



# Request for Proposal for Customer Success/Data Collection of Carbon-Intensity Practices Technical Assistance Services

This Request for Proposal (RFP) is issued to provide technical assistance to farmers to implement climate-smart cover crops in their operation for Gevo's Farmer Grower Program.

## **Primary Contacts**

Contact	Title	Phone	Email
Heather Manuel	VP of Communications & Marketing	303-883-1114	Hmanuel@gevo.com
Kevin Hodges	Head of Feedstock & Agriculture	314-225-8042	KHodges@gevo.com

# Table of Contents

---

## **Section 1: About Gevo**

- Company Background
- Ideal Customer
- Technology Stack
- Competitors

## **Section 2: Program or Project Objectives**

- Objective Summary
- Scope of Work
- Schedule

## **Section 3: Criteria for Response**

- Evaluation Criteria
- Presentation / Proposal Requirements

## **Section 4: Terms and Conditions**

## Section 1: About Gevo (USDA Program)

### **Background:**

Gevo is a leading renewable chemicals and advanced biofuels company. We are dedicated to delivering low carbon sustainable fuels and chemicals. The greenhouse gas CO<sub>2</sub> is our renewable carbon source. We know it's possible to replace the non-sustainable, greenhouse gas generating fossil carbon-based chemicals and fuels used all across the world today with renewable carbon alternatives. Our technologies make it possible. We want it all: fuels for cars, airplanes, trucks, small engines, boats, and ships. We want to replace the carbon source for major packaging plastics like polyester and polypropylene. Done right, we enable production of protein that helps feed the world. With sustainable farming, we can help farmers capture CO<sub>2</sub> in the soil, improving soil quality. Together, with our customers and partners we can change what's possible and do our part to positively change the world.

### **Target Audience for project work:**

The consultant would assist Gevo in the utilization of cover crops within the GEVO Climate-Smart Farm-to-Flight Program to drive production of low carbon intensity (CI) corn. Local corn farmers are the target audience for the outreach and technical assistance to be provided by the consultant selected from this Request for Proposal (RFP). The goal is to identify and train farmers within the project areas of Council Bluffs, IA; Lake Preston, SD; and the Standing Rock Indian Reservation on the best practices for loading providing crop data to implement climate-smart agriculture at the field level and assist with education and local training for best practices which lower the CI of their commodity. Corn farmers would be provided the information they need to engage in, track, and report the data for regenerative agriculture practices to receive a competitive price for lowering the carbon intensity of their commodity.

### **Current Marketing Technology Stack:**

- Marketing Automation platform: Google Cloud Products
- CRM platform: Google Cloud Products, Salesforce and Slack
- Current Gevo website (undergoing redevelopment)
- Social Media monitoring and engagement via Meltwater
- Verity Tracking platform (internal build)

### **Competitors:**

Regrow	<a href="https://www.regrow.ag/">https://www.regrow.ag/</a>
CIBO	<a href="https://www.cibotechnologies.com/">https://www.cibotechnologies.com/</a>
Indigo Ag / Carbon	<a href="https://www.indigoag.com/">https://www.indigoag.com/</a>

## Section 2: Program or Project Objectives

### **Project or Program Objectives:**

The proposed project will address and mitigate the two major market barriers to climate-smart corn-based biofuel commodities for sustainable aviation fuel (SAF) production: (1) an inadequate supply of verifiable low-carbon intensity corn that can be delivered to biofuel facilities for SAF production, and (2) lack of availability of biofuels produced from low-CI corn, such as SAF, despite ongoing growth and demand.

The insufficient market supply of low-CI corn is the result of several factors including an absence of effective educational outreach and technical support to farming producers to promote the adoption of climate-smart agricultural practices and a lack of marketing demand for low-CI corn and the lack of an organized system to monetize low-CI corn for farmers. Gevo has a dual role of working with joint-venture partner Verity Tracking to create a system to mitigate these challenges while simultaneously educating and partnering with farmers, communality leaders, and industry to install long-term and economically viable solutions.

### **Scope of Services:**

The successful proposer shall provide all necessary services to provide outreach and technical assistance for farmers to implement climate-smart cover crops in their operations including but not limited to the following:

- Provide technical assistance for growers enrolled in the Verity Tracking program.
  - Assist with platform training, answering questions, explaining data load processes
  - Provide user feedback to the Verity team to inform the product development roadmap
- Organize and present up to 4 webinars per year for the Verity Tracking platform.
- Develop a grower’s handbook to help growers set up and use the system.
- Attend and speak at up to 2 in-person Gevo-organized grower and program meetings per year within a 50-mile radius of Lake Preston. Speaking topics would revolve around Verity Tracking system usage, maximizing the carbon value of land, and utilizing carbon insets.
- Analyze data collection protocol on practices implemented, crop inputs, and other factors that go into a CI score.
- Other tasks and responsibilities as assigned.

**Additional Details:**

This is a project that will require specific engagement with the Gevo team to align overall goals and objectives for the 2023 launch of Net Zero 1 (NZ1) and USDA climate-smart projects.

**Program or Project Schedule:**

Competitive proposals for the services specified will be received by Gevo, Inc via email only to Heather Manuel at hmanuel@gevo.com.

All proposals must be received by April 7, 2023. Gevo Inc. reserves the right to reject any or all proposals in part or whole.

Proposals received after time stipulated will not be accepted and any request for an extension will not be granted on an individual basis. However, Gevo Inc. may decide to extend the submission deadline for all vendors if it is determined that the timeframe is inadequate; an addendum to the RFP may be released and will be posted on the Gevo Inc. Website.

<b>Project Milestones</b>	<b>Deadline</b>
RFP Posted to Public	3/8/2023
RFP Questions Period Ends	3/22/2023
RFP Close Date (RFP must be returned no later than this date)	4/7/2023
Proposal Review	4/8/2023
Agency Evaluation	4/13/2023
Award Project to Agency	4/20/2023

### Section 3: Criteria for Response

**Evaluation Criteria:**

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

- Cost
- Description of Agency service area
- Agency Experience
- Quality of Services
- Communication and Responsiveness
- Strategic Thinking
- Understanding of Market and Business Challenge
- Alignment with Gevo’s Vision

Gevo Inc. will award contracts to the responsible and eligible vendor whose proposal is responsive to the Request for Proposals (RFP) and is deemed by Gevo Inc. to be the most highly advantageous and in the best interest of Gevo Inc. Lowest bidder is a consideration, but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.

**Presentation Proposal Requirements:**

At a minimum, vendors must submit all materials requested in accordance with the specifications of this RFP to be considered complete and responsive. With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

**Required Agency Information:**

**Corporate Overview:** Including the number of full-time employees, number of contract employees, office location(s), and date founded.

- Primary markets served
- Map of primary market area
- Number of customers served
- Awards won over the past 3 years

**Proposed Solution:**

- Detailed explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise

**References**

- Minimum of 3 reference customers

**Estimated Budget & Project Plan**

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
- All proposals must include a project workback schedule that includes:
  - Timelines
  - Key Milestones
  - Delivery Dates

## Section 4: Terms and Conditions

This is an invitation for proposal only.

Gevo, Inc. shall not be obligated in any major to any vendor until a written agreement has been executed.

Gevo, Inc. shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

Gevo may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not Gevo, Inc. has issued any addenda.

Funding for this project will be provided in part by USDA. Gevo Inc. is committed to equitable access to provide equal opportunities for underutilized firms owned by minorities and women. It is further the policy of Gevo Inc. to prohibit discrimination against any firm in pursuit of these opportunities, to conduct its contracting activities so as to prevent such discrimination, to correct present effects of past discrimination and to resolve complaints of discrimination. This policy applies to all professional services categories.

Requests for Clarification Questions regarding this RFP shall be submitted in writing via electronic mail only to Heather Manuel at [hmanuel@gevo.com](mailto:hmanuel@gevo.com).