



Market Research Consultant

Request For Information

Summary

This is a Request for Information (RFI) only. Any and all information requested in response to this RFI is to understand the capacity available for **Market Research** support. The Maine Technology Institute (MTI) funded Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Technical Assistance Program (TAP) is seeking capabilities and qualifications from interested consultants, businesses or organizations to provide business and industry market research services to companies submitting proposals to the SBIR/STTR program.

Responses to this notice are not offers and cannot be accepted by MTI to form a binding contract. MTI is under no obligation to issue a solicitation or to award any contract on the basis of this RFI. All costs associated with responding to this RFI will be the sole responsibility of the Responder. All submissions to this RFI will be treated as confidential business materials and will not be returned.

Background

The Maine Technology Institute was created by the State Legislature in 1999 to encourage, promote, stimulate and support research and development activity leading to the commercialization of new products and services in the State's technology-intensive industrial sectors to enhance the competitive position of those sectors and increase the likelihood that one or more of the sectors will support clusters of industrial activity and to create new jobs for Maine people (5 MRSA c. 407 § 15303).

One of MTI's duties is to establish a program to provide technical assistance to small businesses based in Maine to develop competitive SBIR/STTR applications for submission to any of the federal agencies participating in the SBIR/STTR program pursuant to the federal Small Business Innovation Development Act of 1982, (Public Law 97-219), and the latest reauthorization of the Small Business Reauthorization Act of 2000 (Public Law 106-554) with numerous extensions to 2022. In addition, MTI is supporting the submission of proposals to a federal agency under Broad Agency Announcements (BAA).

Purpose

This RFI is intended to inform MTI of the capabilities and capacity of consultants, businesses, or organizations to provide business and industry market research services in support of Maine-based companies seeking to submit competitive proposals to an agency under the SBIR/STTR program or BAAs. MTI is requesting responses that meet or exceed the required capabilities listed below and in the attached summary to support companies as they determine how they will commercialize their product, process or service.

This is not a full-time employment position and, to support SBIR/STTR TAP services in a timely manner, MTI will engage for this service on an ad hoc basis.

Information Requested – Maximum 7 pages excluding resumes:

- Name and address of business
- Key personnel including resumes
- Past experience and professional association memberships
- Description of the Respondent's capabilities/qualifications/skills to provide the services described herein
- Description of experience conducting the desired capabilities
- Other – important information not captured here and relevant to this RFI and supports the services listed in the attached document

List experience in the following areas:

- Experience in working on SBIR proposals, if any
- Determining Total Available Market, Serviceable Available Market and Serviceable Obtainable Market
- Creating summaries of competitive products
- Aquaculture, Forestry, Biotech, Information Technology, other technology sectors supported by the SBIR/STTR program

Responses must be received by 5:00 p.m. June 27, 2022 to be considered.

Submit responses via email to: Shane Beckim, Senior Investment Officer
sbeckim@mainetechnology.org
Maine Technology Institute
Brunswick, ME 04011

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Required Capabilities

- Experience in conducting secondary research/desk research and market analysis using a variety of sources and strategies.
 - Sources will include proprietary subscription databases (e.g., Lexis Nexis, Dialog, IBISWorld, Profound, etc.) as well as experience in advanced internet searching including social media and academic sources.
- Ability to help scope appropriate business and industry research questions to clarify business opportunities presented by entrepreneurs/researchers,
- Experience compiling the secondary research from a variety of sources into a user-friendly deliverable consisting of a brief summary along with detailed support and citations.
- Access to databases that provide business and industry research for market size, market structure, competition, etc.

Desired Capabilities

- Experience conducting literature reviews to identify appropriate technical citations for incorporation into proposal narratives and work plans
- Familiarity with Word/Excel
- Willingness to gain a good understanding, if not already known, of what SBIR/STTR proposals require in terms of market research and commercialization plans.
- Ability to work with multiple companies under deadlines
- Attention to detail