

## **Invitation to Tender Clarification Q+A: Augmented Reality Software Solutions**

Q1: Is there any flexibility in the budget or deliverables for the project?

**A: Unfortunately there is no flexibility in the budget for this element of the project (£50k plus 10% contingency).**

**This is the set amount that has been given to Business West to deliver the project via the Department for International Trade. This is a specialist project as part of UK Government's 'levelling up' agenda, for which there are fixed project costs.**

**The successful tenderer will however work with the project team and be consulted on the selection of the 3 x companies' products which end up being modelled for the initiative. This effectively means that the scope of complexity will be influenced by the successful tenderer.**

**This project is very much a feasibility study/proof of concept, hence the challenging parameters of the budget : a balance will need to be struck between complexity of 3d modelling, ability to create a functional experience which elicits emotion and 'wow factor' from the buyers' perspective, and the resources available.**

**Naturally, we hope that this is successful and paves a new route for low-carbon, covid-safe cross-border sales. We recognise that the budget is challenging and therefore requires a level of investment from the tenderer's perspective.**

Q2: I understand I will use the Tender document to complete all our responses on however if we wanted to showcase some of our work to you via a Vimeo channel, are we able to place links into the document? Will you be able or willing to review these, or are you only reading the responses within the document?

**A: Fundamentally the panel will assess the words on the page, but there is no harm in including vimeo links as you have suggested in order to convey the value of previous work. I would expect that all members of the panel would want to view this content as part of the scoring process, especially given the nature of the tender in question.**

Q3: We have worked on a number of similar projects (in the aerospace, rail, and consumer retail markets) and the 3D asset creation part of the project is often the most resource-heavy. To this end, are you able to provide any details on the 3D assets required for the AR trial such as the number and complexity of 3D products/innovations that you would like to showcase?

**A: This project will involve showcasing 3 x products from 3 different companies within the Marine sector, one from each of the following Local Enterprise Partnerships: Cornwall, Heart of the South West, Dorset. These companies have not yet been recruited as a) we want to be able to choose from a wide pool of talent and b) we want to be able to select appropriately, given the constraints within this project. To these ends, we will involve the successful tenderer in this selection process to ensure that**

**the technical feasibility of AR reproduction is achievable.**

**In addition to these criteria, we will also be looking for companies/products that:**

- **Have an exportable product (evidence of demand overseas and previous export experience)**
- **Manufacture something which lends itself to the wow-factor associated with AR**
- **Has features which can be showcased and interacted with using 3d modelling**
- **Has the right attitude towards expanding overseas sales through these methods.**

**Q4: We would normally deploy such immersive projects as a web-based experience with the option to trigger the AR via smartphone and tablets. Do you have any preference or specification on how you would like to deploy the trial?**

**A: Whilst the finer details of the user-experience will be defined once the project team has been assembled, the requirement for this tender is to focus on Augmented Reality as a means to illicit an emotive, interactive sales experience with overseas buyers. The project has been justified on the basis that immersive technology helps to sell – we want to see if it’s possible to prove this in the context of international trade, starting with the Marine sector. Core aspects of the spec therefore include:**

- **Ability for sellers and buyers to communicate remotely (via integrated teleconferencing)**
- **Ability for the buyer(s) to observe the product and interact with its features whilst speaking to the seller**
- **Simplicity of connectivity – ideally everything (appointments, chat, AR experience, etc) all controlled through one application**

**Q5: Do yourself or the team have any previous experience of using or working with AR and, if so, can you provide any reference to similar experiences that you gave referenced when putting together the ITT?**

**A: We have had a longstanding interest in utilising immersive technology to enhance low-carbon international trade. As such the concept has been explored within the team for around 18 months. Using immersive technology to specifically focus on international trade is an emerging concept and we are not aware of any existing applications specifically assessing the feasibility in such a manner as this project.**

**The team have little experience in coding/software development, but have utilised Agile techniques on similar projects from a Project Management perspective. For this tender, we are very much looking for a company to be part of the project team in this regard, providing advice and expertise on solutions, limitations, and ultimately investing in its success.**

Q6: How many products will be included as part of this initial development phase?

**Three: one product from each company from each of the 3 x LEPs involved: Cornwall, Dorset and Heart of the South West.**

Q7: Will the companies participating be able to supply detailed CAD files of these products?

**Ideally yes, but we'd like to maintain flexibility in this regard. The appointed tenderer will very much be 'part of the project team' and will work with Business West to a) identify requirements and sensible parameters so that these can be specified at the recruitment stage b) help us select the most appropriate companies based on these (and other) factors. If you feel having CAD files is a limiting factor for the company selection, please state this within the tender submission.**

Q8: Is it possible for you to share images of one or two products that will feature on the platform?

**Not yet, as we want to bring the winning tenderer into the selection process to ensure that the best products are selected. Running the recruitment in such a fashion will also help ensure that the 3D rendering can be kept within the budget stated.**

Q9: I have a quick query regarding the above ITT, specifically the catchment area. My business is based in XXXXXXX in Gloucestershire, so I wondered if we qualify for this ITT?

**I can confirm that we are indeed able to accept a proposal from a business based anywhere in the country. Naturally, the further afield a bidder is geographically, the greater the likelihood of impact on price as some travel is likely to be required (within Gov't guidelines).**