**INVITATION TO TENDER FOR THE DEVELOPMENT OF A NEW IPI PORTAL**

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# 1 Objective

* 1. The primary driver for this project is to overcome the limitations of IPI's current corporate portal, which suffers from usability issues, scalability constraints, and integration challenges. To address these shortcomings and ensure a future-proof solution, IPI requires a new AI-powered platform designed for extended use. This initiative will deliver significant benefits, including: a more intuitive user interface, streamlined content management, enhanced partner engagement, and the ability to provide multilingual, persona-driven experiences. This investment will provide IPI with a robust and adaptable digital foundation for years to come. The Digital Platforms Team seeks to engage a vendor for the new IPI portal for tentatively 6 months for development (tentatively 1st August 2025 to 31st January 2026), 3 months for deployment, data migration, training and go-live (tentatively 1st February 2026 to 30th April 2026), and 3 months for warranty (tentatively 1st May 2026 to 31st July 2026). An option for support, maintenance, hosting, subscriptions and enhancements services can be exercised for up to 3 years, to be renewed on a year-on-year basis (tentatively 1st August 2026 to 31st July 2029).

# 2 Introduction

2.1 IPI is an innovation catalyst that creates opportunities for enterprises to grow beyond boundaries. As a subsidiary of Enterprise Singapore, IPI accelerates the innovation process of enterprises through access to its global innovation ecosystem and advisory services. For more information, please visit [www.ipi-singapore.org](http://www.ipi-singapore.org).

2.2Since its inception in 2011, IPI has helped to catalyse growth and innovation opportunities for Singapore enterprises across various industries by matching them with technology partners and experts to innovate and co-develop new products, services and processes. To better reflect IPI’s role as a leading driver of innovation opportunities for enterprises following its growth of its global innovation network and expansion in portfolio of services in response to the evolving needs of enterprises in Singapore, it had recently launched its new brand identity as Innovation Partner for Impact.

# 3 Scope of Contract

## 3.1 Target Audience

* Customers (SMEs, IHL etc.) who wants to connect with IPI.
* Partners, Technology Owners and Technology Experts who wants to collaborate and engage with IPI.
* IPI internal staff for their business functionalities.

## 3.2 Scope of Work

### 3.2.1 Project Planning and Management

* Project Kick-off: Initiate the project with a detailed kick-off meeting to outline objectives, timelines, and deliverables.
* Project Plan: Develop a comprehensive project plan including milestones, deadlines, and resource allocation.
* Risk Management: Identify potential risks and develop mitigation strategies.
* Attached is the Risk Register for reference (The provided list is illustrative and not exhaustive; Vendors to submit their own risk assessment).



### 3.2.2  Requirements Gathering

* Customer Journey Mapping & Discovery Session: Conduct workshops to firm down requirements from internal and external stakeholders.
* Must adhere to the Agile framework, including iterative development, regular stakeholder collaboration, and continuous improvement practices.
* User Stories: Create detailed user stories to capture functional and non-functional requirements.
* Technical Specifications: Document technical specifications for the Content Management System (CMS) portal.

### 3.2.3  Design and Architecture

* UI/UX Design: Develop intuitive and user-friendly, responsive web design (across various devices) for the portal, ensuring accessibility, responsiveness and provide recommendations based on industry standards, benchmark and technology trends.
* System Architecture: Design a scalable and robust system architecture to support future growth and integration.
* Wireframes and Mock-ups: Create wireframes and mock-ups to visualise the portal layout and functionality.

## 3.3  Development

### 3.3.1 Core Portal Module

* **User Management & Authentication**: Registration and login, persona-based access, profile management.
  + **Secure Authentication**: Implement a secure authentication system and assign distinct roles for internal and external users.
  + **User Registration & Login**: Develop a secure, user-friendly registration system with email verification, password reset options, and social sign-up/sign-in.
  + **Persona-Based and Role-Based Access Control**: Implement persona-based as well as role-based access control for admins, content creators, reviewers, subscribers and free users.
  + **Profile Management**: Enable users to manage their profiles, including personal information and preferences with feature of creating homepage.
* **Content Management System (CMS)**: Article/blog post creation, search and editing, media library, page creation and layout management, content categorisation and tagging, versioning control with archival.
* IPI website to have more language functions.

**CMS Implementation**

* Include WYSIWYG editor with formatting retention from Word.
* Allow bulk content editing, rich media insertion (image scaling and compression), and auto-formatting (e.g., title capitalisation).
* Enable Draft, preview, autosave, and version history.
* **Migration**: Transfer data from the current system to a new enterprise-grade CMS, ensuring consistency and functionality.
* **Gen-AI Powered Search**: Include text and voice search with direct-answer capability. Analyse all IPI webpages and PDF resources.
* **Search Functionality**: Robust search engine, filtering and sorting options. Place search bar prominently at the top of the page (feedback: current side placement is suboptimal).
* Reduce redundant work by auto-completing fields wherever possible.
* **Navigation & Site Structure**: Clear and intuitive navigation menus, sitemap generation, responsive design for mobile and desktop.
* **Analytics & Reporting**: Website traffic analysis, content performance tracking, user demographics with trends, heatmaps and charting.
* **Notifications & Alerts**: Email notifications for content approvals, updates, and other relevant events, in-app notifications.

### 3.3.2 Public Portal Module

* The contents in the public portal should be developed dynamically generated pages for each segments/section, with structured content such as images, text, links, etc. Implement custom forms for inquiries and proposals.
* Create pages with visually organised tile formats and dynamic detail pages with expiry/archive feature.
* Allow admin to generate new themed pages (e.g., “Waste Management Hub”) with no-code.
* Use AI capability to produce and view the content for Podcast, Webinar, Video, and Gallery Pages.
* AI Integration: Integrate AI capabilities for content generation, image creation, and form filling assistance to enhance user experience and efficiency.
* Provide the links to the pages which provide specific needs such as Invitation to Bid, contact us with option to download, print.
* To manage the enquiries submitted by the customer.

### 3.3.3 Partner Portal Module

* **User Content Management**: Enable partners to create and manage tech offers and needs with **editable templates**, submit proposals, and manage inquiries with customised views and filters.
* **Account and Tech Management**: Allow partners to update contact info and manage tech offers/needs with search and filter options. Implement basic error handling features.
* Allow form-based, dynamic submissions with bulk edit/import support.
* Facilitate tagging, filtering, and sorting for **easy content management.**
* Provision for placement of partner logo or a world map that can be segregated by region(s) to find partners within the region.
* Dealflow management like business matching, etc.

### 3.3.4 Admin Portal Module

* **User and Staff Management**: Set up customised roles and permissions for admins, partners, and users. Manage member and organisation data. **Admin should create/edit roles without vendor help.** Implement security measures such as Single Sign-on, secure logins, and encryption.
* **Content and Search Management**: Admins can manage all portal content, track popular search terms, and maintain search data for analytics. **Improve dashboard clarity—define team vs personal metrics clearly.**
* **Newsletter and EDM Management**: Admins can create, view, edit, delete, and filter newsletters, manage schedules, and include custom messages or articles.
* **Reporting and Analytics**: Provide basic analytics and export options for tracking user activity, user login and logout (e.g. audit trail).
* **Content Viewing Rights**: Segmentation of portal for access by different tiers of subscribers. To grant content viewing rights to individuals based on subscriptions or user rights which will allow IPI potential future freemium, monetization option such as newsletter licensing.
* **Flexibility in re-organizing site architecture:** Site structure should be modular to support evolving IPI services.

### 3.3.5 Content Creation Module

* Smart Content Creation
  + Content recommendation and personalisation.
  + Enable dynamic templates with reusable content blocks.
  + Auto-fill SEO/AEO fields or suggest via AI tools.
  + Allow content creators to add new sections/pages without hardcoding.
  + Allow users to reuse existing content by copying and making necessary changes.
* **Content Review before submission**: Allow the users to save as draft, collaborate with the team, preview, option to self-review prior submission.
* **Approval Workflow**: Multi-stage approval process, role-based reviewers and approvers, automated notifications, audit logs.
* **Content Scheduling**: Ability to schedule content for advance publication.
* **Social Media Integration**
* **Social Media Publishing**: Integrate with social media APIs (Facebook, Instagram, LinkedIn, Twitter, etc.) to publish content directly from the portal, under the guidance of framework established by marketing agency (if any). Enable scheduled social media posts and customisable post templates.
* **Social Media Monitoring**: Track social media mentions and engagement.
* **Social Media Sharing**: Add social media sharing buttons on content pages as per business needs.

### 3.3.6 Brand Awareness & Engagement Module

* **Branding & Customisation**: While we retain our current portal name/URL, there shall also be customisable themes, layouts, brand logos, colour scheme integration and style guide implementation. **Support responsive typography and visual element alignment.**
* **Community Features**: Comment sections, forums or discussion boards, user feedback and surveys. Allow creating communities with low-code/no-code approach.
* **SEO/AEO Optimisation**: SEO/AEO-friendly URLs and metadata, sitemap generation, content optimisation tools.
* **Newsletter/Email Marketing Integration**: Ability to gather email addresses, integration with email marketing platforms.

### 3.3.7 Technical & Infrastructure Module

* **Web Development**
* Support **dynamic rendering** based on user role and persona.
* **Homepage & Template Design**: Design user-friendly homepage that highlights tech offers and needs using banners and content types. Create modular, reusable templates for:
  + Tech Offers/Needs Listings
  + Events and Success Stories
  + News and Media Pages
* **Expert Profile Detail Page**: Develop content types for displaying expert profiles (Example Tech Expert, Innovation Advisor) with interactive elements leading to individual detail pages.
* **Inquiry System**: Automate assignment to tech managers instead of manually via Outlook.
* **Database Management**: Scalable and reliable database system.
* **Hosting & Infrastructure**: Cloud hosting or on-premises servers, Content Delivery Network (CDN) for faster content delivery.
* **Security**: SSL encryption, user authentication and authorisation, regular security updates and patches, data backup and recovery, annual VAPT testing services.
* **API Development**: Create APIs for future integrations and mobile app development.
  + **API Development**: Create APIs for real-time integration with Salesforce, Cvent, or other platforms.
  + **Bidirectional System**: Enable external agencies to sync content via bidirectional exchange.

### 3.3.8 Data Migration

* **Data Transfer**: Migrate approximately 7,000 items, including tech offers, needs, experts, and success stories, ensuring a seamless transition. Retain and optimise URL structures, SEO/AEO metadata, and Salesforce integration.

### 3.3.9 Future Extensibility

* **Modular Architecture**: System should allow adding new feature sets without major rework.
* Support dynamic creation of micro-sites like example campaigns and events, with addition of new hubs, content types, and user flows.
* **AI-Readiness**
  + Prepare platform to integrate LLMs for recommendations, personalisation, translation, summarisation, intelligent search, etc.
* **Payment Gateway**: Payment gateway that can integrate with Singapore leading payment channels for specific content/service which IPI intend to monetize.
* **Potential use as ‘intranet’**: The website can be used for future as a IPI intranet.

## 3.4 Testing and Quality Assurance

* Unit Testing: Perform unit testing to ensure individual components function correctly.
* Integration Testing: Conduct integration testing to verify seamless interaction between modules and systems.
* User Acceptance Testing (UAT): Facilitate UAT sessions with stakeholders to validate the portal meets their requirements.
* Performance Testing: Test the portal for performance, scalability, and security.

## 3.5 Deployment

* Staging Environment: Set up a staging environment for final testing and validation.
* Production Deployment: Deploy the portal to the production environment, ensuring minimal downtime and disruption.
* Data Migration: Migrate existing data to the new CMS portal, ensuring data integrity and consistency.

## 3.6 Training and Documentation

* User Training: Conduct sufficient training sessions for end-users and administrators to familiarise and operate the new portal.
* Documentation: Provide comprehensive documentation, including user manuals, technical guides, and API documentation.

## 3.7 Support and Maintenance

* The vendor should support minimum for up to 3 years.
* Post-deployment Support: Offer ongoing support to address any issues and provide updates.
* Maintenance Services: Ensure regular maintenance, including security patches, performance optimisations, and feature enhancements.
* Hosting Services: To provide hosting and related services for the new IPI portal.
* Feedback Mechanism: Establish a feedback mechanism to gather user input and continuously improve the portal.
* Should IPI transition out the full or partial scope to a separate supplier, the vendor shall be responsible with the knowledge transfer, handover and transition to the new supplier.

# 4 Service Level Agreement (SLA)

4.1 The service provider shall respond to any reported incidents or issues as per the following Response Matrix:

| **Priority** | **Description** | **Response Time** | **Resolution Time** | **Workaround** |
| --- | --- | --- | --- | --- |
| **1** | * The System is down or unavailable. * There is a security breach in the System. * The System is hacked or defaced. | 30 minutes | 4 hours | 2 hours |
| **2** | * The System is slow or unresponsive. * There are errors in the System | 60 minutes | 8 hours | 4 hours |
| **3** | * The System does not produce the expected outcomes stated in SOW | 8 hours | 5 business days | 2 business  days |

If it is not possible to fulfil the requirement due to factor(s) beyond the service provider’s control, then periodic updates will be communicated with the following frequency:

* + **P1: Every 6 hours**
  + **P2: Every 12 hours**
  + **P3: Every 3 business days**

4.2 The new IPI Portal shall maintain an uptime of at least 98% during any given calendar month, with any planned maintenance communicated to IPI at least 3 working days in advance.

# 5 Duration of Contract

5.1 The duration of contract will tentatively be for a firm period of up to 1 year from 1 August 2025 to 31 July 2026. Subsequently, there will be an option to renew services on a yearly basis for up to 3 years, tentatively from 1 August 2026 to 31 July 2029.

# 6 Submission Requirements

6.1 The submission of the proposal shall include the following:

1. Project Timeline with Milestones: Gantt chart or similar format with deliverables, UAT, go-live date. (***Mandatory Submission)***
2. Detailed Cost Breakdown (Mandatory & Optional): Line-item pricing for each deliverable, optional features, support, licenses, etc. (***Mandatory Submission)***
3. UI/UX Design Samples or Mock-ups: To show the look and feel of past or proposed designs. (***Mandatory Submission)***
4. Financial Statements for last 2 years (preferably audited statements).
5. Project Delivery Methodology Document: Documentation explaining whether they use Agile, Scrum, Waterfall, or a hybrid approach, including planning, training and testing.
6. Proposed Technical Solution Document: Architecture, technologies, CMS, APIs, deployment strategy.
7. Company’s background and relevant certification(s).
8. Resumes/CVs of Key Project Team Members & Project manager.
9. Portfolio of previous similar/ relevant projects undertaken for the past 3 calendar years between 2022 to 2025 with outcomes, screenshots, and client info.
10. Client References or Testimonials demonstrating success.
11. Information Security & Data Privacy Policy and other relevant certifications or declarations.
12. Risk Mitigation Strategy: Identify key risks and proposed mitigation strategies.
13. Scalability & Futureproofing Plan to explain how the solution can grow (e.g. more users, modules, integrations).
14. Documentation on addressing accessibility, responsiveness, and user experience.

# 7 Evaluation Criteria

7.1 Proposals received will be evaluated based on the following:

7.1.1 **Critical criteria** (Tender offers that do not meet the critical criteria shall be disqualified from further evaluation.)

1. Tenderer must submit all mandatory documents as outlined under paragraph 6.1; and
2. Tenderer must be capable of building the product within 6 months from award of tender, deploy, complete data migration and go-live in next 3 months.

7.1.2 **Other criteria** (Tender offers that have complied with the critical criteria will be evaluated based on the criteria and weightage listed in the table below.)

| **Evaluation Criteria** | **Weightage (%)** |
| --- | --- |
|  |
| **Vendor Strength & Credibility** | **20%** |  |
| Technical Expertise & Relevant Experience in CMS based  Projects | 5% |  |
| Technical Expertise & Relevant Experience in AI related Projects | 5% |  |
| Client References or Testimonials | 5% |  |
| Financial Stability & Business Viability | 5% |  |
| **Quality of Proposed Solution** | **15%** |  |
| Security, Compliance, Data Protection & Risk Mitigation | 5% |  |
| Scalability of Proposed Solution | 10% |  |
| **User Experience & System Usability** | **20%** |  |
| UI/UX Design & Usability | 10% |  |
| Collaboration & Integration Capabilities | 10% |  |
| **Project Management & Schedule** | **15%** |  |
| Timeline & Delivery Schedule | 10% |  |
| Project Approach & Methodology | 5% |  |
| **Cost-Effectiveness & Value** | **30%** |  |
| Cost (Firm and Optional Price) | 30% |  |
| **Total** | **100%** |  |

# 8 Payment Schedule

8.1 Payment for the firm and optional requirements (if exercised) will be computed based on the actual quantities and items required by IPI in the course of the contract.

8.2 Payment shall be upon satisfactory completion of all deliverables under the respective milestones and within 30 days upon receipt of the invoice, whichever is later.

**Payment Schedule for Firm Requirements (One-time Build Cost)**

| **Payment Milestone** | **Price** |
| --- | --- |
| Upon Signing of Agreement | 10% Amount for Firm Requirement (as per Annex A) |
| Upon Sign Off of Development Phase | 40% Amount for Firm Requirement (as per Annex A) |
| Upon Sign Off of Go-Live Phase | 25% Amount for Firm Requirement (as per Annex A) |
| Upon Completion of Warranty | 25% Amount for Firm Requirement (as per Annex A) |

**Payment Schedule for Recurring Costs (Both Firm and Optional Requirements)**

| **Payment Milestone** | **Price** |
| --- | --- |
| End of Every Quarter  (Payment for the last quarter shall be for the remaining months) | Based on the contracted price in Annex A |

**Payment Schedule for Optional 200 Man-days per Year**

| **Payment Milestone** | **Price** |
| --- | --- |
| Pay per Use | Quoted man-day rate in Annex A  \*Based on actual utilised man-days |

8.3 Even though IPI may consider other payment schedule/terms proposed by the appointed Vendor, it reserves the right not to accept these schedule/terms.

# 9 Obligation

9.1 IPI shall be under no obligation to award this contract, either in full or in part; or to the lowest offer received.

# 10 Closing Date

10.1 The closing date and time for the submission of proposal is 13 June 2025, **1600hrs** sharp (Singapore Time).

10.2 All quotations will be voided if the proposals are not received through [ESHProcurement@enterprisesg.gov.sg](mailto:ESHProcurement@enterprisesg.gov.sg) by the above closing date and time. Apart from recipients within your company, please do not copy any other email addresses during submission of proposals.

# 11 Contact

11.1 For clarifications, please contact Tay Jun Hao at tay\_jun\_hao@ipi-singapore.org.

# 12 Validity of Tender Offer

12.1   The offer shall be valid for 90 calendar days from the closing date of this tender.

# 13 Additional terms and conditions

13.1 IPI will conduct the evaluation based on the proposals submitted during the tender and may contact the tenderers to clarify on the submitted proposals. This does not imply acceptance of proposals.

* 1. IPI reserves the right to award the contract in whole or any part(s) of the tender offer. IPI shall be under no obligation to accept the lowest priced or any Tender Offer.
  2. Where the appointed tenderer intends to replace the project manager assigned to supervise and co-ordinate the services under the contract, it shall do so in consultation with IPI.
  3. The appointed tenderer is responsible for taking all the necessary precautions not to cause damage to the building and its tenants’ premises and is liable to pay for the damages at their own cost during the project period.
  4. The appointed tenderer shall perform the Services in accordance with the Contract.
  5. If there is delay in the performance of the Services under the Contract due to any of the following circumstances, namely, acts of God, force majeure, riots and civil commotion, strikes, lock-outs or other causes or perils beyond the Contractor's control, then in any such case the Contractor shall for the duration of any such circumstance aforesaid, be relieved of his obligation to perform such Services thereby affected but the provisions of the Contract shall remain in full force in regard to any Services not affected by such circumstances aforesaid.
  6. Subject to Clause 13.5, if the tenderer fails to complete the performance of Services by the date specified in the Contract, IPI shall have the right:

1. to cancel all or any such items of Services from the Contract without compensation and obtain them from other sources and all increased costs thereby incurred shall be deducted from any moneys due or to become due to the Contractor or shall be recoverable as damages; or
2. to deduct from any moneys due or to become due to the appointed tenderer or require the appointed tenderer to pay, a sum calculated at the rate of 0.1% per day (including Sundays and Public Holidays), as liquidated damages for every day of delay until the Services are performed.
3. Provided that the recovery of such increased costs aforesaid shall be limited to such Services as is purchased or obtained, not exceeding the scope stated in the Contract, from other sources after the appointed tenderer's failure as aforesaid but within three months of the expiry of the Contract.

**ANNEX A**

**SUBMISSION REQUIREMENTS**

