

I. Company

Please tell us about your company.

A. Year established

B. Brief creation story

C. Ownership

Number, role in company, structure

D. Employee experience retention rate

*For the last three years, please put the total number of person months of project work done (design, development, project management, testing, etc) in the first column of the table. In the second column, put the total project work done each year by people that you **currently** employ. The second column can obviously not be greater than the first.*

Sum the two columns and use those sums to compute the number of person months of project work over the last three years that you've retained within the company.

	Total work done, employees & contractors (person months)	Total work done, current employees (person months)
2008		
2009		
2010		
total	y = column sum	x = column sum
retention	x / y	

E. Financial stats

Revenue per employee, last 3 years

Profitability compared to relevant benchmark (above, below, same)

Working capital (cash, credit lines)

F. Client base

Total clients served last 2 years

Percent of revenue from largest customer, last 12 months

G. Culture

Values, business practices, pictures, activities, etc

II. People

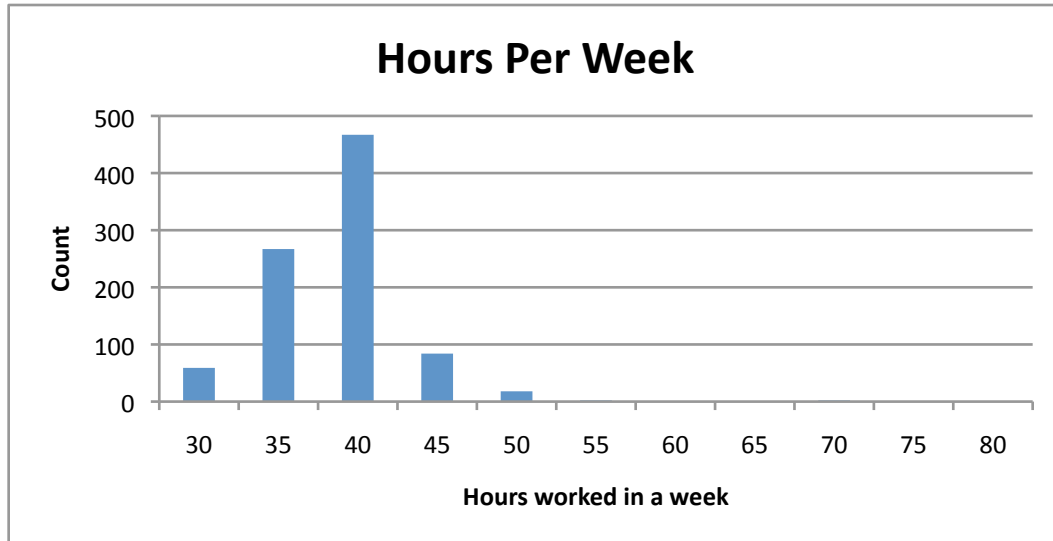
A. Total project staff

	Employees (count)	Contractors (count)	Average professional experience (years)	Average tenure with company (years)	Typical educational background
Designers					
Developers					
Project Managers					
Business Analyst					
QA					

B. Publications, presentations, blogs, awards, etc (company or employees)

C. Professional development activities

D. Histogram of hours worked by developers per week for last 12 months in 5 hour buckets (see example below)



III. Relevant projects

Please describe the following for two (2) relevant, successful, prior projects.

A. Overview

- Client
- Context & business goals
- Responsibility on project

B. Size (person hours by staff function)

C. Duration (calendar dates)

D. Results and outcomes

E. Sample work products

- Requirements
- Design
- Development
- Validation
- Project management

F. Client reference

- Name and company
- Phone and email

IV. Failed project

Please describe a failed project that your company was a part of.

- A. Overview
 - Client
 - Context & business goals
 - Responsibility on project
- B. Size (person hours by staff function)
- C. Duration (calendar dates)
- D. Analysis
 - Why considered a failure?
 - What specifically went wrong? Why?
 - What was the final outcome?
 - Further work done for this customer?
 - Actions taken, company impact?

V. Proposed project

Use this section to describe how you'd tackle our project.

- A. Summarize your understanding of the project
- B. Risk analysis
- C. Team being proposed
 - Size, roles
 - Location of staff
 - Employment status (W2, contract)
 - Education
 - Professional experience
 - Tenure with company
- D. Approach
 - Responsibilities
 - Communication & coordination
 - Requirements
 - Estimating
 - Tracking & reporting
 - Delivery
- E. Technical practices
 - Design
 - Development

Quality

F. Support

Future features and extensions

Bugs & failures

Rates and response times

Hosting & monitoring

G. Preferred business relationship

VI. Additional references

Please provide two references beyond those offered in section III above.

Name & company

Context

Phone and email