



Request for Proposals (RFP) **ITO VR & AR Project Business Plan(s)**

Background

Indigenous Tourism Ontario (ITO) is the province's first and only dedicated Indigenous tourism organization. We are a non-profit organization whose mission is to provide meaningful financial, marketing, and industry guidance and support to Indigenous tourism owners and operators in Ontario. We are recognized by the Chiefs of Ontario (COO), and Government of Ontario organizations and ministries for our work therein.

ITO, working with two distinct technology partners, is in the process of developing both Virtual Reality (VR) and Augmented Reality (AR) experiences and platforms. These platforms will offer users unforgettable, immersive, and culturally authentic experiences that promote greater education toward Indigenous culture and a unique way to engage with and access Indigenous experiences. These projects will allow ITO and its partners the opportunity to promote Indigenous tourism businesses in an exciting and innovative manner. Most significantly, these projects will benefit Indigenous tourism operators with additional revenue streams, greater access to markets, and increased capacity. These projects achieve ITO's strategic goals of developing brand integrity, building capacity and increasing economic opportunities, and marketing and branding authentic products and services; ultimately providing valuable support for Indigenous communities and entrepreneurs.

Current Status

VR: Multiple Indigenous Tourism Virtual Reality experiences have been created to date. ITO has piloted a revenue-generation model for existing experiences. Feedback from the pilot will be shared with the successful firm in order to gain further insights and direction on future use of the existing assets, as well as direction for future asset production.

AR: An AR tech company has been engaged. A proof-of-concept experience has been created and successfully implemented. The parameters of the app have been outlined and a



preliminary version will be ready for testing in early 2022. These will be shared with the successful bidding firm.

Project Overview & Goals

Indigenous Tourism Ontario (ITO) is seeking one or more organizations to create a business plan* that demonstrates how these innovative experiences could be monetized to the benefit of both ITO and participating tourism operators in a self-sustaining way.

*Applications may address either/or both AR and VR projects.

The winning candidate(s) will be responsible for developing a **comprehensive business plan with an actionable roadmap for the next five years**. Considerations must be made for the ongoing economic effects of the pandemic, however paths that branch into best and worst case scenarios must also be included.

The final business plan should address the following:

- Evaluate how immersive tech and apps fit into ITO's engagement
- How will these innovation projects connect to IndigenousExperienceOntario.ca and ultimately convert users into revenue for Indigenous tourism operators?
- How will ITO's overall marketing strategy need to support these innovation projects?
- How will these platforms become self-sustaining (revenue-generating) and on what timeline?
- What will ITO's role be in promoting/sustaining/contributing to these projects in the short and long term?
- What entities or business structures would function best to support these platforms and are most appropriate for ITO as a non-profit corporation?
- What other partners would benefit the projects, if any?

Consideration should also be given to describe how these projects fit into ITO's overall strategy, scope of work, and sustainability.



Deadlines & Milestones

Proposals are due **Tuesday February 15th at 11:59pm.**

Selection to be finalized and announced by **Tuesday March 1st, 2022.**

The final business plan to be delivered by **Monday July 4th, 2022.**

Qualifications & Evaluation Criteria

Your organization must have extensive experience working with nonprofits, and deep knowledge of their legal parameters. Equally important is your experience and knowledge with VR and/or AR - the current tech landscape must be considered in order to successfully mine this project. Experience with the tourism industry is certainly an asset, but not required. Familiarity with present-day Indigenous communities, best practices, and cultural sensitivity is paramount. We are open to outside-the-box thinking and approach, and welcome your creativity.

Submissions are open to Indigenous and non-Indigenous owned and operated organizations, however we do strongly encourage those who are Indigenous-owned (51% or more) to apply.

Your submission will be scored based on the following criteria:

Organization/Team Qualifications: 30%

Proposed Plan: 40%

Budget & Schedule: 10%

Past Experience & References: 20%

Guidelines for Proposal Submission

In a single document PDF, please provide the following by the deadline:

- Cover letter to introduce your organization; describe what makes your team uniquely qualified to address ITO's needs.



- Project overview with itemized deliverables.
- Estimated cost of services and project timeline.
- Examples of past work: The examples should show proof of technical skill to complete this project, and proven success with similar organizations and/or projects. You should also include which platforms you have used to disseminate your AR and/or VR content, and how you have monetized content there previously.

Submit your proposal by February 15th, 11:59pm to Director of Operations, Leni Brem, via email at LBrem@indigenoustourismontario.ca.