**Q&A Animated Video Production of Business Registration Process RFP**

1. Would appreciate further clarification on your award criteria. We are working on providing details on previous work including the script, storyboard, costs...etc. Will this act as the preliminary requirement for the award and following the award we analyze the startup guide and put forward ideas?  Analyzing the startup guide and putting forward ideas, puts on hold the production line of ongoing projects.

Based on the RFP the offeror will be evaluated technically based on “The applicant proposes creative concepts and ideas that demonstrate a good understanding of the subject matter”. The applicant is not requested to analyze the Startup Guide prior to the award, but is expected to develop a thematic concept relevant to the theme of the existing Startup Guide. This is with the intent to show your creativity and ability to come up with interesting ideas or concepts based on the brief you were given. This is not to say that the ideas you present prior to the award will necessarily be used in the final animations, however it will give us a good idea of what you’re capable of.

1. Can we have some links (online advertisements, Print Ads and radio ads) to the Startup Guide Awareness Campaign which was designed to run from June 2016 till October 2016 (Page 2 in RFP document under Program Background)?

Sure, find attached.

1. Under 2. Storyboard and Script: “The offeror  must review/test the produces videos with actual MSE’s through a few focus groups”. Can we have more details about the focus groups? At what stage of production? How many groups? What is the sample size? Where will testing be held? Etc…”

The focus groups must take place after developing the storyboard and before USAID final approval on production. The applicant is expected to manage and coordinate only 2-3 focus groups (each group not to exceed 12 participants) within 2-3 USAID LENS target governates (East Amman, Irbid, Zarqa, Tafileh, and Karak) on a sample of either women and youth MSEs, startups, university students and informal businesses.

1. When is the anticipated start date? At first Page, summery it is August 2017; while under IV. Deliverables: it states July 2017.

Deliverables dates are subject to change upon on awarding. However anticipated start date is August 2017.