REQUEST FOR PROPOSAL (RFP)

AI & Machine Learning Curriculum Development and Training Delivery

Inclusive Development and Entrepreneurship Access (IDEA) Project

Issuing Organization	**EiTESAL for Information Technology and Communication Association**
Project	Inclusive Development and Entrepreneurship Access (IDEA)
Announcement Date	21 October 2026
Procurement Structure	Two independent lots; bidders may apply for either or both

1. Project Background

The Inclusive Development and Entrepreneurship Access (IDEA) project aims to promote inclusive and sustainable economic growth in underserved Egyptian governorates through targeted AI capacity-building and entrepreneurship interventions. The project seeks to equip youth with market-relevant skills, enhance employability, and foster value creation.

The project has a three-year implementation period and a geographic scope covering Cairo, Alexandria, Mansoura and Assiut. Activities include an AI-focused capacity-building program, AI-focused boot camps, an AI-focused incubation program, and R&D/acceleration support.

The project targets 1,200 primary beneficiaries. A subsequent entrepreneurship pathway includes 160 participants in AI-focused boot camps, 20 early-stage startups in incubation, and 6 growth-stage startups in acceleration.

2. Purpose of the RFP and Procurement Structure

EiTESAL seeks to establish a reusable AI and Machine Learning (AI/ML) curriculum and associated training materials that EiTESAL can own, maintain, adapt and use across future training cycles. To separate curriculum ownership from training-delivery capacity, this RFP is divided into two independent lots:

- Lot 1 — AI/ML Curriculum and Training Materials Development.
- Lot 2 — AI/ML Training Delivery.

Bidders may apply for Lot 1, Lot 2, or both. Each lot is a standalone scope and will be assessed technically and financially on its own. Applying for, winning, or receiving a particular score for one lot will not automatically determine eligibility, scoring, or award for the other lot.

EiTESAL may award the lots to the same service provider or to different service providers. A bidder applying for both lots must provide a separately identifiable technical proposal, work plan, team allocation and financial proposal for each lot. The price and scope of one lot must not be conditional on the award of the other.

Under normal circumstances, Lot 2 shall use the curriculum and training materials developed under Lot 1 and approved or supplied by EiTESAL. However, Lot 2 bidders are encouraged to also submit, as part of their proposals, their own existing technical curriculum and training materials, which shall remain their intellectual property. This will allow EiTESAL to consider these proposals in the event that no bidder under Lot 1 successfully passes both the technical and financial evaluation criteria. Any proposal based on the bidder's own materials shall include a description of the proposed curriculum and content, together with applicable licensing or usage conditions and associated costs and shall be subject to EiTESAL's evaluation and approval.

3. Technical Curriculum Domains

The curriculum and training delivery shall cover the following technical domains. Bidders may propose the detailed sequence, syllabus, applications, duration and learning pathway, provided that all domains are addressed and the approach is practical and industry-aligned:

- Mathematics and Python Foundations
- Data Analysis, Manipulation and Visualization
- Machine Learning
- Deep Learning and Natural Language Processing (NLP)
- Generative AI and Large Language Models (LLMs)
- Computer Vision
- Model Deployment, MLOps and AI Governance

4. Lot 1 — AI/ML Curriculum and Training Materials Development

4.1 Objective

To design and develop a comprehensive, coherent, practical and industry-aligned AI/ML curriculum and training-material package that EiTESAL can retain and reuse independently of any particular training-delivery provider.

4.2 Scope of Work

- Review the target learners' needs, entry-level assumptions and intended learning outcomes, and propose a curriculum-development methodology.
- Develop a curriculum map covering module sequence, prerequisites, learning objectives, estimated learning hours and progression across the technical domains.
- Prepare a detailed syllabus, module outlines, lesson plans, trainer guides and learner guides.
- Develop presentation decks, explanatory materials, worked examples, demonstrations and reference materials for self-paced learning.
- Develop editable coding notebooks, practical exercises, datasets or dataset references, graded assignments, mini-tasks and solutions or marking guides as appropriate.
- Design assessment tools, knowledge checks, practical evaluation criteria and rubrics.
- Develop an end-to-end capstone project framework, including project brief, requirements, expected outputs, milestones and assessment criteria.
- Design materials for blended learning, including recorded/self-paced learning and live interactive sessions.
- Submit draft materials for EiTESAL review, conduct agreed review or validation sessions, and incorporate consolidated feedback.
- Deliver the final materials in editable, commonly used formats, logically organized and version-labelled.

4.3 Deliverables

- Inception report and curriculum-development work plan.
- Curriculum map and detailed syllabus covering all technical domains listed in Section 3.
- Complete module-level instructional materials, learner materials and trainer guides.
- Editable presentation decks and self-paced learning/reference materials.
- Practical coding notebooks, exercises, assignments, mini-tasks, and associated solutions or marking guides, as applicable.
- Assessment framework and capstone-project brief, milestones and rubrics.
- Quality-assurance/review log showing how EiTESAL's consolidated comments were addressed.
- Final organized repository of editable source files and delivery-ready materials.
- Handover session for designated EiTESAL staff explaining the curriculum structure, material organization and recommended update process.

4.4 Ownership, Intellectual Property and Handover

The Lot 1 contract shall require the provider to hand over to EiTESAL all final deliverables and editable source files. Subject to applicable law and any third-party or pre-existing materials disclosed in the proposal and approved in writing by EiTESAL, EiTESAL shall receive written rights sufficient to use, reproduce, adapt, translate, update, combine and reuse the materials for the IDEA project and future EiTESAL activities, and to authorize another service provider to deliver training using them.

The bidder must identify all proposed third-party, open-source, licensed or pre-existing components and disclose any restrictions, fees or attribution requirements before approval. Such components must not prevent EiTESAL from using or commissioning delivery of the overall curriculum. The provider shall not impose a restriction that makes EiTESAL dependent on that provider for routine use, future delivery or updates.

4.5 Exclusions and Boundaries

Lot 1 covers curriculum design and content/material development. It does not include delivery of the full beneficiary training cohort, provision of the full training-delivery team, participant attendance management or ongoing learner mentoring during the cohort. Any pilot, validation or handover activity included in Lot 1 must be explicitly identified and priced in the proposal.

5. Lot 2 — AI/ML Training Delivery

5.1 Objective

To deliver the AI/ML training program to the target beneficiaries using either the curriculum and training materials approved or supplied by EiTESAL, or the provider's own existing technical curriculum and training materials, subject to EiTESAL's technical evaluation and approval. The delivery shall focus on practical application, learner engagement and demonstrable learning outcomes.

5.2 Scope of Work

- Provide qualified lead instructors, teaching assistants and delivery coordination appropriate to the approved curriculum and cohort size.
- Deliver live interactive sessions online or offline, as agreed with EiTESAL, including technical deep dives, demonstrations, Q&A and applied problem-solving.
- Facilitate practical labs, coding exercises, assignments, mini-projects and capstone work using the approved materials.
- Provide participant assessment, timely technical feedback, code reviews or equivalent technical-review mechanisms, and progress monitoring.
- Maintain attendance, participation and assessment records and report on completion and learner performance.
- Coordinate scheduling, learner communications, accessibility, delivery logistics and issue escalation with EiTESAL.
- Provide periodic progress reports and a final delivery report against agreed learning and delivery KPIs.
- Where proposing their own curriculum and training materials, provide a detailed description of the proposed content, learning structure and delivery approach as part of the technical proposal.

5.3 Deliverables

- Training-delivery plan, session schedule and staffing plan.
- CVs and professional biographies of proposed instructors and teaching assistants.
- Delivery of all agreed training hours and sessions.
- Attendance and participation records.
- Assessment results, assignment and capstone completion records, and summary of participant feedback.
- Periodic learner-progress and technical-feedback reports at agreed intervals.
- Final cohort report comparing performance with agreed targets and KPIs, including lessons learned and recommendations.
- Where applicable, a detailed description and outline of the proposed curriculum and training materials.

5.4 Use of EiTESAL-Approved Materials

Lot 2 applicants may base their proposals on either:

- The curriculum and training materials approved or supplied by EiTESAL; or
- Their own existing technical curriculum and training materials, which remain their intellectual property.

Applicants proposing to use their own materials shall clearly identify and describe the proposed curriculum, training content and delivery approach in their technical proposals. They shall also specify any applicable licensing or usage conditions and associated costs.

The use of either EiTESAL-approved materials or the provider's own materials shall be subject to EiTESAL's technical evaluation and approval. Where EiTESAL-approved or supplied materials are used, the provider shall not replace or materially alter them without EiTESAL's written approval. The provider may recommend delivery adaptations or improvements, subject to EiTESAL's approval.

Any new delivery aids or material improvements developed specifically under Lot 2 shall be handed over in editable form, with ownership and applicable usage rights specified in the contract. The provider shall retain ownership of its pre-existing proprietary curriculum and training materials, subject to the usage or licensing rights agreed with EiTESAL for the purposes of the program.

5.5 Exclusions and Boundaries

Lot 2 does not include ownership or full redevelopment of the core curriculum and training-material package where such materials are developed under Lot 1. However, Lot 2 applicants are permitted to propose the use of their own existing proprietary curriculum and training materials as part of their initial submissions.

Any additional content development requested by EiTESAL beyond the proposed training materials shall be identified separately, approved in advance and separately priced.

6. Bidder Qualifications and Proposal Requirements

Bidders must clearly state whether they are applying for Lot 1, Lot 2 or both. Proposals for each lot must be separately identifiable and sufficiently detailed to allow independent technical and financial evaluation.

6.1 Requirements for Lot 1

- Institutional profile and demonstrated experience in AI/ML curriculum design and training-content development.
- Portfolio of relevant work and samples such as slide decks, coding notebooks, exercises, learner guides or assessment rubrics.
- Proposed curriculum-development methodology, quality-assurance process, review stages and work plan.
- CVs of proposed AI/ML subject-matter specialists and instructional-design/content-development team members.
- Detailed deliverables, timeline, assumptions and handover approach.
- Statement of ownership and licensing approach, including disclosure of third-party and pre-existing content.

6.2 Requirements for Lot 2

- Institutional profile and demonstrated experience delivering AI/ML technical training or comparable technical upskilling programs.
- CVs and professional biographies of proposed lead instructors and teaching assistants.
- Proposed delivery methodology, practical-learning approach, assessment methods and learner-support arrangements.
- Relevant past-cohort examples, client references, participant feedback or learning outcomes where available.
- Work plan, delivery schedule, staffing approach and quality-monitoring process.
- Description of the proposed curriculum and training materials, clearly indicating whether the proposal will use EiTESAL-approved or supplied materials, or the provider's own existing technical curriculum and materials.

- Where the provider proposes its own curriculum and materials, a description of the technical content, learning structure, practical exercises and any applicable intellectual property, licensing or usage conditions.

6.3 Proposal Format

For each lot, the technical proposal should describe the bidder's understanding, methodology, team, work plan, deliverables, quality assurance, assumptions and relevant experience. The financial proposal must be separate from the technical proposal and itemized for the relevant lot. If applying for both lots, bidders must clearly separate the two proposals and prices.

7. Evaluation Criteria and Award

Each lot will be evaluated independently. EiTESAL may award Lot 1 and Lot 2 to different providers. A bidder does not need to apply for or win both lots. Technical and financial evaluation for one lot shall not be dependent on the bidder's application for or result in the other lot.

7.1 Suggested Technical Evaluation Criteria — Lot 1

- Understanding of requirements and quality of curriculum-development methodology.
- Completeness, structure, usability and practical orientation of the proposed materials.
- Relevant AI/ML subject-matter expertise and instructional-design experience.
- Quality assurance, review, revision and handover approach.
- Feasibility of work plan and timeline.

7.2 Suggested Technical Evaluation Criteria — Lot 2

- Quality, relevance and technical depth of the proposed curriculum and training materials, whether EiTESAL-approved/supplied or provider-developed.
- Quality of training-delivery methodology and practical learning approach.
- Qualifications and experience of proposed instructors and teaching assistants.
- Assessment, feedback, learner support and progress-monitoring approach.
- Relevant delivery track record and evidence of learning outcomes.
- Feasibility of work plan, staffing and cohort-management approach.

EiTESAL shall confirm the final technical criteria, weightings, pass marks, financial scoring method and any eligibility thresholds before publication. These requirements shall be applied separately to each lot in accordance with EiTESAL's applicable procurement procedures.

8. Financial Proposal Requirements

A separate itemized financial proposal is required for each lot. Prices shall be complete for the relevant scope, clearly state applicable taxes and other charges, and identify payment milestones linked to accepted deliverables. A bidder's price for one lot must not be conditional on award of the other lot.

8.1 Lot 1 Pricing

The financial proposal should itemize curriculum design, module/material development, practical assets, assessment and capstone materials, review/revision rounds, final editable source-file handover, and any recording or media-production costs. Bidders must clearly state whether video recording/production is included or whether the proposal covers scripts, storyboards and other materials only.

8.2 Lot 2 Pricing

The financial proposal should itemize trainer and teaching-assistant costs, delivery hours, practical labs, assessments and feedback, capstone supervision, reporting, and any travel, venue, equipment, software or other costs. Assumptions and exclusions must be clearly stated.

9. Proposal Submission

Interested service providers are invited to submit technical and financial proposals addressing the requirements of the lot(s) for which they are applying. Proposals should include relevant experience, proposed methodology, team, deliverables, timeline and financial offer.

proposals must be sent to EiTESAL before 11th of November 2026, 12:00 pm and to be **hand delivered** by the participant in person or by an agent **directly** to the premises of EiTESAL at:

"21 Kayetbai st., off. Omar Ibn El-Kattab, Ismailia Square, Heliopolis, Cairo Governorate, 4460342" (9:00 am – 5:00 pm)".

Tenderers must submit two separate sealed envelopes, (Technical Proposal Envelope, Financial Proposal Envelope) for one or two lots, both should be duly signed and stamped by the submitting company in accordance with the above deadline and delivery requirements.

The selected service provider will be notified by EiTESAL following the completion of the technical and financial evaluation process and approval of the final selection.

10. Timetable

Milestone	Date and time
Deadline for requesting clarifications	28 October 2026, 12:00 pm
Last date to issue clarification	5 November 2026, 12:00 pm
Deadline for submitting tenders	11 November 2026, 12:00 pm
Completion of technical evaluation	17 November 2026, 12:00 pm
Notification of award	19 November 2026, 12:00 pm
Contract signature	21 November 2026
Start date	After contract signing

11. Clarifications and Contact Information

Tenderers may submit questions in writing by the clarification deadline, specifying the project title: "Inclusive Development and Entrepreneurship Access (IDEA) Project."

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