

## Request for professional services: Business development training creation

### Overview

Reuse Minnesota is seeking an individual or firm that is well-versed in creating business development trainings to create a training program focused on supporting individuals interested in starting or expanding resale-based businesses in the state of Minnesota. The goal of the training is to expand reuse in the state by creating professional development opportunities in the reuse sector. Funding for this project is from the State of Minnesota's [Environment and Natural Resources Trust Fund](#) (ENRTF).

### About Reuse Minnesota

Reuse Minnesota is a member-based nonprofit dedicated to building partnerships and supporting a vibrant network of reuse practitioners through education, advocacy, and promotion. We envision regenerative, reuse-centered communities that protect the environment and value the well-being of future generations.

### Guiding principles

- **Environment and climate:** Reuse reduces the demand for natural resources and the generation of greenhouse gas emissions, harmful pollution, and waste.
- **Prosperity:** Reuse creates opportunities for talent development, skilled training, local job growth, and economic prosperity.
- **Community:** Reuse fosters connection and builds relationships across a broad range of people and organizations.

For more information, visit [www.reusemn.org](http://www.reusemn.org).

### Project summary

Reuse Minnesota is seeking proposals for the creation of a training program for individuals interested in starting or expanding resale-based businesses in Minnesota. Resale-based businesses include thrift stores, consignment stores, goods-specific stores (e.g. used or refurbished books, clothing, electronics), and more.

Qualified applicants should have experience creating professional and/or business development training. Familiarity with the reuse sector is ideal, but not required. Preference for contractors based in Minnesota, but not required.

The training will initially be offered once as part of this contract. Future trainings will be offered by Reuse Minnesota. All materials created for the training will become property of Reuse Minnesota upon completion of the contract.

## Scope of work

**Training creation:** 6-8 hour training (over 2-4 classes) that can be utilized by Reuse Minnesota to support individuals interested in starting or expanding a resale-based business in Minnesota. The training should be sufficient for participants to gain a solid foundation for starting a resale-based business, but is not expected to be a personalized course for individual business ideas.

Content covered should include topics such as:

- Laws relevant to resale businesses in Minnesota
- Nonprofit and for-profit models of resale businesses
- Brick and mortar stores and online sales
- Funding resources to support business launch (grants, investors)
- Technical resources (mentors, state agency assistance)
- Labor (hiring and managing staff, recruiting volunteers, relevant laws)
- Market evaluation (location, size)
- Inventory management
- Sale of new items as a complement to used goods
- Marketing
- Potential for offering complementary repair services

**Training implementation:** In partnership with Reuse Minnesota staff, the contractor will lead the initial offering of the training for up to 20 in-person participants and 10 virtual participants. The contractor and Reuse Minnesota will work collaboratively to determine the best dates and time to offer the training.

Additional implementation deliverables will be as follows:

**a. Contractor**

- Lead each class, in-person preferred, but not required
- Recruit guest speakers as appropriate
- Serve as point person for participant questions

**b. Reuse Minnesota**

- Coordinate space reservation and online/virtual logistics
- Promote the training
- Provide registration platform
- Provide in-person support if the contractor is remote

**Final deliverables:** The contractor will provide to Reuse Minnesota all materials necessary for future training offerings.

- **Handbook:** To provide Reuse Minnesota staff with an outline of all material covered, including key points and additional resources utilized in the creation of the training.
- **Presentations:** Any presentations created for the class (a template will be provided in Google Slides), including copies of guest presentations.
- **Speaker information:** Names and contact information for potential individuals or organizations who could be guest speakers for future trainings.

## Budget

Funding for this project is as budgeted in the work plan approved by the Legislative-Citizen Commission on Minnesota Resources (LCCMR) for Reuse Minnesota's Environment and Natural Resources Trust Fund grant.

Up to \$16,000 has been allocated for this project, and may be used as follows:

- Up to \$15,000 for contractor time and services
- Up to \$1,000 for guest speaker honorariums (payable directly to speakers by Reuse Minnesota)

## Timeline

**September 8, 2023:** RFP posting.

**October 6:** Proposals due by 8:00 pm (Central).

**October 9-23:** Review and notification for interviews.

**October 25-26:** Interviews (held virtually).

**October 30:** Finalist will be selected by the end of day.

**November 6:** Target date for contract start.

**November 2023-January 2024:** Training creation by contractor.

**February-March 2024:** Class offering.

**April 30, 2024:** The full scope of this project must be completed no later than this date, but may be completed earlier.

## Proposal submittal and review

Interested parties should include the following information in their proposal:

- Outline of how work will be accomplished including timeline, expected number of classes, and topics covered
- Experience conducting similar work
- Familiarity with the reuse sector
- Names and qualifications of key individuals involved with the project
- Detailed budget and desired payment schedule

Proposals will be reviewed using a common set of selection criteria including qualifications and experience, ability to satisfy project requirements, and budget.

Questions may be submitted at any time prior to the submission deadline. Questions and complete proposals should be submitted to [info@reusemn.org](mailto:info@reusemn.org), attention to Emily Barker. Proposals will be accepted through 8:00 pm (Central) on Friday, October 6, 2023. Please use "Proposal: Business development training" for the subject line.

*This RFP is not a commitment to award a contract to a responding potential vendor. Reuse Minnesota reserves the right to enter into a contract with a potential vendor at its sole discretion.*

*Reuse Minnesota reserves the right to negotiate any parts of these specifications with the selected contractor. Responding vendors must agree that Reuse Minnesota's decisions are final and not subject to appeal.*