

Startup Founder Request for Proposal (RFP) Template

This Request for Proposal (RFP) template designed specifically for founders seeking to partner with a software development agency.

This document is structured to help you clearly communicate your project's goals, scope, and expectations, ensuring that you receive detailed and relevant proposals from potential development partners.

By following this template, you'll be able to streamline the process of selecting the right agency, focusing on both technical and business aspects of your project. Be sure to customise each section to reflect your unique needs and priorities.

Feel free to download and share this template as a starting point to ensure a successful partnership with your chosen agency.

If you have any questions or would like some additional help or information, you can contact me [here](#).

Without further ado, here's the template.

RFP Template for Startup Founders

[Your Company Name]

[Company Address]

[Phone Number]

[Email Address]

[Date]

1. Introduction

Provide a brief introduction to your company and the project. This section should explain the purpose of the RFP, the project's goals, and why you are seeking a software development partner.

Example:

"[Your Company Name] is seeking proposals from qualified software development agencies to help build [brief description of your project]. The goal of this project is to [primary business objective]. We are looking for a partner who can deliver a high-quality, scalable product with a clear focus on user experience."

2. Project Overview

Provide a more detailed explanation of the project and what you are looking to achieve. Mention any relevant background information.

- **Project Name:**
- **Project Objective:**

- **Target Audience:**
 - **Business Goals:**
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3. Scope of Work

Define the functional and non-functional requirements. Be as specific as possible, but focus on the core elements.

- **Functional Requirements:** List the key features that need to be developed.
- **Non-Functional Requirements:** Include performance, security, scalability, and other technical expectations.

Example:

"We need a mobile app that allows users to [specific functionality], integrates with [specific third-party services], and adheres to [specific non-functional requirements such as security standards, performance metrics, etc]."

4. Deliverables

List the expected deliverables from the agency, such as:

- Finalised project plan
- UI/UX designs
- Working software modules

- Testing documentation
 - Support and maintenance after launch
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5. Timeline

Provide an expected project timeline and key milestones. If you have a specific deadline, mention it.

- **Project Start Date:**
 - **Phase 1 (Initial Development):**
 - **Phase 2 (Testing and Feedback):**
 - **Final Delivery:**
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6. Budget

Provide either a range or an exact budget for the project. Be transparent if you are flexible on certain elements.

Example:

"The budget for this project is between [budget range]. We are open to discussions around scope to meet both financial and time constraints."

7. Evaluation Criteria

Outline the criteria you will use to evaluate proposals. This can include:

- Relevant experience with similar projects
 - Technical capabilities
 - Quality of past work
 - Understanding of project requirements
 - Proposed timeline and cost
 - Team structure and availability
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8. Proposal Submission Guidelines

Provide instructions on how to submit proposals, including deadlines, format, and any additional documentation required.

- **Submission Deadline:**
 - **Submission Format:** (e.g., PDF, email, etc.)
 - **Point of Contact:** (name, email, phone)
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9. Additional Information

If there is any other information you believe is relevant to the proposal, include it here. You can also mention if follow-up meetings or interviews will be part of the process.

10. Conclusion

Wrap up with a call to action and reiterate the deadline for submitting proposals. Thank the potential partners for their time and interest.

Example:

“We look forward to receiving your proposal and learning more about how your team can help us achieve our goals. If you have any questions, please don’t hesitate to reach out to [contact name] at [contact email/phone].”