

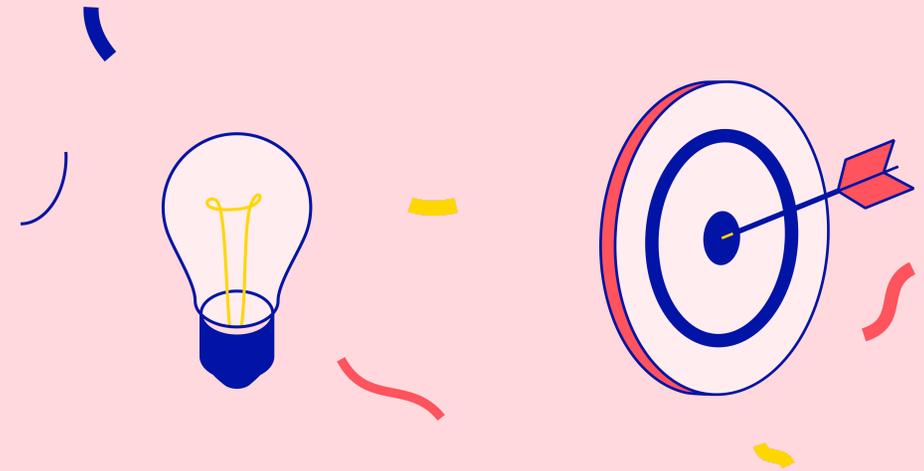
# Proposal for the City of San Antonio

Prepared for:

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*City of San Antonio*

Created by:

Kevin Carter  
*EcoMap Technologies*



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## **Proposal for the City of San Antonio**

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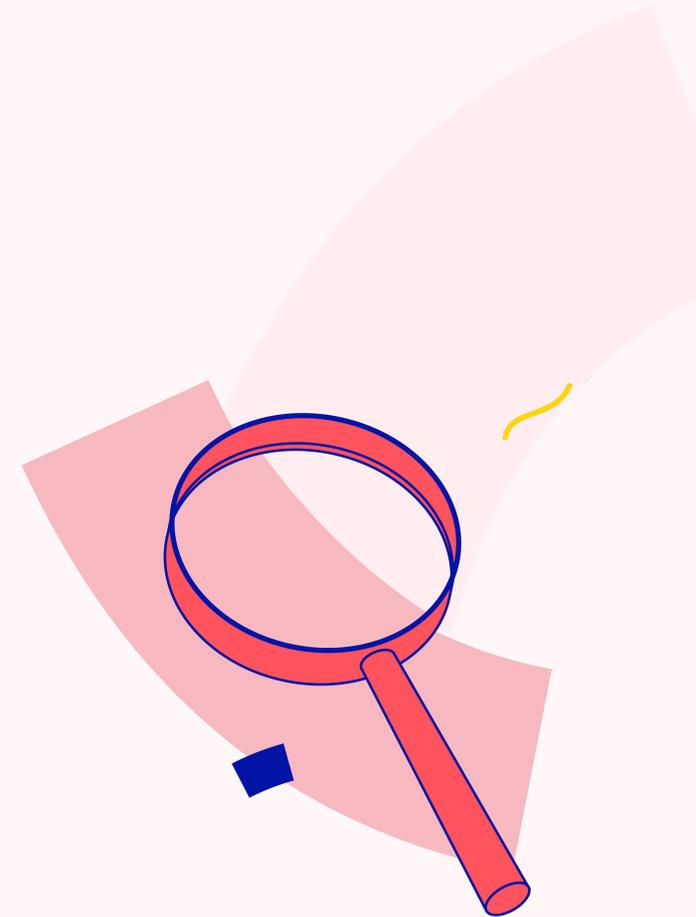
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# Executive Summary

**Project Understanding.** Based on all of the context provided by the City of San Antonio, our team at EcoMap has come to understand three primary goals that will make this asset mapping platform project a success.

1. **Enhance Coordination and Collaboration:** The City aims to address the gaps in the small business support ecosystem by improving coordination and collaboration among service providers, stakeholders, and organizations. The ecosystem mapping tool should facilitate the formation of coalitions and bring together small businesses, capital and service providers, funders, and other stakeholders to coordinate/advocate for ecosystem matters.
2. **Increase Access to Resources:** The City aims to provide small business owners and entrepreneurs in San Antonio with improved access to resources, networks, capital, and capacity-building funding. The ecosystem mapping tool should serve as a centralized platform that offers a comprehensive online resource directory, networking opportunities, and relevant recommendations tailored to specific business or entrepreneurial needs.
3. **Promote Economic Growth and Support Underserved Communities:** The City aims to promote economic growth, particularly within historically underserved communities. The ecosystem mapping tool should support business retention and expansion, economic development, talent attraction, and provide valuable resources for small businesses.

Importantly, we understand that each of these goals centers around a core theme: **creating connectivity and reducing inequity for small-business owners across the City**. In alignment with that theme, we want to briefly share an understanding of our *why* when it comes to equitable ecosystem building efforts.

**Importance of Ecosystem Connectivity.** Structural inequalities exist all around us. Whether they are due to race, gender, population density or compounding factors - they result in certain populations becoming underserved and left behind. In entrepreneurial ecosystems, this is especially true. High-value resources such as grant funding, technical assistance, and personalized support tend to cluster among those who already have the connections to them. Ecosystems that have low connectivity and accessibility perpetuate these inequalities because the most underserved continue to be underserved and shut out from opportunities for growth.

But correcting for connectivity can lead to outsized effects for every ecosystem stakeholder. A [Startup Genome 2022 report](#) finding states that, *“Communities with high levels of local connectedness accelerates **all** entrepreneurs’ revenue growth twice as fast”*. Combine that with

the fact that net job creation comes from growing firms under 5 years old and you have a recipe for fostering economic growth for all small businesses across San Antonio.



# Satisfying Outlined Requirements



**Solution Requirements.** Our platform and chatbot solution encompasses all the essential components outlined in the RFP, including networking and asset mapping, an interactive directory with a calendar of events, client management and reporting, data analytics, training, and ongoing support. The user-friendly interface of our platform will ensure easy accessibility for individuals and businesses seeking information about the local economic landscape.

**Landscape Assessment.** By conducting a comprehensive assessment of the local economic landscape, we will map out at least 1,000 assets that exist within San Antonio's small business ecosystem. We will curate, organize, and update all of these assets so that the San Antonio EcoMap platform can be a current reflection of what's available to support the city's small businesses and nascent entrepreneurs.

**Accessibility.** Accessibility and security are of utmost importance to us. Our platform will be designed to be accessible to all members of the San Antonio community, with compatibility across desktop and mobile devices. We are committed to meeting the highest standards of accessibility compliance, including Section 508 of the Rehabilitation Act of 1973, as well as ensuring the privacy/security of user data in alignment with the NIST 800-53 controls framework.

**Integrations.** Additionally, we understand the importance of integration with existing customer relationship management (CRM) platforms, such as Salesforce, to streamline processes and enhance user experience. Our ecosystem mapping tool will seamlessly integrate with these systems to provide a cohesive solution for managing relationships and tracking progress.

**Reporting.** To ensure a transparent and efficient development process, we will provide biweekly meeting opportunities and regular, detailed reports on the project status and updates. We will work closely with the City of San Antonio to finalize the reporting and timeline requirements, ensuring that both parties' needs are met and potential issues are addressed proactively.

**Conclusion.** Our team at EcoMap Technologies is excited about the opportunity to collaborate with the City of San Antonio in promoting economic growth, connecting businesses with resources, and supporting their success. We are confident that our expertise, comprehensive solution, and commitment to excellence align perfectly with the goals outlined in the RFP.

Thank you in advance for the thoughtful consideration of our refined proposal to map San Antonio's small business ecosystem.

Please do not hesitate to contact us if you have any questions or require additional information.

All the best,  
Kevin Carter  
*Director of Business Development*  
**EcoMap Technologies**



# EcoMap Pricing Overview

Below is an itemized quote that covers all of the components of the platform and chatbot you will receive from EcoMap.

Some of the line items have a checkbox next to them, meaning they are flexible features/services. Based on the results of the Ecosystem Intake Form survey submitted, I have pre-checked certain boxes and left others unchecked. In order to learn more about the various add-ons and levels of service packages, there are four attached overview documents that can be found right after this pricing matrix.

Please let me know if you have any additional questions about the line items or terms of this agreement and I would be happy to meet again to talk them through!

Name	Price	QTY	Subtotal	Discount
<b>EcoMap Platform + Data Package</b> <i>Baseline EcoMap Platform</i> - Full white-labeled configuration - Resources, Orgs - Keywords, Lists, Guides - Home, About, Navigator - User Dash, Search, Onboard, User Directory - Admin Pages (Data Management, Analytics, Configuration)  <i>Data Package (Small Business Paradigm)</i> - 1,000 Assets Split Between Resource Providers and Resources	\$20.00	1000	\$15,000.00	-\$5,000.00

<p><b>EcoBot Embeds</b></p> <p>To embed EcoBot functionality on multiple sites. This includes access to the admin insights panel for multiple partners</p>	\$1,000.00	2	\$1,500.00	-\$500.00
<p><b>Dynamic Web Translation</b></p> <p>We understand that many ecosystems are comprised of multilingual communities and as such your EcoMap platform will need to be accessible in various languages. We've partnered with a dynamic website translation service that ensures not only your initial platform data is translated, but all subsequent data additions/transformations are updated as well - in real time.</p>	\$2,500.00	1	\$2,500.00	\$0.00
<p><input checked="" type="checkbox"/> <b>Workforce Portal</b></p> <p>The Workforce Portal creates a two-sided marketplace to connect talented people with relevant opportunities within San Antonio. It is most often used to post full-time, part time jobs, gig economy work, internships, fellowships, and apprenticeships. When users sign up, they will have the opportunity to identify themselves as "looking for opportunities" and be discoverable by potential partners.</p>	\$5,000.00	1	\$5,000.00	\$0.00
<p><input checked="" type="checkbox"/> <b>Basic User Engagement Support</b></p> <p><i>More info in document below</i></p>	\$10,000.00	1	\$7,500.00	-\$2,500.00

<input type="checkbox"/> <b>Advanced User Engagement Support</b> <i>More info in document below* (If you decide to go with this package, uncheck Basic User Engagement Support)</i>	\$20,000.00	1	\$15,000.00	-\$5,000.00
<b>Templated Custom Landing Page Design</b> - Matched designs provided by an outside agency (or) - Matched (within copyright) the design of another website  *No round of edits (beyond copy)	\$10,000.00	1	\$0.00	-\$10,000.00
<b>Custom Landing Page Annual</b> Annual Maintenance/Hosting Fee + EcoMap Engineering Hours (10) for Custom Landing Page	\$2,500.00	1	\$1,875.00	-\$625.00

<p><b>Custom Integrations (CRM)</b></p> <p>We will meet the city's need for integrating with existing customer relationship management (CRM) software such as Salesforce. I'm initially scoping this out as a function of internal estimated engineering hours (30) for integration by the hourly rate (\$200). Each subsequent year of this contract the client will receive 30 engineering hours from EcoMap dedicated to CRM integration updates or maintenance.</p>	\$6,000.00	1	\$6,000.00	\$0.00
<p><b>Onboarding &amp; Implementation Services (one time fee)</b></p>				
<p><b>EcoMap Implementation</b></p> <ul style="list-style-type: none"> <li>Platform Configuration</li> <li>Admin Training</li> <li>Dedicated Customer Experience Manager</li> </ul>	\$10,000.00	1	\$0.00	-\$10,000.00
<p><b>EcoBot Implementation</b></p> <p>Includes initial configuration, training, and data curation. Also includes a dedicated Customer Experience Manager.</p>	\$5,000.00	1	\$0.00	-\$5,000.00

<b>Assessment of Local Economic Landscape</b> We will create an Ecosystem Breakdown data insights page similar to <a href="#">this one with the Aspen Institute for Kenya's Green Economy</a> , tailoring it to the keywords and categories that matter most to the City of San Antonio.	\$7,500.00	1	\$0.00	-\$7,500.00
<b>Launch Marketing: Bronze Package</b> <i>More info in document below (included free)</i>	\$5,000.00	1	\$0.00	-\$5,000.00
<input type="checkbox"/> <b>Launch Marketing: Silver Package</b> <i>More info in document below</i>	\$10,000.00	1	\$7,500.00	-\$2,500.00
<input type="checkbox"/> <b>Launch Marketing: Gold Package</b> <i>More info in document below</i>	\$25,000.00	1	\$18,750.00	-\$6,250.00
	\$0.00	1	\$0.00	\$0.00

Subtotal	<b>\$39,375.00</b>
Discount	<b>\$0.00</b>
Tax	<b>\$0.00</b>
<b>Total</b>	<b>\$39,375.00</b>





# Workforce Portal

Unite employers and talent seekers through the Workforce Hub, highlighting jobs and other workforce development opportunities in your ecosystem

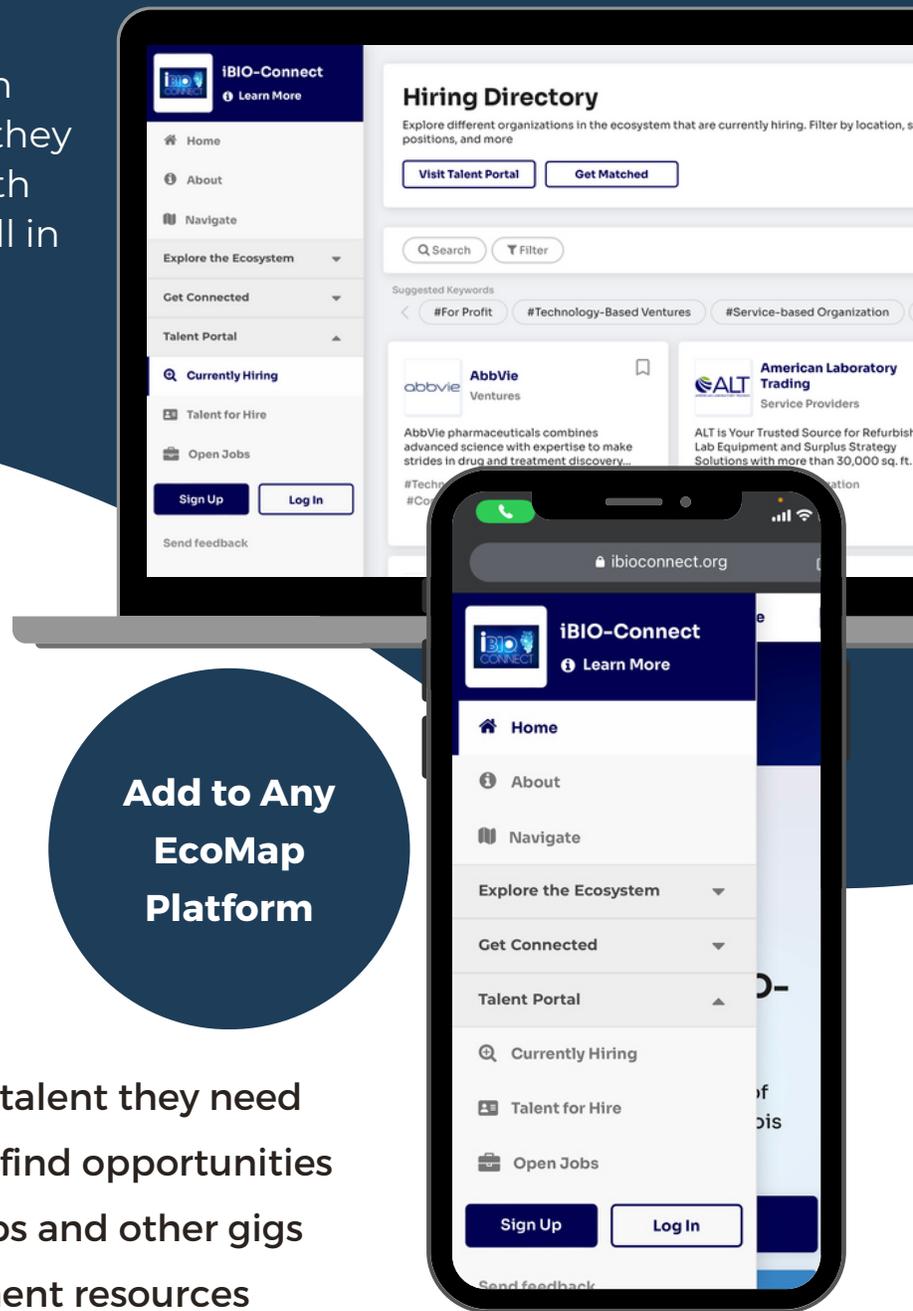
The Workforce Portal helps match talent with the job opportunities they are looking for, and employers with the right people for their needs, all in one easy-to-use module

## Features Included:

- Job Board
- Talent Directory
- "Now Hiring" Org Directory
- Workforce Resources Page
- Job-Talent Matching System

## Use Cases:

- Help local companies find the talent they need
- Make it easy for job-seekers to find opportunities
- Connect students to internships and other gigs
- Highlight workforce development resources



Add to Any  
EcoMap  
Platform

[ecomap.tech/feature/talent-portal](https://ecomap.tech/feature/talent-portal)

© EcoMap Technologies, Inc  
Platforms to Power Ecosystems

# EcoBot Chatbot

The EcoBot is a custom chatbot that responds to user's questions with curated & appropriate resources, organizations, and insights from your ecosystem

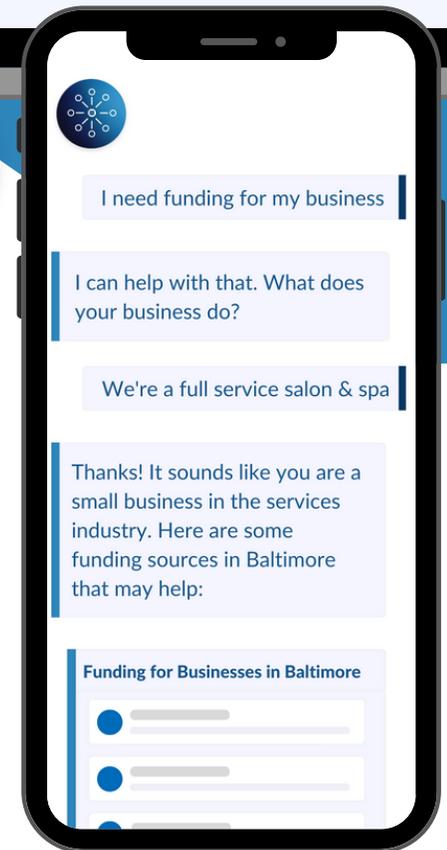
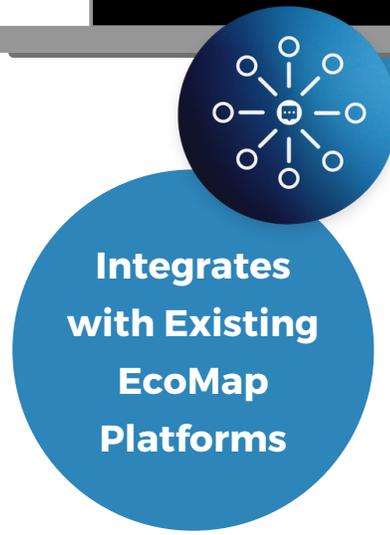
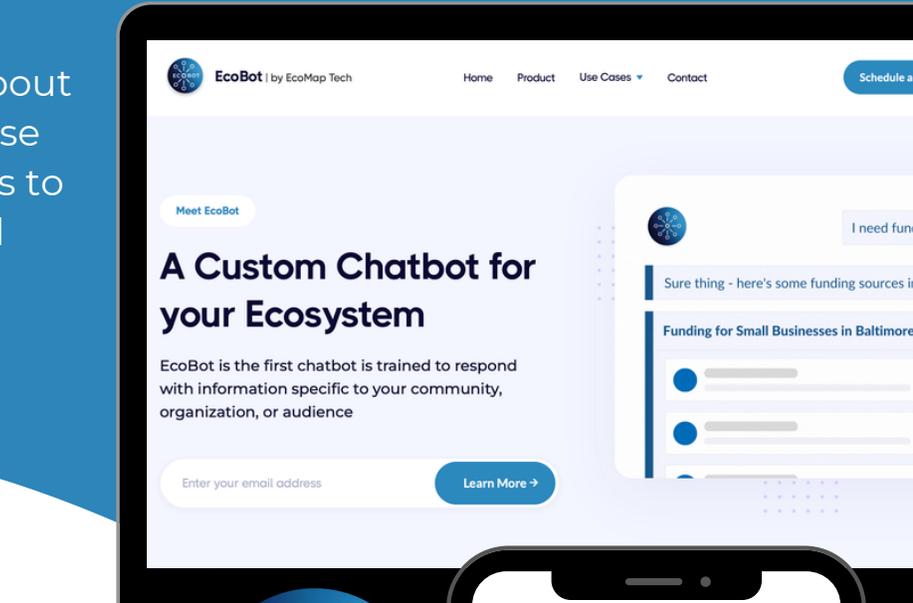
EcoBot combines curated data about your ecosystem with an easy-to-use chatbot interface that allows users to ask natural questions and get real data in return. It can live on your EcoMap or on other websites

## Core Features:

- Answers with specific data from your ecosystem
- Responds professionally and rejects inappropriate requests
- Can be embedded on any website, including your EcoMap platform

## EcoBot Benefits:

- Easy-to-use chatbot interface makes accessing information a breeze for all stakeholders
- Enables people to find the data they need no matter what website they land on



EcoBot.EcoMap.Tech

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Platforms to Power Ecosystems

# Launch Marketing Support

The best way to ensure great usage of your platform is to have a strong launch, but it can be hard if you don't have capacity for large marketing campaigns. Not to worry - EcoMap can handle it!

With our Launch Marketing Support, EcoMap handles every aspect of the marketing campaigns needed for a successful launch, from the creation of digital collateral to hosting launch events, to holding training session with ecosystem partners

## Tier 1

- Pre-Launch Landing Page
- Custom Launch Collateral
- Pre-Launch email & social campaigns
- Launch emails to pre-existing user lists
- Launch emails to ecosystem organizations
- Custom Launch Video & Custom Training Video

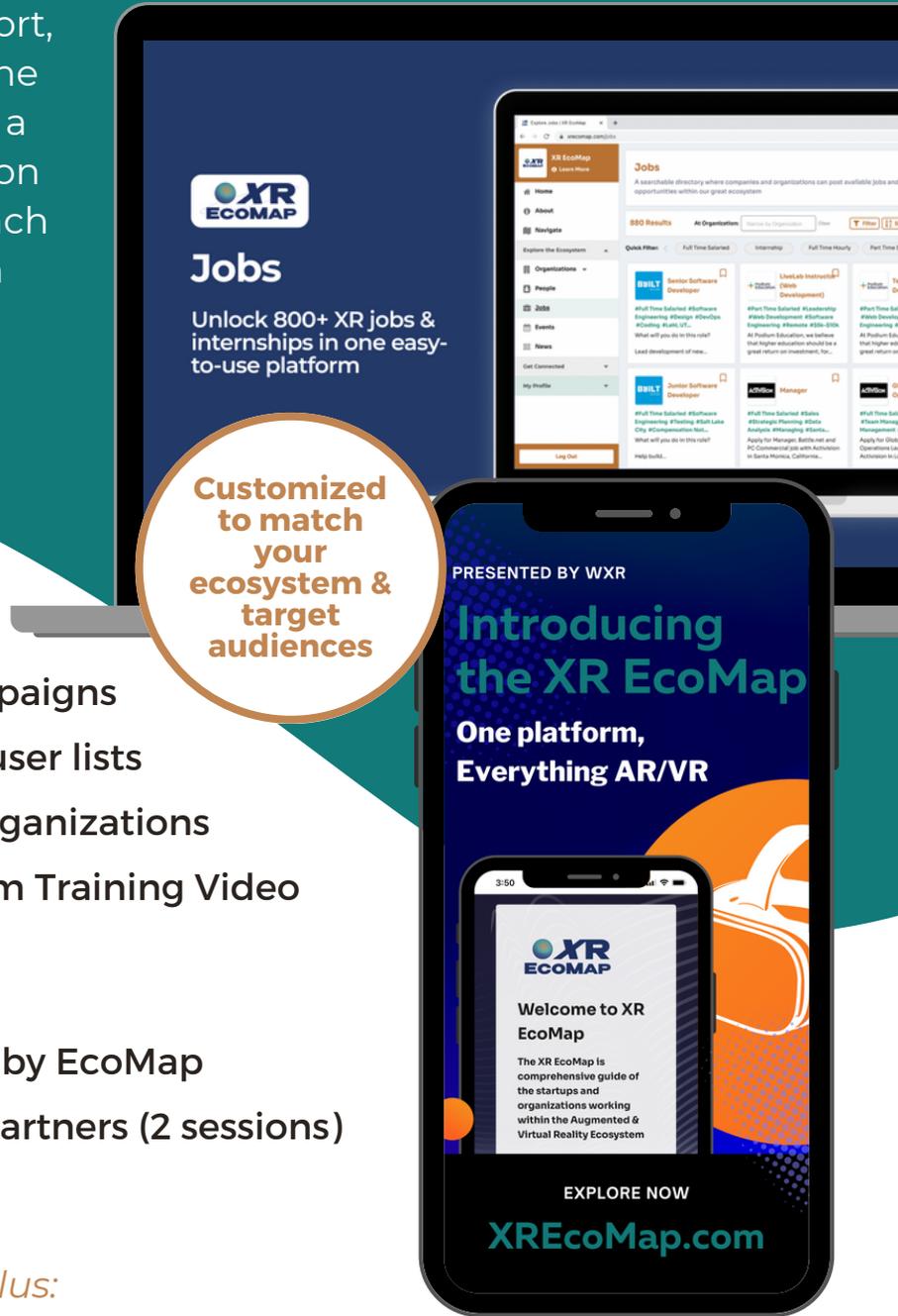
## Tier 2 *Everything in Tier 1, plus:*

- Google & Social Media Ads run by EcoMap
- Live Training with Ecosystem Partners (2 sessions)
- Live Virtual Launch Event

## Tier 3 *Everything in Tier 1 & 2, plus:*

- In-Person Launch event for 100 people
- Case Study & Platform Impact Report about your EcoMap

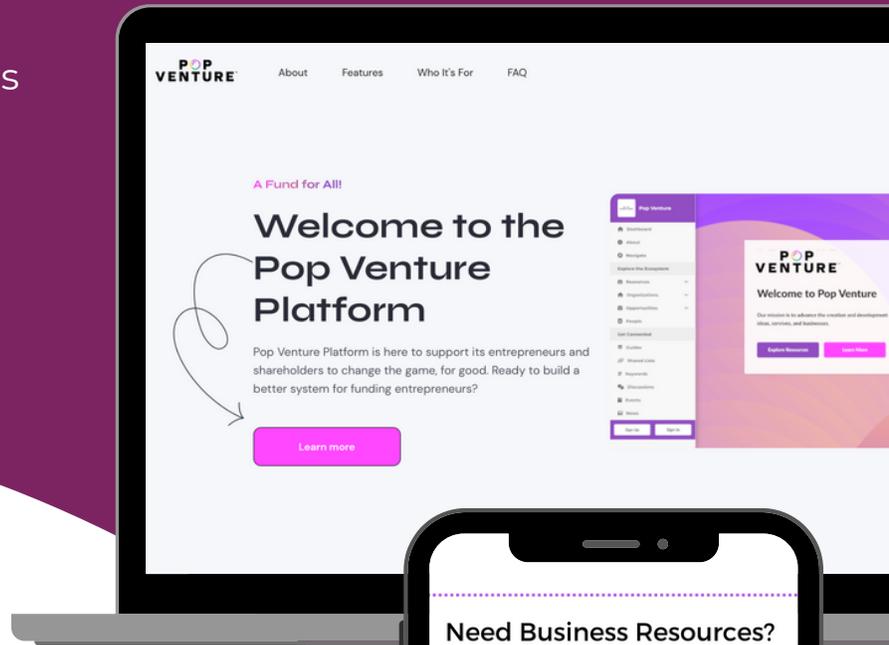
Customized to match your ecosystem & target audiences



# User Engagement Support

When you invest in a platform, you want to ensure people know how to find & use it. Our User Engagement services drive new & return users to your platform with engaging, targeted content

EcoMap offers full-service user-engagement support for customers who don't have capacity to continually market their platforms. Our services help users find your platform, learn how to use it, and keep them coming back over time



## Basic Package:

- Social Media Collateral
- User Onboarding Email Sequence
- Social Media & Google Ad Campaigns
- Monthly Digest Newsletter to all Users
- Custom "How to Use the Platform" Video

## Advanced Package:

Everything in the basic package plus:

- Custom Landing Page
- SMS User Notification System
- User Re-Engagement Email Sequence
- Monthly reports on Engagement Results
- Pre-written Ecosystem Outreach emails + email list



**Customized to match your ecosystem & target audiences**

# Onboarding Timeline

Process	When	Deliverable
Kickoff Call & Review of Ecosystem	Week 1	Data Paradigm & Design Guidelines
Compilation of Data & Data Assets	Week 2-8	Draft Dataset
Customization of EcoMap Platform	Week 2-8	Beta Platform
Data Review & Polishing	Week 8-12	Final Dataset
Platform Testing & Improvements	Week 8-12	Final Platform
Total time to launch	~12 weeks	Your EcoMap!
Updating & Additions of Platform Data	∞	Updated data



# Key Personnel

These are just a handful of the EcoMappers you will likely be collaborating with throughout our engagement together.



**Sherrod Davis**  
*Chief Executive  
Officer*



**Markise Williams**  
*Account  
Executive*



**Paige McDonald**  
*Customer  
Experience  
Manager*



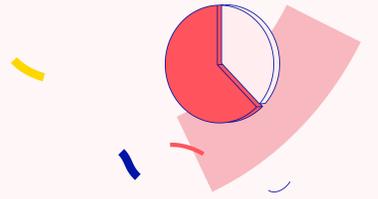
**Thom Huenger**  
*Director of  
Customer  
Experience*



**Kevin Carter**  
*Director of  
Business  
Development*



**Pava Lapere**  
*Honorary Chief  
Ecosystem Officer*



# Conditions and acceptance

Term: 3 years

Contract Start Date:

Annual Total: \$39,375.00

This Quote becomes an order (“Order”) upon your signature below. This Order is entered into by and between EcoMap Technologies, Inc. (“EcoMap”) and the legal entity identified as City of San Antonio. This Order is subject to and governed by the Master Services Agreement available [here](#) and any documents incorporated thereto, which describe and set forth the general legal terms governing the relationship. By signing this Order, each Party (i) represents that it is duly authorized to execute this Order and (ii) acknowledges and agrees that the Master Services Agreement is hereby incorporated by reference into this Order. This Order enters into effect as of the date of the latest signature (the “Effective Date”).

By signing this contract, personnel hereby consent to receive email communications pertaining to company updates, resources, and related information.

Invoice for EcoMap Platform Implementation Services due NET 30 from contract signing.

Invoice for EcoMap Platform Subscription Services due NET 30 from contract signing.

City of San Antonio

EcoMap Technologies

Caitlin Cowart de Leon  
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