**Q1: Is there a specific template for the budget that we should use?**

A1:There is no specific template.

**Q2:For tasks 1 and 2 mentioned under the 'Detailed Scope of Work': are you expecting the number of days along with an accompanying hourly rate?**

A2:We expect separate amounts in Euros for points 1 and 2.

**Q3: Should these two areas be budgeted for separately as indicated in the RfP, or should they follow the combined format indicated in the Service Agreement, 'services and deliverables' summary table?**

A3:Please provide separate amounts for both steps.

**Q4:For tasks 3-5, would you like us to show the hourly rate?**

A4: If it is not a secret we would love to know the hourly rate.

**Q5:Should the hourly rate be presented per role or do you just want an average rate covering all positions?**

A5:We expect an hourly rate to be charged per role.

**Q6:Is the new website design based on pages or components?**

A6:It will be based on templates and components.

**Q7: Does the new site build include subdomains, such as tbb.innoenergy.com?**

A7: No.

**Q8: Are there specific KPIs in mind for SEO improvements or lead generation (e.g., target conversion rates)?**

A8: We are still at early stages of implementing  SEO KPIs and therefore the ones we have are still pretty generic as we have no reference:  In general we would like to achieve: a decrease 20% the bounce rate, a good page load time, improve sales conversion rate

**Q9: Could you elaborate on your existing HubSpot setup and the specific points of integration required (e.g., lead capture forms, customer journey tracking)?**

A9: This is about integrating hubspot tracking tools and being able to add forms that would take over the styles of the page they are embedded on.

**Q10: Are there other systems or APIs, beyond the REST API for presenting Start-up content, that we need to consider during development? (e.g. Analytics, CRO platforms, heatmaps, any other 3rd Party SaaS services, etc)**

A10: There are no other integrations that are based on technologies other than rest api. It was not mentioned in the documentation but we take for granted such integrations with GA, GTM or other services that measure activity. In addition, we use an external tool to manage cookies.

**Q11: The RFP mentions a go-live date of April 1, 2025. Are there any business critical events or milestones driving this date? Are there internal review or approval milestones we should consider in our planning?**

Q11: At this stage, we do not have any dates or milestones. This will be agreed with the supplier at the detailed planning stage.

**Q12: Would InnoEnergy be open to a phased-release approach? This would allow us to prioritise delivering a fully functional Phase 1 by April 1st, with subsequent enhancements or features added in later phases in regular increments throughout 2025. If so, could you provide insight into what you envision as the mandatory elements/pages for Phase 1? For example, are there specific features, user journeys, or pages that must be live by this date?**

A12: We are not currently considering splitting the project into phases. We expect the whole website to be delivered by the date specified in the document.

**Q13: The brief mentions the need for approximately 70 components and 60 page templates. To ensure alignment with our development requirements, could you clarify what is meant by 'page templates'? Are we referring to 60 unique layout templates, or does this number include variations of a smaller set of base templates? As we are currently working on the design, we'd like to confirm whether this aligns with the number of templates being designed or if it represents a broader development scope. Understanding this will help us scope much more accurately.**

A13: These values are given as reference data from the current website. We take into account that the new website will not require as many templates.

**Q14: We would like to confirm that Ongoing Hosting on Omnicom Servers is not a requirement in this RFP.**

A14: Servers and all hosting will be provided by EIT InnoEnergy.

**Q15: We are happy to take on responsibility for maintenance and hours throughout 2025/2026 for new features. To help us better plan for scalability and future requirements, do InnoEnergy currently have a roadmap or initial ideas for the types of features or enhancements you may need during this period? Understanding the vision for future developments will allow us to build a solid foundation in Phase 1 that accommodates these needs more effectively.**

A15: At this stage, we do not have any new features we would like to discuss.