

# Citymart BidSpark™

one click to get the best submissions

- > Tap 50,000 urban solutions
- > Better submissions, more competition
- > Track & report engagement
- > Participant rating & feedback

Citymart is a leader in providing the market intelligence and engagement for urban innovation challenges to over 100 leading cities, foundations, investors & accelerators.



Detroit, MI



Bloomberg  
Philanthropies



Vancouver, BC

NYC

New York City



Ashoka



Dublin City  
Baile Atha Cliath

Dublin, IE



Boston, MA

## AVERAGE RESULTS PER CHALLENGE

1,500  
VENDORS  
MATCHED

340  
VENDORS  
ENGAGED

40  
SUBMISSIONS

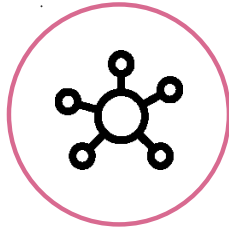
95%  
PARTICIPANTS  
RATE US 5\*

90%  
FIRST TIME  
BIDDERS REPEAT

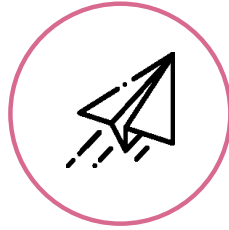
## How BidSpark Works...



Submit your opportunity URL to BidSpark



BidSpark matches your opportunity to thousands of startups and teams



BidSpark runs custom workflow to notify participants



Participants access your opportunity page



Participants rate your challenge (privately) and provide feedback



BidSpark dashboard and report track what happened

### Data

Proprietary data on 50,000 solutions cover all businesses, irrespective of entity or participant status.

### Matching

Our superior technology matches your opportunity to participants beyond the constraints of keywords or codes.

### Engagement

Your opportunity has its own campaign, customized to each participant and optimized to get best participation.

### Recruitment

BidSpark is tailored to recruit the best submissions, excite all participants and remove any barrier to participation.

### Reporting

Track what happens to get detailed participant insights, rating and feedback even from non-participants.

### Design Tools

Citymart data on transactions gathers what works and provides market research, templates and guidelines.

## BIDSPARK DOES NOT...

LIMIT OR PROVIDE ANY RESTRICTION ON PARTICIPATION

CHARGE PARTICIPANTS IN ANY FORM OR SHAPE

HANDLE SUBMISSION MATERIAL, DOCUMENTS OR BIDS

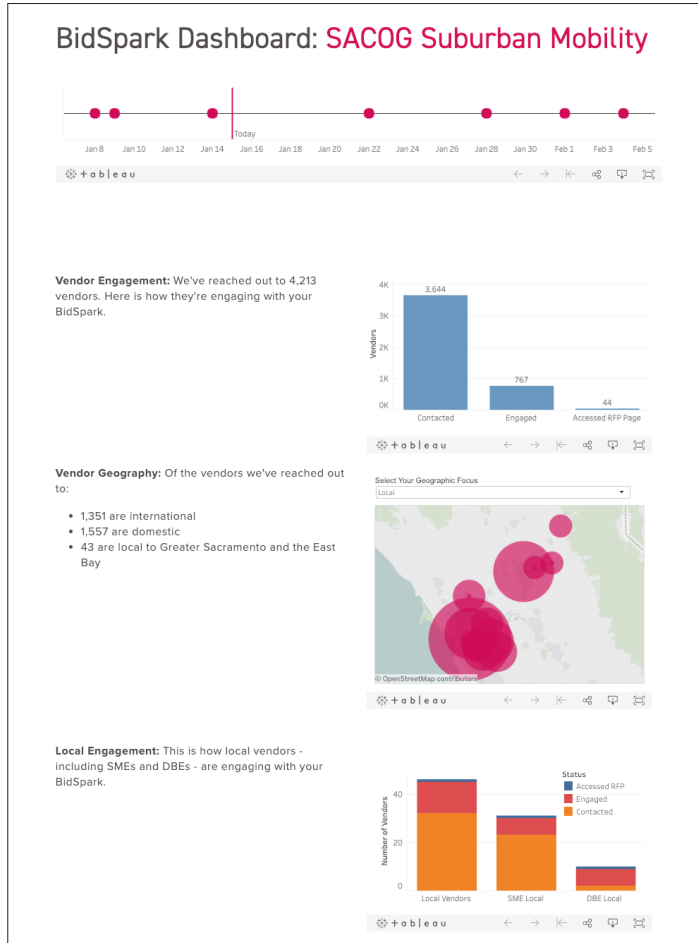
REPLACE YOUR SUBMISSION / EVALUATION SYSTEM OR PLATFORM

INTERFERE WITH ANY LAWS OR PROCEDURES

REQUIRE YOU TO SHARE CONFIDENTIAL INFORMATION

# Report

Track progress, participant rating & feedback through the BidSpark live dashboard and final report.



## BidSpark Final Report

### Boston Senior Shuttle Scheduling Software



#### Procurement Details

The City of Boston's Commission on Affairs of the Elderly (Elderly Commission) is in the process of developing a citywide mobility plan to increase access for 60+ community to services and programs. We currently manage a free program that provides transportation services to this demographic - the Senior Shuttle. The Commission is interested in identifying innovative solutions to increase transportation access for the growing population of older adults. Through this request for proposals (RFP), our goal is to implement scheduling software for our Senior Shuttle, to manage our operations and customer service.

Open Date: 07/16/2018  
Close Date: 08/28/2018

URL:



<https://bit.ly/2CgKJXX>

This project focuses on the implementation and installation of a scheduling software and database. The system will be utilized by Senior Shuttle operations to develop plans, schedules and reports that provide increased efficiency in service delivery. We're looking for a data system to manage both operations and customer service.

#### Vendor Outreach

Vendors Contacted	Emails Opened	Total Clicks	Bids Received
1,087	407	76	6
75% MWBE 87.5% SME			0% MWBE 100% SME

#### Feedback

Survey Responses	Vendor Highlights	Citymart Recommends
<p><b>Overall Score</b> ●●●●○</p> <p>Clear language ●●●●○</p> <p>State-of-the-art ●●●●○</p> <p>Timeframes ●●●●○</p> <p>Bidding requirements ●●●●○</p>	<p>"The procurement officer was very responsive when I emailed her a question. That was very much appreciated!" -Did not bid</p> <p>"More clearly state the product requirements and specifications... Bid was not clear on what we should submit." -Did not bid</p> <p>"The city wants to make public all information supplied by bidders...we are not comfortable with this and prefer not to apply as doing so would disclose confidential information to our competitors, some of them local." -Did not bid</p>	<p>Allow at least two weeks between the opening of the RFP and the first deadline for questions or submissions.</p> <p>For RFPs requesting a product with multiple features, consider prioritizing or ordering features in the RFP text and allowing flexibility for vendors to submit a roadmap instead of a full-featured product.</p> <p>Encourage vendors to partner with each other in order to provide more innovative, cooperative RFP submissions.</p>

BidSpark is a registered trademark of Citymart (c) 2018. Learn more at citymart.com

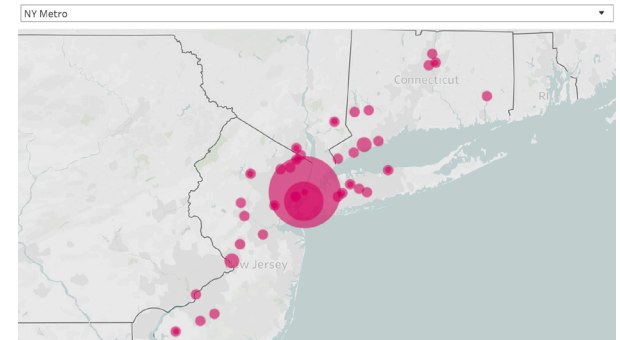
## Local Economy

BidSpark delivers the best in global and local participant engagement, reporting detailed diversity metrics

### Contact Geography

Of the vendors we've reached out to:

- 100 are from the NYC Metropolitan area.
- 796 are from elsewhere in the United States
- 937 are international



### Local Engagement

This is how NYC area startups - including small and minority or women businesses - are engaging with your BidSpark.

