



Request for Proposal Biotech Corridor Website Feature Expansion

1. PROJECT BACKGROUND

The Biotech Corridor is a placemaking and economic development initiative launched by Rockville Economic Development, Inc. (REDI) to highlight Rockville's position as Maryland's premier biotech and life sciences hub. With one of the highest concentrations of biotech companies in the state, Rockville serves as a strategic location for industry growth, innovation, and collaboration.

The Biotech Corridor website (<https://biotechcorridor.com/>) functions as a digital hub for the region's biotech ecosystem. To enhance its utility and engagement, REDI seeks to expand the site's functionality with four interactive, user-driven features that will better serve companies, entrepreneurs, investors and other stakeholders.

2. PROJECT OBJECTIVES

This expansion aims to:

- Increase site engagement and provide actionable value to visitors
- Improve visibility of Rockville-based biotech companies and assets
- Facilitate business-to-business connections and collaboration
- Centralize access to funding opportunities and industry events
- Strengthen Rockville's position as a connected, resource-rich biotech ecosystem

3. SCOPE OF WORK

The selected firm will design, develop, integrate, test and launch the following features. **Respondents must provide individual pricing for each feature (including integration, testing and launch), ongoing maintenance, as well as total project cost.**

Feature 1: Searchable Events & Networking Calendar

Develop an interactive events calendar showcasing biotech and life science events, networking opportunities, and industry programming in Rockville, Montgomery County, and Maryland.

Required Fields:

- Event title
- Event date and time
- Event location (physical address or virtual link)
- Event description
- Registration/event website link
- Event graphic/image upload

Optional fields:

- Event organizer/host
- Event type/category (networking, conference, workshop, panel, etc.)
- Cost (free or paid)

Functionality Requirements:

- Calendar view with list and grid display options
- Search and filter by date, location, keyword, event type
- Backend management for REDI staff to manually add and manage event listings
- API integration to automatically pull relevant biotech/life science events from external sources like BioBuzz, TEDCO, and others across Rockville, Montgomery County, and Maryland (respondent should describe API approach and factors)
- Mobile-responsive design

Deliverable:

- Fully functional events calendar integrated into the Biotech Corridor website

Feature 2: Searchable Company Directory

Develop a dynamic, searchable database of biotech and life science companies located in Rockville.

Required Fields:

- Company name
- Website
- Physical location/address
- Short company description
- Employee count or size range
- Headquarter location
- Company capabilities (e.g. drug discovery, diagnostics, contract research, manufacturing)
- Key company contacts (name, title, email address)
- Year founded
- Funding stage

Functionality Requirements:

- User-friendly search and filter capabilities (by company name, location, capability, size, employee count)
- Backend management to allow REDI staff to easily add, edit, or remove company listings and details
- Tiered access structure enabling differentiated user experiences and potential premium access tiers
- Mobile-responsive design

Optional Enhancement:

- Interactive map interface displaying company locations within the Biotech Corridor with clickable pins that reveal company name, address and website

Deliverable:

Fully functional company directory with optional map integrated into the existing Biotech Corridor website.

Feature 3: Funding Opportunities Database

Create a centralized, searchable database of biotech and life sciences funding opportunities relevant to companies and researchers in the Rockville area.

Required Fields:

- Funding program/grant name
- Brief description of funding/grant purpose and eligibility
- Funding source (federal, state, venture capital, foundation, corporate, etc.)
- Funding/grant amount or range
- Application deadline (if applicable)
- Link to application or more information

Functionality Requirements:

- Search and filter by funding source, amount, deadline, and keyword
- Ability to display both ongoing and time-limited opportunities
- Backend management tool for REDI staff to easily add, update or archive listings
- Tiered access structure with filtering enabling different user experiences and potential premium access
- API integration to automatically pull funding opportunities from relevant external sources (respondent must describe API approach and implementation factors)
- Mobile-responsive design

Optional Enhancement:

- Email notification for users to subscribe to receive new funding posting

Deliverable:

- Fully functional funding database integrated into the Biotech Corridor website

Feature 4: ~~Funding Opportunities Database~~ Biotech Marketplace Platform

Develop a biotech marketplace platform that facilitates business connections, partnerships and transactions within the Rockville biotech ecosystem. The marketplace should incorporate elements of both e-commerce marketplace functionality and partnering platform models.

Required Fields:

- Company/organization profile
- Service/product listing with descriptions
- Partnership/collaboration interests
- Capabilities and expertise areas
- Contact information

- Seeking/offering indicators (what the company is looking for vs. what they provide)

Functionality Requirements

- E-commerce marketplace functionality allowing companies to list and discover services, products, and partnership opportunities
- Partnering platform features enabling structured matching between companies seeking partners and those offering capabilities
- Tiered access structure enabling differentiated user experiences and potential premium access tiers
- Search and filter capabilities by service type, capability, partnership type, and company attributes
- Backend management for REDI staff to manage listings, access levels and user accounts
- Integration with the Company Directory (Feature 2) to link marketplace listing with directory profiles

Optional Enhancement:

- Messaging or inquiry system for users to connect directly through the platform
- Analytics dashboard showing marketplace activity and engagement metrics

Deliverable:

- Fully functional biotech marketplace integrated into the Biotech Corridor website

Note: REDI anticipates convening a steering committee of biotech stakeholders to provide input on marketplace design and functionality. The selected firm should be prepared to collaborate with this committee during the development process.

4. INTEGRATION, TESTING AND LAUNCH REQUIREMENTS

All features must be fully integrated into the existing Biotech Corridor website and undergo comprehensive testing before launch.

Integration Requirements:

- Seamless integration with existing website design, navigation, and branding
- Compatibility with current site architecture and hosting environment

- Preservation of existing website functionality and performance
- Coordination with REDI staff or current web host as needed

Testing Requirements:

- Functionality testing across all features (search, filters, data entry, editing)
- Cross-browser compatibility testing (Chrome, Firefox, Safari, Edge)
- Mobile responsiveness testing across devices (phone, tablet, desktop)
- User acceptance testing with REDI staff
- Load testing to ensure performance with expected traffic
- Accessibility testing (WCAG 2.1 AA compliance preferred)
- Bug identification and resolution

Launch Requirements:

- Staged launch plan (e.g., soft launch, full launch)
- Go-live support during launch period
- Post-launch monitoring for first 30 days
- Final walkthrough and sign-off with REDI staff

Please describe:

- Your proposed integration process
- Testing methodology and timeline
- Launch strategy and support plan
- Any dependencies or requirements from REDI or current hosting provider

5. TECHNICAL REQUIREMENTS

- All features must integrate seamlessly with the existing Biotech Corridor website
- Mobile-responsive and accessible design (WCAG 2.1 AA compliance preferred)
- Content management capabilities for REDI staff with minimal technical expertise
- Secure, reliable hosting compatible with current site infrastructure
- Documentation and training materials for REDI staff on managing each feature

Please describe:

- Any technical specifications needed
- Security measures for user-generated content (if applicable)
- Backup and disaster recovery considerations

6. PROJECT TIMELINE

Please provide:

- Estimated project timeline from contract execution to final launch
- Proposed milestones for each feature (development, integration, testing, launch)
- Any dependencies or phasing recommendations
- Testing and quality assurance timeline
- Launch date and post-launch support period

7. PROPOSAL REQUIREMENTS REQUIREMENTS

Respondents must submit a proposal including:

- A. Company Overview: Brief description of your firm, relevant experience with similar economic development, life sciences, or directory/database projects, and key team members
- B. Technical Approach: Description of your proposed approach for each feature, including platform recommendations, design considerations, integration methodology, testing protocols, and any creative enhancements
- C. Pricing Breakdown
- D. Individual cost for each feature (development, optional enhancements, integration/testing/launch listed separately)
- E. Total project cost
- F. Any ongoing maintenance description and cost
- G. Timeline: Proposed project schedule with key milestones including development, integration, testing, and launch phases
- H. References: At least three (3) references from similar projects, including contact information
- I. Sample Work: Links to or descriptions of relevant portfolio projects (economic development sites, directories, event calendars, or database-driven platforms)

8. TERMS AND CONDITIONS

- REDI reserves the right to accept or reject any or all proposals
- REDI reserves the right to negotiate with one or more respondents
- Selected firm will be required to sign a standard service agreement
- Payment terms to be negotiated upon contract award (may include milestone-based payments)
- Intellectual property and ownership terms to be defined in service agreement

9. SUBMISSION INSTRUCTIONS

Submit questions by: December 19, 2025

Deadline: December 29, 2025

Submit proposals to:

Amanda Bosland, Marketing & Communications Director
Rockville Economic Development, Inc.

amanda@rockvilleredi.org

Format: PDF preferred