## Request for Proposals

**“Consultant Services for**

**Industry Cluster Analysis”**

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**New York State Economic Development Council**

**Albany, NY 12245**Overview

**A. Contract Title:** Consultant Services for Homeland Security and Cybersecurity Industry Cluster Analysis.

**B. Description:** New York State Economic Development Council (NYSEDC) is seeking proposals from qualified consulting firms to analyze the homeland security and cyber security industry cluster in New York State. The analysis is split into two phases:

1. To define the industry cluster and identify how competitive New York State is compared to other states in the US for the attraction of homeland security and cyber security companies, in particular whether it has market leverage.
	1. The partners would like to estimate the amount of homeland security and cybersecurity products purchased by NYS and organizations located within the State as a percentage of total US sales for the industry cluster.
2. If it is determined NYS has market leverage or other advantages to offer this industry cluster, then identify and set up meetings with companies in the industry cluster that are top targets to expand or relocate to NYS.
	1. Partners intend to use competitive advantages found in phase one to encourage possible expansion and/or relocation to NYS.

The project deliverables are requested in two phases:

* Phase I – Define and Quantify the Industry and Estimate New York State’s Share of the Market.
* Phase II – Scheduling of Meetings with Top Companies to Target in the Industry Cluster, if Competitive Advantages are Found.

**C. Qualifications:** Proof of expertise in the fields of homeland security and cyber security analysis.

Scope of Work

# I. Phase I

**Define and Quantify the Industry and Estimate New York State’s Share of the Market**

1. Consultant will work with NYSEDC and New York State Empire State Development (ESD) to define the homeland security and cyber security industry cluster in NYS. With the industry cluster rapidly growing and evolving, there is no single NAICS code that can be used to define this. NYS is seeking assistance defining the industry cluster in order to better understand the current market within the State and to target companies for expansion and/or relocation to the State.
2. Consultant will analyze the homeland security and cybersecurity industry cluster to determine NYS’s strengths, weaknesses, opportunities, and threats. Specific factors to include in the analysis are:
* The amount of Homeland Security and Cybersecurity products consumed by the State, the private sector, and other public entities within NYS.
* The percentage of Homeland Security and Cybersecurity products consumed in NYS as a percentage of the whole market in the US for the cluster.
* Identification of key industry stakeholders within NYS.
* Including major employers, major consumers, educational institutions, Department of Defense presence, and business trade associations and nonprofit organizations.
1. Consultant will compare and contrast NYS’s competitiveness in the industry cluster to other states in the US.
2. Consultant will summarize their findings for the cluster against other states in the US and deliver a draft report to NYSEDC and NY ESD, for review and comment.
3. The Final Report shall include the following:
* Written definition of the homeland security and cybersecurity industry cluster,
* A summary of the percentage of products consumed in NYS for the cluster compared to the US market,
* Written description of the key strengths and weaknesses of the cluster,
* Written description of the opportunities NYS may exploit and threats NYS should address for the cluster,
* A professional opinion on if NYS has market leverage compared to other US States with respect to the industry cluster.

1. Consultant shall deliver a Draft of Phase I no later than twelve weeks after commencement of the project.

## II. Phase II

# Scheduling of Meetings with Top Companies to Target in the Industry Cluster, if Competitive Advantages are Found

1. If it is determined by the Consultant in Phase I of this analysis that NYS has market leverage in the homeland security or cybersecurity industry cluster, this analysis shall proceed to Phase II.
2. In consultation with NYSEDC and ESD, Consultant shall prepare a detailed list of target companies that, based on NYS’s market conditions found in Phase I, may be interested in relocating or expanding into the State.
3. Consultant shall provide NYSEDC and ESD with a draft list of target companies for the industry cluster for review and comment.
4. After receiving comments from NYSEDC and ESD, Consultant will set up meetings between the target companies and ESD.
5. Consultant shall deliver a Draft of Phase II within 12 weeks of approval of Phase I.

#### **Deliverables**

1. Phase I shall include one report on the industry cluster.
2. Phase II shall include a list of target companies, proposed meetings with target companies, and a plan on how to leverage New York State’s competitive advantage to promote expansion and/or relocation to the State.

Proposal Contents

1. Each proposal shall be submitted as a Lump Sum fee inclusive of travel and incidental expenses
2. Pertinent Qualifications demonstrating a minimum of five years’ experience in industry analysis for homeland security and cybersecurity industries.
3. A detailed description of the proposed methods and schedule to accomplish the objectives of the RFP herein, as well as a discussion of any alternative approaches and/or additional services that may be offered to more adequately assess the homeland security and cybersecurity industries in NYS.

Selection Criteria

The selection of the successful proposal will be based on a combination of price, demonstrated capacity to perform the work, relevant experience and the proposed methods for executing the assignment.

Insurance Requirements

TBD

Submission of Proposal

All proposals are due on **Friday, June 20 at 5:00PM.**

Label and deliver your proposal as follows:

**Ryan Silva**

**NYSEDC**

**111 Washington Avenue, 6th Floor
Albany NY 12210**

**Attn: Homeland Security & Cybersecurity Analysis**

Questions

All questions shall be made via email with subject heading**: HOMELAND SECURITY & CYBERSECURITY ANALYSIS RFP QUESTION** to: Silva@nysedc.org