

# Request for proposal # 2025-F4FII-01

Design Lessons and gamification in  
SCORM 2024



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## Contents

1.	Request for proposal schedule.....	1
2.	PATH statement of business.....	1
3.	Contracting requirements.....	1
4.	Solicitation terms and conditions.....	2
5.	Instructions for responding.....	3
6.	Specifications/Scope .....	3
7.	Fact-finding questions .....	6
8.	Qualifications, evaluation criteria, and selection.....	6
	Annex A. Supplier’s proposal format/questionnaire .....	10
	Annex B. Financial proposal .....	11
	Annex C. Example of Lesson and questions for gamification .....	13

Request for proposal number: 2025-F4FII-01

For: Design Lessons and gamification in SCORM 2024

## 1. Request for proposal schedule

Activity	Date and time
Request for proposal (RFP) released	July 18, 2025
Confirmation of interest in submitting a proposal	July 23, 2025
Deadline for fact-finding questions	July 25, 2025
PATH to respond to fact-finding questions	July 28, 2025
Deadline for submission of proposal in response to the RFP	August 4, 2025
Outcome communication	August 6-8, 2025
Award decision (to be followed by contract negotiations)	The week of August 18-22, 2025

**Note:** PATH reserves the right to modify dates at its discretion. Any changes will be communicated to those who confirmed their intent to submit a proposal.

## 2. PATH statement of business

PATH is a global nonprofit dedicated to achieving health equity. With more than 40 years of experience forging multisector partnerships, and with expertise in science, economics, technology, advocacy, and dozens of other specialties, PATH develops and scales up innovative solutions to the world's most pressing health challenges. Visit [www.path.org](http://www.path.org) to learn more.

## 3. Contracting requirements

- 3.1. The contracting authority shall be PATH or one of its affiliates, either directly or on behalf of operations countries or programs.
- 3.2. Commercial contracting terms and conditions will be negotiated with the successful supplier at the end of the selection process.
- 3.3. By submitting a proposal, the supplier confirms their agreement to abide by the RFP terms and PATH policies, including the [PATH Code of Ethics](#) and general practices promoting sustainability, fair trading, health and safety, records management, anti-fraud and corruption, and environmental responsibility.
- 3.4. The estimated duration of the contract is 3 months.

## 4. Solicitation terms and conditions

- 4.1. **Notice of nonbinding solicitation:** PATH reserves the right to reject any or all bids received in response to this solicitation and is not obligated to accept any proposal.
- 4.2. **Confidentiality:** Suppliers must treat all information provided by PATH as part of this solicitation as confidential. Unauthorized disclosure of such information may result in PATH seeking appropriate remedies under applicable law.
- 4.3. **Conflict of interest disclosure:** Suppliers bidding on PATH business (herein referenced as “bidders”) must disclose any actual or potential conflicts of interest to the contact(s) listed in the RFP. Conflicts of interest may exist if a personal relationship with a PATH staff member constitutes a significant financial interest, a board membership, other employment, or ownership or rights in intellectual property that conflict with the supplier’s obligations to PATH. Both suppliers and PATH are safeguarded when actual or perceived conflicts of interest are disclosed. When necessary, PATH will develop a management plan to mitigate potential risks associated with disclosed conflicts of interest.
- 4.4. **Acceptance:** A bidder’s submission of a proposal constitutes acceptance of all terms and conditions set forth in the RFP. However, PATH’s acceptance of a proposal does not imply acceptance of its terms and conditions. PATH reserves the right to negotiate the final terms and conditions, as well as the substance of the RFP finalists’ proposals. Additionally, PATH may choose to accept partial components of a proposal if appropriate.
- 4.5. **Right to final negotiations:** PATH reserves the right to negotiate the final costs and scope of work and to limit or include third parties in such negotiations at its sole discretion.
- 4.6. **Third-party limitations:** PATH does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit PATH in any way without express written consent.
- 4.7. **Proposal validity:** Proposals submitted under this RFP must remain valid for at least 90 days from the submission deadline. The validity period must also be explicitly stated in the proposal.
- 4.8. **Limitation of liability:** The terms and conditions outlined in this RFP do not exclude or limit the liability of PATH or the supplier in cases of fraud or other circumstances that result in liability under applicable law.
- 4.9. **Tender costs and liability:** Bidders are responsible for obtaining all necessary information to prepare their proposal and for covering all costs and expenses incurred during the preparation process. Subject to the “Limitation of liability” section (Section 4.8), bidders acknowledge that by participating in this RFP—including the submission of their proposal—they are not entitled to claim from PATH any costs, expenses, or liabilities incurred during the tender process, regardless of the outcome of their proposal.
- 4.10. **PATH’s variation or termination rights:** PATH reserves the right to modify or terminate this RFP process with written notice to all suppliers who have submitted proposals. The solicitation process is intended to proceed in accordance with the provisions outlined in this RFP. However, PATH reserves the right to terminate, amend, or modify the process, including time scales or deadlines, with notice to all suppliers who have submitted proposals. Subject to section 4.8, “Limitation of liability,” PATH shall not be held liable for any losses, costs, or expenses resulting from its termination, amendment, or modification to this RFP.
- 4.11. **Joint venture, consortium, or subcontractors:** The lead supplier submitting a proposal in response to this RFP assumes full responsibility for ensuring compliance with RFP requirements

among all members of the joint venture or consortium, including their advisers, subcontractors, and staff.

- 4.12. **Payment and invoicing:** PATH will process correctly addressed and undisputed invoices within 30 days. Suppliers must ensure that comparable payment terms apply to their downstream parties. **Advance payment is not preferred.** If an advance payment is proposed and deviates from industry- or country-standard practices, it must be clearly outlined in the financial proposal submitted to PATH.

## 5. Instructions for submission

- 5.1. **PATH contacts:** All communications regarding this solicitation must be directed to the contacts listed below. Contacting third parties involved in the project, the review panel, or any other party will be considered a conflict of interest and may result in disqualification of the proposal. All required documents must be submitted to the listed contacts by the submission deadline:

Technical/program contact: [tcle@path.org](mailto:tcle@path.org)

Procurement contact: [vietnam.procurement@path.org](mailto:vietnam.procurement@path.org); [htnguyen@path.org](mailto:htnguyen@path.org)

The subject line of all emails regarding the proposal must read: **RFP #202X-XXX [Your Company Name]**.

- 5.2. **Confirmation of interest:** Send a statement acknowledging receipt of this solicitation and your intent to respond (or not) no later than the date specified in the schedule in Section 1. Send the confirmation to the contacts listed in Section 5.1 above.
- 5.3. **Proposal technical content:** Bidders are advised to provide only the information required. Proposals must be clear, concise, unambiguous, and directly address the stated requirements.
- 5.4. **Selection of shortlist:** PATH reserves the right to select a shortlist from the bids received. PATH may also interview and discuss specific details with shortlisted candidates.
- 5.5. **Deliberate alteration** of a PATH requirement as part of your proposal will invalidate the proposal; and for evaluation purposes, the proposal may be deemed to be unresponsive .

## 6. Scope of work/specifications and deliverables

### 6.1. Scope of work/specifications

#### 6.1.1 Background

Since 2021, in collaboration with Vietnam's Ministry of Education and Training (MOET), PATH has been implementing the "Fit For The Future" project in Vietnam. The project developed the first-ever educational program on noncommunicable diseases (NCDs) prevention in a school setting by combining in-class lessons and self-learning activities on an educational, user-friendly mobile/web-based application (App) with artificial intelligence (AI) named "Sức Khỏe Tương Lai" (SKTL App). This program has positively impacted 47,000 people, including 29,000 youth, with significant behavioral changes observed.

Currently, the project is planning to update/ upgrade the learning management system (LMS ), including the e-learning lessons in the SKTL App. The lessons will be revised to enhance content quality, increase

interactivity, and improve learner convenience, with attractive visuals to strengthen engagement and encourage active participation. The following information details the requirements to meet the project's needs regarding the lessons.

### 6.1.2 Scope of Work

The designing vendor will be responsible for advising on the structure and diversifying the interaction methods of each lesson, as well as designing lesson materials and gamification for the evaluation questions of each lesson in SCORM 2024 format. There will be a single narrator character across all reading lessons to ensure consistency in the lesson design.

The PATH project unit will provide the lesson content and assessment questions. There will be 22 lessons for secondary school and 22 lessons for high school. Each secondary school and high school lesson will include 10 evaluation questions. An example of one lesson is in Annex C. The high school lessons will include additional content compared to the secondary school lessons; the detailed difference is as in Annex D.

### Product Quality Requirements:

No.	Detailed Requirement	Description
<b>I. Lessons</b>		
<b>A</b>	<b>Overall course design</b>	
1	Lessons Structure	✓ Clear, concise, and easy-to-understand structure with logically sequenced lessons aligned with the PATH curriculum.
2	Duration	✓ Each lesson should have an average duration of 8-10 minutes, with each part of the lesson is 1-3 minutes, suitable for micro-learning.
3	Interactivity	<ul style="list-style-type: none"> <li>✓ Design a variety of components interwoven throughout the course, including videos, slides with audio, handbook, exercises, quizzes, games, and other activities that enhance course engagement and maximize interactivity, making the lessons more appealing.</li> <li>✓ Utilize additional effects (sound, lighting, visuals) to further increase interactivity within the course.</li> </ul>
4	Design Methodology (Demo Submission)	✓ Utilize diverse e-learning design methods, submitting demo products for PATH's review before mass production to ensure alignment with project standards.
5	Diverse Presentation Formats	<ul style="list-style-type: none"> <li>✓ Capable of designing in various formats, including slideshow, motion graphics, and animation.</li> <li>✓ Clear layout with illustrations and images appropriate for secondary and high school students.</li> <li>✓ Creatively apply advanced, up-to-date methods to enhance user experience.</li> </ul>
6	Technology	Develop and package content in SCORM 2004 format compatible with the LMS at web and app, ensuring seamless integration.
<b>B</b>	<b>Video, Audio</b>	
7	Lighting Quality	Ensure content in lessons are clear, details are visible

No.	Detailed Requirement	Description
8	Audio Quality	<ul style="list-style-type: none"> <li>✓ Audio should be clear, free of noise, consistent in volume.</li> <li>✓ Voiceover: expressive, clear, and articulate, with no regional accents; using AI-generated voices.</li> <li>✓ Audio format: .mp4</li> </ul>
9	Video Quality	<ul style="list-style-type: none"> <li>✓ Resolution: HD/ or full HD, suitable for viewing on web/apps and across all devices, including smartphones, tablets, laptops, and desktop computers, with a 16:9 landscape design format, with smooth playback.</li> <li>✓ Video format: mp4.</li> </ul>
<b>C</b>	<b>Slide, handbook (Infographic), reference</b>	
10	Slide Design	<ul style="list-style-type: none"> <li>✓ Slides should be designed to be visually appealing and professional, incorporating creative ideas and unique, engaging templates.</li> <li>✓ Utilize a variety of effects (sound, lighting, visuals, etc.) to enhance interactivity and make the course more engaging.</li> <li>✓ Design format: 16:9 landscape, PDF.</li> </ul>
11	Visual Relevance	<ul style="list-style-type: none"> <li>✓ Visuals should be dynamic, related to the lesson content, and enhance learner understanding.</li> </ul>
13	Color Scheme	<ul style="list-style-type: none"> <li>✓ Color schemes should align with the PATH project's branding for consistency across learning materials.</li> </ul>
14	Reference Materials	<ul style="list-style-type: none"> <li>✓ Adding Reference Materials, supplementary documents in the appropriate place.</li> </ul>
<b>II</b>	<b>Gamification</b>	
15	Gamification design	<ul style="list-style-type: none"> <li>✓ Develop gamification for the evaluation questions, including a storyline with characters, clear game rules, and feedback/ complimentary for each question. Question in game</li> <li>✓ Implement a scoring system that awards points for correct answers.</li> <li>✓ The gamification should be engaging and age-appropriate for secondary and high school students, encouraging participation and reinforcing learning.</li> </ul>
<b>III</b>	<b>Packaging and Completion</b>	
16	Packaging and Completion	Learning packages should include SCORM files, with exported videos in MP4 and slides, PDF file for PATH.

### Maintenance and technical support

- Provide support for minor content adjustments in the materials for 12 months after handover and addressing issues related to SCORM file functionality on SKTL App's LMS

### 6.2. Deliverables:

The document design and feedback process will follow a rolling review approach. For example, the vendor will submit the first five lesson scripts to PATH for review and feedback. While PATH is reviewing these first five lessons, the vendor is required to continue developing the script for the next five lessons in parallel.

No.	Deliverable	Due Date
1	Course design	25/08/2025
2	Detailed lesson script	15/09/2025
3	Static design	25/09/2025
4	SCORM-packaged course file	10/10/2025
5	List of minor content adjustments for 12 months after handover and report of issues solved related to SCORM file functionality on SKTL App's LMS	12 months post handover

## 7. Fact-finding questions

- 7.1. Fact-finding questions must be sent to the contacts listed in Section 5.1 by the date specified in the RFP schedule (Section 1). Questions submitted after this deadline will not be accommodated.
- 7.2. Fact-finding questions should reference specific sections of the RFP and, where possible, be aggregated rather than sent individually.
- 7.3. To uphold transparency principles, all fact-finding questions and PATH's responses will be shared with all bidders who confirmed their intent to bid. Questions will be anonymized and answered if PATH reasonably determines that responding does not disadvantage any potential supplier and does not involve commercially confidential information. Commercially confidential questions will be handled in accordance with PATH's policy on information and data.
- 7.4. PATH may request additional information from a bidder at any time before the award. The bidder must provide the requested information within the specified time frame. Failure to provide supplementary information to PATH in a timely manner may result in the rejection of the proposal or disqualification from the procurement process.

## 8. Qualifications, evaluation criteria, and selection

- 8.1. **Supplier qualifications:** In relation to the scope, suppliers must provide information on their overall qualifications, including:
  - The vendor must have proven experience in designing and developing SCORM-based e-learning content, with a strong portfolio demonstrating the ability to create interactive, engaging, and age-appropriate lessons for lower and upper secondary students. Qualifications of key members of the proposed design team.
  - The vendor must have capacity in instructional design, graphic design, animation, and audio/video production to meet the quality standards required by the PATH project with at least 2 years experience
  - The vendor is required to submit a demo LMS showcasing a SCORM file developed by the vendor that is similar in nature to the requirements of this TOR. The demo should illustrate:
    - Interactive lesson structure with gamification elements.



- Integration of slides, videos, quizzes, and interactive activities.
  - Functionality within the LMS, including tracking of learner progress and scores.
  - Stability and clear visual and audio quality across devices (web and mobile).
- The vendor should have a qualified technical team capable of providing post-deployment support, addressing issues related to SCORM file functionality on SKTL App's LMS.
  - Suppliers that fail to meet reasonable qualifications will not be shortlisted or technically evaluated.
- 8.2. **Selection and evaluation criteria:** Proposals must follow any templates provided and address all specified requirements.
- Stage 1: Proposals will be reviewed for completeness, including timely submission, technical proposal, financial proposal, and all required information. Only complete proposals will proceed to Stage 2. Proposals submitted late, incomplete, or with omissions may be rejected at this stage and automatically disqualified from further review.
  - Stage 2: Proposals that pass Stage 1 will undergo detailed evaluation based on the methodology outlined below. Information provided as part of the qualification process may be verified during this stage of the evaluation.
- 8.3. **Evaluation criteria:** Proposals will be assessed to determine the most economically advantageous option using the criteria and weightings in Table 1. Assessments will be based strictly on the proposal submitted.

Table 1. Proposal evaluation criteria and weighting.

Evaluation criteria	Weight (%)
Experience appropriateness with SCORM-based e-learning for youth	20%
Experts (proposed personnel, including CVs/resumes highlighting experience and signed confirmation of availability)	10%
Methodology/approach and workplan	15%
Quality of demo app Design	25%
Financial proposal	30%
<b>Total</b>	<b>100%</b>

- 8.4. **Scoring model:** Proposals subjected to technical or detailed evaluation will be scored using the model outlined in Table 2 for all technical components.

Table 2. Proposal scoring model.

Assessment	Score	Summary	Interpretation
<b>Excellent</b>	5	Provides strong evidence of relevant knowledge, skills, and experience to meet the scope, along with demonstrated innovation in delivering the scope more effectively.	In addition to addressing the majority of bullet points under each criterion heading, the proposal demonstrates a deep understanding of the project. All solutions offered are directly linked to project requirements, showing how they will be delivered and their impact on other areas and stakeholders.
<b>Good</b>	4	Offers sufficient evidence of adequate knowledge, skills, and experience to meet the scope, potentially demonstrating some innovation, though it may be less robust. Meets all requirements with minimal gaps.	Indicates that the bidder has addressed most bullet points under each criterion heading in detail. The evidence provided shows not only what will be delivered but also offers some detail on how this will be achieved. Bidders should clearly relate their proposals to the aims of the project and be specific in how their proposed solutions will achieve the desired outcomes.
<b>Acceptable</b>	3	Presents reasonable evidence of relevant knowledge, skills, and experience for the scope, meeting requirements in most areas, though not all.	Addresses most bullet points under each criterion heading but lacks clarity or detail on how the proposed solutions will be achieved. While evidence is provided, generic statements are not specifically aligned with the project's aims or objectives. Significant omissions of key information under each criterion heading may result in a score of 3.
<b>Minor reservations</b>	2	Provides some evidence of relevant knowledge, skills, and experience for the scope, meeting requirements in certain areas but with significant omissions.	Indicates that the bidder has not provided sufficient evidence on how they will address several bullet points under the evaluation criteria headings. The tender is partly sketchy, with little or no detail on how the project requirements will be met. The evidence provided is weak or inappropriate and does not clearly relate to the desired outcomes.
<b>Serious reservations</b>	1	Shows limited evidence of relevant knowledge, skills, and experience for the scope.	Indicates major weaknesses or gaps in the information provided. The bidder demonstrates a poor understanding, raising significant doubts about their suitability for the project.
<b>Unacceptable</b>	0	Lacks any evidence of relevant knowledge, skills, or experience for the scope.	This applies if no response is given, the response is unacceptable, or it does not meet the required criteria.

- 8.4.1 **Financial evaluation:** The “total cost” will be evaluated for the purposes of financial evaluation and prices are not subject to any pricing assumptions, qualifications, or indexation other than that stated in the financial proposal. A maximum score of 30 (financial score/points allocated in the evaluation criteria) will be awarded to the proposal offering the lowest “overall cost.” Other proposals will be awarded a mark by application of the following formula:  $(\text{lowest overall cost} / \text{overall cost being evaluated}) \times 30$  (rounded to one decimal place) = financial score. Annex C provides detailed guidelines on inclusions and exclusions for your consideration in preparation of the financial proposal.
- 8.4.2 **Moderation and application of weightings:** The evaluation panel will moderate criteria that have substantial divergence among the individual scores and agree on the final score (as opposed to averaging scores). The score for each award criterion will be amalgamated to give a percentage score out of 100.
- 8.4.3 **The recommended winning supplier:** The recommended award winner will be the proposal that receives the highest score out of 100 (combined technical and financial scores) when applying the above evaluation methodology.

**Feedback:** All those who submit proposals will be provided feedback.

## **Annex A. Supplier's proposal format/questionnaire**

In response to the evaluation criteria questions, the proposal should demonstrate the following:

- Please send the proposal on time to avoid any last-minute technology issues.
- The technical proposal and the financial proposal should be clearly separated in different sections or files.
- No additional supporting documentation is to be submitted other than what the RFP has requested. PDF, JPG, PPT, Word, and Excel formats can be used for any additional information (other formats should be avoided and may not be operationally supported).
- For ease of review, any supporting documents must be attached separately to your main proposal and clearly labeled as to which part of your proposal each relates.
- Any generic policy document submitted needs to clearly indicate the section that is relevant to your proposal.
- Deliberate alteration of a PATH requirement as part of your proposal will invalidate your proposal; and for evaluation purposes, you may be deemed not to have responded to the requirement.
- Your proposal (technical and financial) may be incorporated into the contract as appropriately determined at the contract negotiation stage.

## Annex B. Financial proposal

The financial proposal must comply with the following guidelines. Sample templates are provided on the next page.

### Itemized costs

Provide itemized costs for the complete scope of this project based on the scope of work and deliverables outlined in Section 6. The final scope of work may be subject to negotiation; however, bidder selection will be based on the original scope of work. Bids must include itemized costs for key elements of the scope of work, as follows:

- Percentage participation of key staff in the total level of effort.
- Roles and rates for key staff.
- Estimated total level of effort and associated costs.
- Reimbursable costs (e.g., transportation/flights, accommodations, internet, agency costs, agency fees, subcontracted resources, administrative costs, supplies, and taxes).

### Suggested templates for preparation of the financial proposal

#### Product Descriptions and Quotation Request

Note: 1 minute or 1 PDF page of content is equivalent to approximately 180–200 words.

No.	Product	Unit	Estimated cost	Description
1	Script Development	Per lesson (8–10 min)		Advising and converting Word-based lessons into Script formats; Collaborate with PATH to align and finalize illustrative image concepts to be used in the lessons.
2	Slideshow (Infographic/handbook)	Per PDF page ~1–1.5 min/page		Design text and illustrative images in reading material format. Interactive elements may be added to PDFs with long content.
3	Motion Graphic Video	Per minute	–	Videos using object, icon, and text movements to present content. <b>Development process:</b> <ul style="list-style-type: none"> <li>• Static Design: Create characters, devices, images, and backgrounds aligned with the lesson content and logo. Use Adobe Illustrator or other appropriate software (please specify).</li> <li>• Animation: Animate images, objects, and text with transitions, sound effects, and music using After Effects or other appropriate software (please specify).</li> <li>• Export HD/FullHD video.</li> </ul>

No.	Product	Unit	Estimated cost	Description
4	Animation Video	Per minute	–	Create animated videos focusing on character movements and scenarios, commonly used to simulate situations, conversations, and emotions. <b>Development process:</b> Same as Motion Graphic, with a focus on character and scenario animation.
5	Video Slideshow	Per minute	–	Design video slides with text and images, particularly suitable for abstract content. <b>Development process:</b> Create on PowerPoint, add voice-over narration, engaging sound effects, and export HD/FullHD videos, use Microsoft PowerPoint or other appropriate software (please specify).
6	SCORM/xAPI Packaging	Per minute of course content	–	<ul style="list-style-type: none"> <li>✓ Arrange images, videos, quizzes, etc., according to the finalized script.</li> <li>✓ Set learning rules (e.g., seek bar control, prioritized lesson order, random quizzes).</li> <li>✓ Configure LMS-friendly navigation functions (next/back buttons, fullscreen, playback speed, etc.).</li> <li>✓ Package the course in SCORM format for LMS upload.</li> </ul>
7	Quiz Development	Per question	–	Designing diverse quiz types (single choice, multiple choice, drag-and-drop, fill-in-the-blank, or other appropriate types) with text and images.
8	Minigame Integration	Per game	–	Embedding 5–10 quiz questions into a pre-made/ new minigame with rules, scoring, and rewards.
9	Project Handover Package	Per project	–	Option 1: Delivering source files (.png, .ai, .mp4, .ae, .mp3, .pptx, .pdf) for archiving and LMS upload. Option 2: SCORM file for LMS upload and Slideshow in PDF, video file in mp4
10	Other cost if needed			

Note: Please provide a quotation for both secondary school and high school, noting that the content for high school differs by approximately 30–40% from the lower secondary content .

#### Implementation process, acceptance, and feedback time for each step

- ✓ The vendor will develop and submit a draft of each product/component for review.
- ✓ PATH will review the draft and provide feedback and comments within 3 working days.

The vendor will revise the draft based on the feedback within 5–7 working days before proceeding to the next step.

## Annex C: Example of Lesson and questions for gamification



B11-THCS-Che-do-d  
inh-duong-Thuy\_R.d



Định dạng Thiết kế  
báo giá.xlsx