Tentative tasks and deliverables***

* **The application should be built with responsive design**
* **Integration with a frontend framework is preferred**
* Provide a clear plan with main milestones
* Conduct testing to ensure the program can be used easily, quickly and accurately
* Provide documentation on technical specifications;
* Registration and Log in system and should support options for users
* Domain and Hosting: The database should be hosted through potential/existing hosting provider of CARE to upload and operate online. CARE will be responsible for purchase of the domain. The consultancy should sign any form required to confirm appropriate conditions of domain usage during development. The consultancy will also be responsible for setting up the server in order to run the application.

The application should have the following features:

1. User registration and login
2. Admin user login for adding and administrating information from beneficiaries
3. Admin easy possibility to add new cooperatives/enterprises into the system
4. Online transfers through Paypal, Stripe or other secure platforms.
5. The application should be optimized for search engines (SEO)
6. The application should be available in Georgian and English
7. Search functionality using Elasticsearch/Apache Solr
8. The platform should have graceful error handling functionality, for each process and level of the code.

### Operation, logistics and qualifications

This service shall be commenced in October 2017 and will continue till the end of the project (December 2017) and will be performed in Tbilisi.

* The development of the web-based application with a maximum duration of 2 months including 1 month for testing and refining.
* The consultancy will be responsible for maintaining the application including bug fixes, features and performance enhancements for at least 3 month post development.
* The website should be hosted and maintained for 24 months post development.

The consultant shall incorporate the following expertise and qualifications:

* Relevant expertise and experience of creating web-based applications. At least 5 websites/applications developed and currently operational
* Preferable – previous experience in developing a crowdfunding application

### Application and selection process

Applications must be submitted to:

To: [katie.kartvelishvili@care.org](mailto:katie.kartvelishvili@care.org) [Silvia.Sanjuan@care.org](mailto:Silvia.Sanjuan@care.org)

Cc: [Natia.Katsia@care.org](mailto:Natia.Katsia@care.org)

Subject: ONLINE MARKETPLACE

The application shall contain the following information:

a) A 1 page summary indicating the following

* Contact information of the applicant
  + - Total remuneration and basic breakdown of costs

b) A profile/curriculum outlining the competences relevant to the tasks described above (maximum 2 pages)

c) A basic plan and timeframe of the implementation (max 2 pages)

*\* All source code, documentation and deliverables are to be transferred to CARE upon completion and full ownership rights assigned to CARE*

The proposal will be evaluated taking into account, the CV and proven experience in similar assignments, the technical quality of the proposal and the budget.

Deadline for submission

Interested parties are invited to submit an application in accordance with these instructions to the email addresses above up to **Monday, October 2, 2017 at 18:00 (Georgian time)**.