

# REQUEST FOR PROPOSAL 2024 CONSULTANTS FOR BILINGUAL ENTREPRENEURIAL TRAINING CURRICULUM DEVELOPMENT



## Overview

The Economic Empowerment Center (EEC) at Rogers Park Business Alliance (RPBA) seeks proposals from consultants to develop a bilingual entrepreneurial training curriculum for GROW-MORE/PROGRESANDO-MÁS. This program aims to support established businesses by providing accessible training and resources.

## About Rogers Park Business Alliance

RPBA, a 501c3 nonprofit founded in 1993, enhances business development and community engagement in Rogers Park, a diverse, low to moderate-income area of Chicago. RPBA serves over 600 small businesses and has a strong commitment to supporting historically underserved entrepreneurs, including people of color, women, and Spanish speakers, by addressing their unique challenges.

## Current Programming

RPBA's GROW/PROGRESANDO (G/P) program offers comprehensive training in English and Spanish for entrepreneurs with limited business knowledge. It has run multiple cohorts annually, with virtual sessions since 2020. Additionally, RPBA launched the Business Accessibility Toolkit (BAT) for microenterprise-level assistance, a series of no-cost technology workshops for Spanish speakers, and a Help Desk for individualized consultations.

## Project Scope & Objectives

The EEC aims to provide tailored support for socially and economically disadvantaged individuals, focusing on advanced training for G/P graduates who seek deeper business knowledge. The GROW-MORE/PROGRESANDO-MÁS curriculum will cover essential business topics, aiming to help established business owners optimize operations and achieve success.

## Curriculum Outline

The curriculum will be delivered over five months, with ten two-hour sessions covering:

- Visionary Business Planning
- Bankability & Capital Access
- Market & Industry Analysis
- Branding & Target Market
- Financial Management
- Compliance & HR
- Sales
- Technology & Cybersecurity
- Capital Access Fair & Business Pitch
- Marketplace Event

## Deliverables

Consultants will provide:

- A bilingual curriculum for GROW-MORE/PROGRESANDO-MÁS
- Instructor guides and student materials
- Interactive elements and assessment tools
- Recommendations for delivery methods

## Timeline

- 10/31/24 Submissions open
- 11/15/24: Questions due
- 12/31/24: Submissions due
- 1/7/25: Proposal review
- 1/31/25: Interviews and final selections
- 2/1/25: Contract finalization

## Budget

The budget for this project is \$8,000 to \$10,000. Proposals with optional enhancements are welcome.

## Proposal Requirements

Consultants should include:

- An overview of experience in curriculum development
- An approach to ensuring bilingual accessibility and engagement
- An estimated timeline for completion
- A detailed budget breakdown
- Professional references from recent projects or engagements similar in scope
- A current resume

## Proposal Submission

The deadline to submit a proposal is December 31, 2024.

All proposals and questions should be emailed to Alexia Guzman at [aguzman@rpba.org](mailto:aguzman@rpba.org). No phone calls, please.

We look forward to collaborating on this impactful bilingual entrepreneurial training program to empower our small business community.