

TERMS OF REFERENCE FOR PROCUREMENT OF PROFESSIONAL SERVICES

1) Introduction

dVentus Technologies, an ISO certified company is a developer and manufacturer of customized smart grid, smart water, energy conversion and energy management solutions. dVentus Technologies is committed to offer its robust smart metering solutions along with Meter Data Management and Grid and Distribution Network Monitoring Systems that enable the complete visualization and digitalization of the grid and water systems. We are exceptional in our localized innovations, tailor-made products and customized system solutions that transform energy and water management systems in emerging markets.

In the interest of maintaining its presence in these markets – local, regional and sub-Saharan Africa, dVentus is looking for to procure professional services including

- The production of short promotional and informative corporate video
- The production of short instructional and informative videos of the company's major product and service lines to end-users, corporate customers and technical personnel of clients

2) Objectives

- i. Establish and communicate the dVentus brand to clients, targeted local and international customers and end-users of our products and systems
- ii. Market dVentus electric and water smart meters along with the communication and back office management systems for emerging markets.

3) Scope of work

Scope of work is

- The production of short promotional and informative corporate video
- The production of short instructional and informative videos of the company's major product and service lines to end-users, corporate customers and technical personnel of clients

4) Responsibilities

Responsibilities of the service provider

Take over the refurbishment, development and deployment of the company website as well as the technical production of high quality promotional video including all project steps (script development, filming, animation, film editing and post production)

- Revise the preliminary script prepared by dVentus for the promotional video production
- Assign an IT savvy designer
- Assign a video producer/director/videographer and editor

- Provide technical equipment (photo and video cameras, lighting systems and all necessary equipment) and all further video production materials
- Independently do the post-production, thereby requiring a recording studio and the respective sub-tasks for e.g. cutting, sound editing, adding subtitles and all further production equipment. The service provider must hold the rights for the music to be used for the clip
- Submit drafts of website and videos to dVentus assigned staff for comments and remarks
- Submit and deploy final versions

Responsibilities of dVentus

- Assign relevant staff and point of contact to work with the service provider
- Avail resources and content for video production
- Supervision of video shootings and provision of technical assistance
- Provide necessary logos and factual information about the company and its products

5) Deliverables

1. A short 5 – 7 minute promotional corporate video of 1080p (1920x1080 resolution) high definition video delivered in two copies on CD/DVD
2. A series of short instructional and technical videos for eight major product lines of the company with 1080p (1920x1080 resolution) high definition video delivered in two copies on CD/DVD
3. A detailed script and storyline in digital format
4. Provision of all the raw video footage

6) Service Rate

For the promotional corporate video...

Per minute rate for the corporate video

For the Instructional and Technical videos...

Per minute rate for each Instructional and Technical videos

Clearly specify any fixed setup charges besides what is described above.

7) Implementation Timetable

The whole project will take a maximum of 1 month in total.....

8) Required qualifications and proof of delivery

It is expected that the executing individual or company has a good understanding and experience in website design, video production and documentation. The company should possess the following detailed qualifications and experience

- i. Ability to design, develop and execute a short promotional as well as instructional video production
- ii. Experience in producing high quality professional video production and presentations
- iii. Outstanding videography skills and proven similar work experience
- iv. Outstanding photo and video editing skills
- v. Working experience with international organizations
- vi. Proven ability of creative working
- vii. High level of communication with its customers
- viii. It is desirable that the service provider has experience with technology startups, and specifically Electronics, Power technology companies
- ix. Actual delivered samples to prior customers