**INVITATION TO SUBMIT A TENDER Ref: SUS/2017**

To whom it may concern

Please be advised that the Board and CEO of the Drake Music Project Northern Ireland would like to invite you to tender for a contract of MARKET ANALYSIS as a portion of our sustainability project, running from January to March of 2017.

New Interfaces :: New Markets…

A Sustainable Future for Drake Music Project NI.

The Drake Music Project Northern Ireland aim to initiate a proof of market study in order to transform the income streams of the Project in the longer term; we propose to market evaluate the production and sale of several medium cost environmental controllers, developed in the Project R&D Research&Create program, and tested within this sustainability program for first stage commercial viability. We aim, under this initial 3-month phase of work to prove the viability of the design, build and sale of proposed products, and develop a new business model for the Project, fully exploiting the viability of the interfaces that we are creating in Research&Create workshops, proving the viability, and leading us to a position where we can professionally state our case for R&D support in the technology sector.

Detailed evidence of market demand is critical to helping us to build a business case for this product design, taking us across the boards, from arts to technology, adding the arts to STEM and blending STEM to STEAM

The Drake Music Project Northern Ireland have secured a grant from the National Lottery administered by the Arts Council of Northern Ireland in order to fund a preliminary period of market research, based on the research and design of several low to medium cost gestural controllers developed and used in our weekly workshop sessions in our studio and workshop locations across Northern Ireland.

We propose that this sustainability grant in the period January to March 2017, will be used in part to fund a Proof of Marketanalysis, carried out late Feb to mid-March 2017, and will be centred on delivering the following outcomes in a final report to the Board and the CEO of the Drake Music Project Northern Ireland:

– An assessment of commercial viability through

Market research,

Market testing and

Competitor analysis,

Intellectual Property position, and

Initial planning

to take the project to commercialisation including an assessment of costs, timescales and funding requirements to give us the necessary data to inform a move from concept working interfaces to complete commercial products.

Tenders are invited for this market analysis and report, and will be scored for success based on:

* Tenderer experience in the field and knowledge of the sector
* Tenderer location and access to Drake Music activities
* Tenderer costs and timescales

Closing date for receipt of tenders, received

**HARD COPY ONLY, BY 12 NOON FRIDAY 3rd FEBRUARY 2017**

addressed to:

SUSTAINABILITY

CEO,

Drake Music Project Northern Ireland

Unit 5, RDC, WIN Business Park, Canal Quay NEWRY CO Down, BT35 6PH

Further details, without bias, may be requested from

Dr Michelle McCormack, CEO, by email at [michelle@drakemusicni.com](mailto:michelle@drakemusicni.com)

This project is supported by the National Lottery as administered by the Arts Council of Northern Ireland 