



TechTown
DETROIT

Ecosystem Collaboration and Hub for Operations (ECHO) Request for Proposals (RFP)

Shared Data Infrastructure and Reporting Platform for Entrepreneurial Support Organizations

Issuing Organization:	TechTown Detroit
Issue Date:	July 23, 2026
Questions Deadline:	August 7, 2026
Proposal Due Date:	August 14, 2026
Anticipated Award Date:	August 21, 2026
Anticipated Contract Start Date:	September 7, 2026
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This Request for Proposals is issued by TechTown Detroit for the purpose of soliciting competitive proposals for the design, implementation, and support of a shared, governed ecosystem data platform. All placeholders shown in brackets are to be completed prior to issuance.

1. Introduction

TechTown Detroit invites qualified firms (“Proposers”) to submit proposals for the design, implementation, and support of ECHO - Ecosystem Collaboration and Hub for Operations, a shared, governed data infrastructure initiative for a coalition of entrepreneurial support organizations (“ESOs”).

The selected Proposer will provide a solution and implementation approach that enables participating organizations to contribute a governance-approved subset of client, company, engagement, and outcome data into a shared environment for ecosystem-level analysis and reporting, while preserving each participating organization’s existing customer relationship management (“CRM”) system as its system of record.

This RFP is intended to result in a contract for a phased implementation that prioritizes governance, data trust, interoperability, identity resolution, reporting, and sustainable operations.

2. Issuing Organization

TechTown Detroit is issuing this RFP on behalf of itself and, as applicable, participating regional and/or statewide ESO partners. The Issuing Organization anticipates serving as the contracting lead, convener, and steward for the procurement process, with governance input from partner organizations and relevant funding stakeholders.

The Issuing Organization reserves the right to modify the final contracting structure, including whether one or more partner entities are incorporated into the resulting agreement, statement of work, or governance framework.

3. Procurement Purpose

The purpose of this procurement is to select a qualified Proposer to deliver a secure, scalable, vendor-supported solution that will:

- Establish a shared, governed data lake or equivalent shared data environment layered on top of existing partner CRM systems;
- Enable multi-organization data ingestion, harmonization, identity resolution, stewardship, and reporting;
- Support ecosystem-level dashboards and partner-level views without requiring participating organizations to replace their current systems of record;
- Provide role-based access controls, consent-aware data handling, auditability, and privacy protections appropriate for multi-organization data sharing; and
- Support phased rollout, onboarding, training, and future expansion to additional organizations, regions, use cases, and optional third-party enrichment sources.

4. Background and Context

Michigan's entrepreneurial support ecosystem is strong but fragmented. Multiple ESOs, incubators, accelerators, university-affiliated programs, capital providers, technical assistance organizations, and regional hubs each maintain partial views of the companies and entrepreneurs they serve. As a result, no single organization can readily answer ecosystem-wide questions about unique companies served, sector and stage distribution, service overlap, funding and service gaps, or shared outcomes across the support network.

ECHO is intended to address this fragmentation through a shared, back-office collaboration layer for participating organizations. ECHO is not intended to replace existing CRMs, nor to function primarily as an entrepreneur-facing portal. Rather, the solution sought through this RFP will enable a governed, auditable, and consent-aware approach to harmonize selected data from multiple organizations so that the coalition can produce better ecosystem intelligence, stronger reporting to public and philanthropic stakeholders, and more consistent evidence of collective impact.

The Issuing Organization expects the selected Proposer to understand that governance, legal alignment, taxonomy design, data quality, and partner adoption are foundational to success. Technology is a necessary component, but not the only one.

5. ECHO Program Goals

The goals of ECHO include the following:

- Create a unified ecosystem-level view of participating companies and entrepreneurs while preserving the autonomy of partner organizations and their systems of record.
- Enable multi-organization reporting on governance-approved key performance indicators ("KPIs"), including funder, foundation, and government reporting.
- Reduce duplicate counting and improve data quality through deterministic and probabilistic identity resolution supported by stewardship workflows.
- Support cross-organization visibility into overlapping, coverage gaps, service pathways, and unmet needs consistent with approved data-sharing rules.
- Implement a common data model that maps partner-specific CRM data into a shared structure without requiring wholesale CRM reconfiguration.
- Provide a sustainable platform and operating model that can scale additional organizations, regions, and data use cases over time.

6. Scope of Work

The selected Proposer shall furnish all labor, software, implementation services, project management, technical support, and related materials necessary to deliver ECHO in accordance with the requirements set forth herein.

6.1. General Scope

- Design and implement a shared, governed data environment layered on top of existing partner CRMs;
- Support ingestion of approved partner data through APIs, webhooks, secure file transfer, CSV, and/or other appropriate integration methods;
- Establish and operationalize a common data model, master index, governance workflows, analytics, dashboards, and reporting outputs;
- Provide implementation, onboarding, training, and change management services for the initial cohort of participating organizations;
- Support a phased roadmap from governance and architecture design through platform launch, reporting, expansion, and optimization.

6.2. Participating Environment

The initial cohort includes TechTown Detroit and up to three (3) participating organizations using a mix of CRM platforms and data management tools – including Zoho, Salesforce and HubSpot – in addition to other possible platforms. The selected Proposer must support a heterogeneous environment that may include commercial CRM platforms, spreadsheets, file transfers, custom systems, and other data sources.

6.3. Systems of Record

Existing partner CRMs shall remain the systems of record. The proposed solution must not require partner organizations to replace their CRMs as a condition of participation. The shared environment shall store only governance-approved, harmonized, auditable copies or views of data necessary to support approved reporting and analysis.

6.4. Optional and Future Scope

Proposers should describe how the solution can scale to support:

- Additional partner organizations and regions;
- Additional CRM and data-source integrations;
- Deeper analytics and more advanced matching;
- Optional ingestion of approved external enrichment sources;
- Longer-term operational maturity, automation, and optimization.

7. Required Technical Capabilities

7.1. Shared Data Environment

- A shared, cloud-based, governed data lake or equivalent architecture suitable for multi-organization data collaboration;
- Support for harmonized, consented, auditable data contributed by participating organizations;
- Ability to attribute each shared data element to source organization, source system, ingestion timestamp, and transformation lineage.

7.2. Multi-Organization Data Ingestion and Integration

- Ability to ingest approved data from multiple CRM platforms and source systems through API, webhook, secure file transfer, or file-based methods as needed;
- Support for recurring synchronization on agreed cadences;
- Configurable validation, error handling, and data quality monitoring;
- Documentation of supported connectors, integration methods, and any required custom development assumptions.

7.3. Common Data Model

The solution must support, at a minimum, a common data model incorporating the following entities:

- Contact (entrepreneur, founder, team member, or related contact);
- Company / Business / Organization;
- ESO Organization;
- Program / Service;
- Client Engagement;
- Client Need;
- Funding Event;
- Outcome;
- Provenance / Audit Record.

7.4. Identity Resolution and Master Index

- Deterministic and probabilistic entity matching for companies/organizations and, where applicable, contacts / affiliated persons;
- Develop a master index for organizational and contact identities appropriate to phased implementation;
- Manual review and stewardship workflows for uncertain matches, corrections, and override handling;
- Auditability of merge, match, split, and stewardship actions.

7.5. Access Control and Visibility

- Role-based and organization-based access controls;
- Configurable permissions supporting private, shared, and aggregate-only views;
- Ability to enforce visibility rules by partner organization, user role, and approved data element;
- Ability to restrict external reporting to aggregate views only, where required.

7.6. Reporting, Dashboards, and Analytics

- Ecosystem-level dashboards and analytics;
- Partner-level views and scorecards;
- Funder, foundation, and government reporting outputs;
- Data-quality reporting and KPI certification support;
- Export functionality and support for generating recurring reports.

7.7. Security, Logging, and Auditability

- Encryption in transit and at rest;
- Authentication and administrative access controls;
- Audit logging for user access, changes, exports, and relevant administrative actions;
- System monitoring, backup, and recovery capabilities;
- Documented incident response and breach notification procedures.

8.8. Governance, Privacy, and Data Ownership Expectations

Governance is a central requirement of this procurement. No formal governance body currently exists; establishing one is in scope for Phase 0. Proposers must describe how their solution and implementation approach will support a multi-organization governance framework, including decision rights, data-sharing rules, and operational stewardship.

8.1. Data Ownership, Privacy and Confidentiality

Participating organizations shall retain ownership of their source records. Proposers must clearly describe the extent to which the proposed solution stores copies, transformed data, metadata, derived data, and audit records, and must identify all ownership, license, reuse, and derivative-rights provisions applicable to customer data and processed data.

8.2. Consent and Permitted Use

- The system shall allow data sharing and processing only for uses explicitly approved through the governance framework described in Section 8.8;
- Verify that data consent covers the intended use;
- Derived-data ownership will be a Phase 0 governance decision;
- Restrict all downstream use of shared data to the approved purpose(s);

- Description of how suppression, correction, deletion, and retention requirements will be handled.

8.3. Audit, Provenance, and Retention

- Source attribution for every shared data element;
- Transformation lineage and timestamps;
- Retention policies by record type;
- Documented deletion and offboarding procedures.

9. Implementation and Change Management

Proposers must provide a practical approach to implementation and adoption that reflects the complexity of coordinating multiple independent organizations with differing data systems, staffing models, and levels of readiness.

9.1. Required Implementation Components

- Project governance and work plan;
- Stakeholder discovery and requirements validation;
- Data model design and mapping workshops;
- Integration onboarding and testing;
- Identity-resolution configuration and stewardship setup;
- Dashboard and reporting configuration;
- User acceptance testing;
- Training and change management;
- Post-launch support.

9.2. Training and Enablement

The selected Proposer shall provide onboarding and training for administrators, partner staff, and other approved users. Proposers should describe available documentation, office hours, user support models, training materials, and recommended staffing assumptions for successful adoption.

10. Deliverables and Milestones

The Issuing Organization anticipates a phased implementation. Proposers may recommend refinements; however, proposals must respond to the following framework or clearly identify deviations.

Phase	Timeline	Objective	Required Deliverables
Phase 0 Governance and Design	[6 weeks or proposer alternative]	Establish governance, taxonomy, KPI definitions,	Governance charter support; data-sharing and consent framework support; common data model v1; KPI definitions;

Phase	Timeline	Objective	Required Deliverables
		architecture, and implementation design.	taxonomy recommendations; implementation plan; architecture decision documentation.
Phase 1 Platform Stand-Up and Initial Integrations	[12 weeks or proposer alternative]	Stand up the platform, onboard initial partners, and implement master index v1.	Configured platform environment; initial integrations for [2–4] partners or as proposed; mapped datasets; identity-resolution workflows; security and access-control setup; foundational ecosystem dashboard.
Phase 2 Reporting and KPI Certification	[8 weeks or proposer alternative]	Operationalize dashboards, partner views, and formal reporting outputs.	Ecosystem dashboards; partner-level reports; funder/foundation/government report templates; KPI logic documentation; data-quality reports; user training completion.
Phase 3 Expansion and Advanced Analytics	[10 weeks or proposer alternative]	Expand the partner cohort and deepen analytics, matching, and reporting.	Additional partner onboarding; expanded integrations; advanced matching enhancements; stage/sector analytics; benchmarking outputs; updated governance and support materials.
Phase 4 Operations and Optimization	Ongoing	Support steady-state operations, optimization, and long-term scale.	Support and maintenance plan; SLA reporting; maturity assessment; optimization roadmap; optional automation and enrichment recommendations; annual operating plan.

10.1. Required Milestone Reporting

Proposers shall include milestone-based delivery checkpoints, acceptance criteria, dependencies, and identified assumptions for each phase. The Issuing Organization anticipates formal go/no-go review points between major phases.

11. Relevant Experience and Qualifications

Proposers must demonstrate qualifications and experience in the following areas, as applicable:

- Implementation of shared data platforms, data lakes, data warehouses, or multi-organization reporting environments;
- CRM integration across heterogeneous source systems;
- Master data management, identity resolution, and stewardship workflows;

- Role-based data governance, privacy, and auditability in multi-tenant or multi-organization environments;
- Dashboarding, analytics, and government/funder reporting;
- Implementation in entrepreneurship, economic development, education, workforce, health, government, nonprofit, or other collaborative network settings;

Proposers are encouraged to provide examples of comparable implementations, including scope, number of organizations, number of data sources, use of systems of record, and measurable outcomes.

12. Procurement Schedule

Procurement Milestone	Date
RFP Issued	July 23, 2026
Deadline for Written Questions	August 7, 2026
Responses to Questions / Addenda Issued	Within two days of receipt
Proposal Submission Deadline	August 14, 2026
Anticipated Notice of Intent to Award	August 21, 2026
Anticipated Contract Start	September 7, 2026

The Issuing Organization reserves the right to modify the procurement schedule at any time by written addendum.

13. Proposal Submission Instructions

13.1. Submission Method

Proposals must be received no later than August 14, 2026. Proposals must be submitted via email to purchasing@techtowndetroit.org. Submissions to any other address will not be considered.

13.2. Submission Format

- One electronic PDF version of the full proposal;
- One electronic spreadsheet or PDF version of the pricing proposal;
- Any appendices, certifications, and exceptions clearly labeled;
- File names are formatted as: [ProposerName]_ECHO_RFP_[DocumentType].

13.3. Late Proposals

Late proposals may be rejected at the sole discretion of the Issuing Organization. It is the Proposer's responsibility to ensure timely receipt.

14. Required Proposal Contents

At a minimum, each proposal shall contain the following sections in the order listed below:

- **Executive Summary.** Overview of the proposed solution and key differentiators.
- **Company Profile.** Legal name, address, years in business, ownership, and primary service lines.
- **Understanding of Requirements.** Summary of the Proposer's understanding of ECHO and the requested scope.
- **Technical Approach.** Architecture, integration approach, data model approach, identity-resolution approach, reporting approach, hosting model, security model, and scalability.
- **Implementation Plan.** Phasing, timeline, staffing, dependencies, risk management, training, and change management.
- **Governance, Privacy, and Security Response.** Data ownership terms, privacy model, access controls, retention/deletion, audit logging, incident response, and compliance posture.
- **Relevant Experience and References.** At least two relevant client references.
- **Project Team.** Names, roles, resumes or biographies, and percentage allocation.
- **Pricing Proposal.** Submitted in accordance with Section 15 and Appendix A.
- **Exceptions and Assumptions.** Identification of any exceptions to this RFP or anticipated contract terms.
- **Completed Functional Requirements Checklist.** Appendix B

15. Pricing Proposal Instructions

Proposers shall submit transparent pricing sufficient to permit evaluation of total cost, implementation cost, recurring cost, scalability, and value. Pricing proposals must clearly distinguish one-time implementation costs from ongoing subscription, licensing, hosting, support, or maintenance costs. For pricing estimates, assume 10,000 organization records, 15,000 contacts across the cohort, which will be confirmed in Phase 0 discovery.

15.1. Pricing Components

- Phase-based implementation costs;
- Integration costs, including assumptions regarding custom connectors or CRM-specific development;
- Configuration, data mapping, and identity-resolution setup costs;
- Training, onboarding, and change management costs;
- Ongoing annual operating, licensing, hosting, and support costs;
- Optional expansion costs for additional organizations, integrations, modules, or enrichment sources.

15.2. Pricing Assumptions

Proposers must identify all material pricing assumptions, including number of organizations, user counts, data volume, hosting assumptions, integration methods, implementation staffing, and any third-party licensing dependencies.

16. Questions and Addenda

All questions regarding this RFP must be submitted in writing to purchasing@techtowndetroit.org no later than August 7, 2026. Questions received after the deadline may not be answered.

Responses to material questions and any modifications to this RFP shall be issued by a written addendum. Only written addenda issued by the Issuing Organization shall be binding. Oral statements, clarifications, or representations by any person shall not modify the requirements of this RFP.

17. Evaluation Process and Criteria

Proposals will be reviewed by an evaluation committee using the criteria below. The Issuing Organization reserves the right to conduct interviews, request demonstrations, seek clarifications, request best-and-final offers, and undertake reference or background checks.

Evaluation Criterion	Sample Weight	Description
Technical Approach and Functional Fit	25%	Alignment with the required architecture, integration strategy, data model, identity resolution, and role-based governance needs.
Relevant Experience and Past Performance	5%	Demonstrated experience with comparable multi-organization data and reporting implementations.
Implementation Plan and Project Management	10%	Quality, realism, sequencing, staffing, risk management, and adoption planning.
Governance, Privacy, Security, and Data Ownership Approach	20%	Strength of privacy posture, access controls, auditability, retention/deletion processes, and data ownership clarity.
Reporting and Analytics Capability	25%	Ability to support ecosystem dashboards, partner views, KPI reporting, and funder/government reporting.
Pricing and Overall Value	15%	Total cost of ownership, transparency of pricing, scalability, and perceived value relative to requirements.

The Issuing Organization may adjust evaluation weights or criteria prior to award if deemed necessary and appropriate.

18. Procurement and Award Process

- Issuance of RFP and receipt of written questions;
- Issuance of addenda, as applicable;
- Receipt and review of proposals;
- Optional interviews, demonstrations, and clarifications;
- Reference checks and due diligence;
- Selection of apparent successful Proposer;
- Negotiation of final scope, pricing, service levels, data terms, and contract documents;
- Execution of contract, statement of work, and any required data protection or implementation documents.

19. Proposal Validity Period

Proposals shall remain valid for a minimum of 90 calendar days following the proposal due date, unless a longer period is specified by the Proposer.

20. Reservation of Rights

The Issuing Organization reserves the right, at its sole discretion, to:

- Reject any or all proposals;
- Waive informalities, irregularities, or technical defects in any proposal;
- Request clarifications, supplemental information, or revised proposals;
- Conduct interviews, demonstrations, site visits, or reference checks;
- Select a proposal other than the lowest-priced proposal;
- Negotiate with one or more Proposers;
- Cancel, amend, suspend, or reissue this RFP at any time;
- Award in whole, in part, by phase, or not at all.

21. Terms and Conditions

The successful Proposer will be required to enter into a written agreement in a form acceptable to the Issuing Organization. The final contract may include, without limitation, a master services agreement, statement of work, implementation plan, service level commitments, data protection terms, confidentiality provisions, and insurance requirements.

By submitting a proposal, the Proposer acknowledges that it has reviewed this RFP and agrees to comply with its terms, unless specific exceptions are clearly identified in the proposal.

The Issuing Organization expects the final agreement to address, at a minimum, the following:

- Scope of services and acceptance criteria;
- Implementation schedule and milestone payments, if applicable;
- Data ownership, permitted use, and derivative data rights;
- Confidentiality and data security obligations;
- Incident response and breach notification;

- Service levels, support, and maintenance obligations;
- Termination rights and offboarding support;
- Return, deletion, and retention of customer data upon termination or expiration;
- Applicable law, dispute resolution, and indemnification provisions.

22. Insurance and Compliance Requirements

The successful Proposer shall maintain insurance coverage in types and amounts acceptable to the Issuing Organization, which may include general liability, professional liability/errors and omissions, cyber liability, workers' compensation, and any other coverage required by law or policy. Insurance costs should be treated as a placeholder and are not expected to materially affect evaluation.

Minimum coverage thresholds, certificate requirements, and compliance obligations shall be specified during contract negotiations or in a subsequent attachment. Proposers should identify any existing certifications, audits, or compliance frameworks relevant to the proposed solution, including but not limited to **[SOC 2, ISO 27001, HIPAA applicability, accessibility requirements, state privacy requirements, or similar, as applicable]**.

23. Conflict of Interest

Proposers shall disclose any actual or potential conflicts of interest that may arise in connection with this procurement, implementation, or ongoing services. Such disclosure shall include any relationships with partner organizations, subcontractors, funding sources, or other entities that could reasonably be perceived as creating a conflict.

24. Debarment, Suspension & Other Responsibility Matters

By submitting a proposal, the proposer certifies, to the best of his/her knowledge and belief that their organization nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this agreement by any federal department or agency, **in accordance with 2 CFR 200.214 and 2 CFR 180** and affirms that it is not included on the governmentwide exclusions list in the System for Award Management as being debarred and suspended.

25. Confidentiality and Public Records Notice

Proposals submitted in response to this RFP may be subject to disclosure under applicable law, organizational policy, grant requirements, or public records obligations. Proposers shall clearly identify any information they consider confidential or proprietary and provide the basis for such designation. The Issuing Organization does not guarantee that any material marked confidential will be withheld from disclosure if disclosure is required by law.

26. Appendices

The Initial Term is anticipated to be 12 months, covering Phases 0–3, with renewal options thereafter.

Appendix A. Sample Pricing

Pricing Category	Unit / Basis	Amount	Notes / Assumptions
Phase 0: Governance and Design	Fixed Fee	\$[_____]	
Phase 1: Platform Stand-Up and Initial Integrations	Fixed Fee	\$[_____]	
Phase 2: Reporting and KPI Certification	Fixed Fee	\$[_____]	
Phase 3: Expansion and Advanced Analytics	Fixed Fee / Optional	\$[_____]	
Annual Licensing / Subscription / Hosting	Annual	\$[_____]	
Annual Support and Maintenance	Annual	\$[_____]	
Per Additional Organization	Per Organization / Annual	\$[_____]	
Per Additional CRM Integration	Per Integration	\$[_____]	
Training / Change Management (if separate)	Fixed Fee	\$[_____]	
Optional External Enrichment Sources	As Scoped	\$[_____]	
Total Proposed Cost (Initial Term)		\$[_____]	

Appendix B. Functional Requirements Checklist

Proposers shall complete the checklist below by entering one of the following responses for each item: **N** = Native; **C** = Configurable; **D** = Requires Custom Development; **NS** = Not Supported. Proposers may add brief comments where helpful.

No.	Requirement	N	C	D	NS
1	Shared governed data environment layered on partner CRMs				
2	API-based CRM ingestion				
3	Webhook-based ingestion				
4	CSV / secure file transfer ingestion				

No.	Requirement	N	C	D	NS
5	Support for multiple source systems and organizations				
6	Common data model with configurable field mapping				
7	Entity resolution / master index for companies				
8	Entity resolution / master index for persons				
9	Manual stewardship queue for match review				
10	Role-based access controls				
11	Organization-based visibility controls				
12	Private vs. shared data views				
13	Consent-aware data handling				
14	Retention, correction, and deletion workflows				
15	Audit logging and provenance tracking				
16	Ecosystem-level dashboards				
17	Partner-level dashboards / scorecards				
18	Aggregate-only external reporting				
19	Government / funder reporting templates				
20	Onboarding, training, and support tools				
21	Scalability to additional organizations and regions				
22	Optional external enrichment source integration				

Appendix C. Suggested Ecosystem KPI Categories

- Unique companies / organizations in ecosystem;
- Stage distribution;

- Sector distribution;
- Service coverage;
- Cross-organization engagement;
- Funding events observed;
- Outcome achievement rate;
- Capacity / need gap indicators

Appendix D. Proposal Certification

By submitting a proposal, the undersigned certifies that the information contained in the proposal is true and correct to the best of the Proposer's knowledge and that the Proposer is authorized to submit the proposal and bind the organization named below.

Proposer Name: _____

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____