

Request for Proposal

Mobile Adaptation “Micro Business Game“

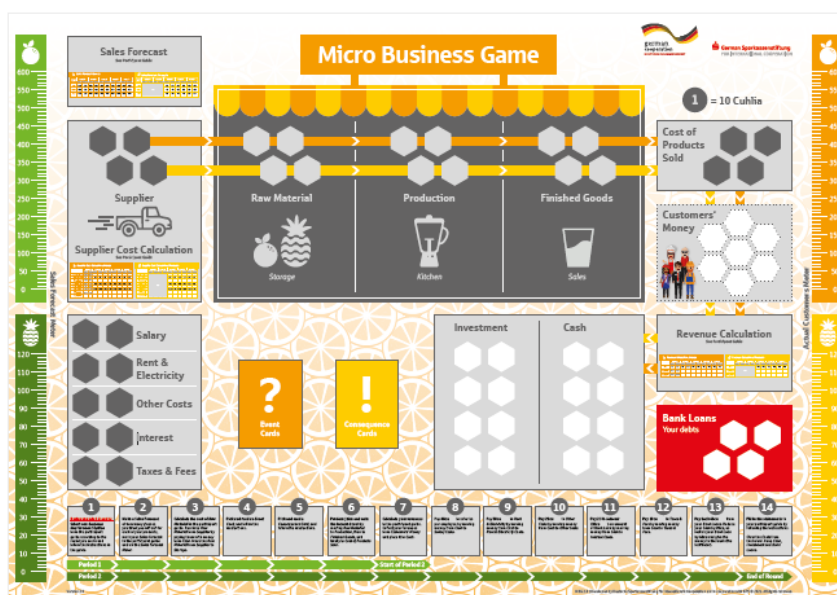
By German Sparkassenstiftung for International Cooperation (DSIK)

The Micro Business Game

Life choices are often also financial decisions. German Sparkassenstiftung for International Cooperation (DSIK) is convinced that people who can make balanced financial decisions for their individual life situations have the capacity to independently improve their personal and professional quality of life. With Business Games, we contribute to providing people with the knowledge and capacity to make these decisions.

Offering an environment in which interaction, practical exercise combined with knowledge transfer led to the high learning success of the Business Games made by DSIK in collaboration with BTS. The Business Games, developed with funds from the German Federal Ministry for Economic Cooperation and Development (BMZ), support local capacity building by breaking down complex financial and entrepreneurial concepts using a playful environment which is tailored to the needs and financial literacy levels of the target groups.

As owner of a small juice shop, the participants gain basic financial and entrepreneurial skills by taking decisions for the shop. They are responsible of all aspects of their business such as accounting, resources, and the production. During the Business Game they encounter opportunities for business growth but also experience challenges in their role as employers. Furthermore, they handle business risks and seize development opportunities. Playfully, the participants gain sharper insights into basic business administration procedures. They discover how to manage their enterprise more competently.



Backstory:

You are the owner of a small juice store in *Cuhlia*, where you produce orange juice. A year ago, you presented your business idea to the local microfinance institution and got a loan to bring your idea to life. So, you founded a juice store! It has been quite successful so far and you see great future potential for the store, as the small town you are operating your store in is growing.

Now two people are working in the store – yourself and your cousin.

To produce the juice, you buy oranges from a local supplier, who delivers the oranges to the store. The oranges are kept in the storage room next to your kitchen. If you do not sell all oranges before they go bad you give them to your neighbour for free.

You and your employee normally produce the juice on demand, which means that when a customer comes to the store and asks for juice, you cut and squeeze the oranges. The fresh orange juice is filled in glasses, which people drink in front of the store and give back the empty glasses afterwards.

The customers are mainly people from the village. Whether young or old, everybody loves the orange juice you produce. Sometimes even people from other towns come by, as your orange juice became famous in the area for its fresh and sweet taste.

Good luck with managing your store and with all the challenges and opportunities you will face!

Key Learnings:

- Increase financial and entrepreneurial capacities by introducing basic accounting principles and applying simple financial tools such as sales forecasts, cash-flows, balance sheets and profit and loss statements, among others.
- understand the role of different business stakeholders like suppliers and customers, lenders, and regulators.
- defining goals and strategies for dealing with the stakeholders and acquiring know-how in marketing, market dynamics and competition and
- recognise the interface between microfinance institutions and clients.

Important features of the existing Business Game:

- Investment opportunities, development of Customer Numbers over performance
 - Addition of a new product for more variety
 - Risk Management for businesses, strategic planning, handling of unexpected events
 - Calculation of Budget, Revenue Calculation, Sales Forecast, Financial Statements, Balance Sheet
 - Actively paying the fees / costs for the different stakeholders / institutions
 - Users' guideline: steps in exploring the Business Game in detail (by experienced trainers)
 - Competition of the participants
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Call for proposal

The German Sparkassenstiftung for International Cooperation (DSIK) would hereby like to offer you the opportunity to submit a proposal for the development of a mobile app, based on a haptic board game.

Requirements for the app development

- Adaptation of the haptic board game "Micro Business Game" into a mobile app (iOS and Android)
 - Ensuring that the app will also run on phones and operating systems that are older than 5 years, offline version is an asset
 - Data economy regarding
 - data volume and
 - collected user data
- Adoption of the fundamental didactic concept "Do-Reflect-Apply"
 - The tested didactic works according to the pattern of a Choose-your-own-Adventure Game with a pre-determined branching tree of action options and ending states
 - Transfer of the tabletop group game to a single-player gameplay
 - Where necessary, adaptation to the idiosyncrasies of the mobile platform
 - If necessary, creative ongoing development of the didactic concept and gameplay in collaboration with Sparkassenstiftung
- Low threshold, engaging User Experience (UX)
- Intuitive, interculturably implementable User Interface (UI)
- Being localizable for a range of languages and dialects
- Support and maintenance of the developed app after launch

Requirements for applicants

- Starting time of development in September 2021
- Experience in mobile game development
- Experience in the adaptation / digitalization of analog board games or comparable references
- Experience in developing serious games and/or apps with an educational focus or comparable references
- Experience in developing games for an international audience in different languages
- Please name a permanent project manager and a substitute within your company for the support and development of the app
- Please note: All exploitation rights of all created graphics, collected contact data etc. may not be owned by third parties (freelancers or similar) and will be fully transferred to DSIK after the end of the project. Personal data collected within the project are subject to the German Federal Data Protection Act (BDSG) as well as the EU-GDPR. You must guarantee the security of this data.

Requirements for your offer

- Please quantify the costs for the entire project and provide a detailed breakdown of these costs by working hours / days.
 - Please provide an approximate timeline for the app development.
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- Please state your way forward in project management especially dealing with many requirements some of them even might be controversial
- Please quantify the ongoing costs for maintenance and support of the app once launched.
- Please provide an offer for post-release support.
- What particularly qualifies you / your studio for this assignment?

Notes on the assignment procedure

- DSIK will establish a board of experts that will evaluate the submitted proposals regarding economic efficiency, technical suitability, practicality, and seriousness and will recommend one or more proposals for assigning.
- If necessary, the assignment procedure will be extended over a second round, in which the top applicants will be invited to a meeting and given the opportunity to play the Micro Business Game remotely (online). Subsequently, the applicants will be given the opportunity to specify their offer.

Materials

- [Website Micro Business Game of DSIK](#)
- [Micro Business Game by Sparkassenstiftung \(Global\) - YouTube](#)
- The Game Board and a Guide can be downloaded [here](#).

Please submit your proposal by Friday, September 3rd, 2021,
via email to business.games@sparkassenstiftung.de

Contact

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