

**MASTER AGREEMENT #010725****CATEGORY: STEM Education Solutions and Equipment with Related Accessories, Supplies, and Services****SUPPLIER: BrainStorm Studios, LLC**

This Master Agreement (Agreement) is between Sourcewell, a Minnesota service cooperative located at 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 (Sourcewell) and BrainStorm Studios, LLC, 42 Waterworks Way, Irvine, CA 92618 (Supplier).

Sourcewell is a local government and service cooperative created under the laws of the State of Minnesota (Minnesota Statutes Section 123A.21) offering a Cooperative Purchasing Program to eligible participating government entities.

Under this Master Agreement entered with Sourcewell, Supplier will provide Included Solutions to Participating Entities through Sourcewell's Cooperative Purchasing Program.

**Article 1:
General Terms**

The General Terms in this Article 1 control the operation of this Master Agreement between Sourcewell and Supplier and apply to all transactions entered by Supplier and Participating Entities. Subsequent Articles to this Master Agreement control the rights and obligations directly between Sourcewell and Supplier (Article 2), and between Supplier and Participating Entity (Article 3), respectively. These Article 1 General Terms control over any conflicting terms. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

- 1) **Purpose.** Pursuant to Minnesota law, the Sourcewell Board of Directors has authorized a Cooperative Purchasing Program designed to provide Participating Entities with access to competitively awarded cooperative purchasing agreements. To facilitate the Program, Sourcewell has awarded Supplier this cooperative purchasing Master Agreement following a competitive procurement process intended to meet compliance standards in accordance with Minnesota law and the requirements contained herein.
- 2) **Intent.** The intent of this Master Agreement is to define the roles of Sourcewell, Supplier, and Participating Entity as it relates to Sourcewell's Cooperative Purchasing Program.
- 3) **Participating Entity Access.** Sourcewell's Cooperative Purchasing Program Master Agreements are available to eligible public agencies (Participating Entities). A Participating Entity's authority to access Sourcewell's Cooperative Purchasing Program is determined through the laws of its respective jurisdiction.
- 4) **Supplier Access.** The Included Solutions offered under this Agreement may be made available to any Participating Entity. Supplier understands that a Participating Entity's use of this Agreement is at the Participating Entity's sole convenience. Supplier will educate its sales and service forces about Sourcewell eligibility requirements and required documentation. Supplier will be responsible for ensuring sales are with Participating Entities.

- 5) **Term.** This Agreement is effective upon the date of the final signature below. The term of this Agreement is four (4) years from the effective date. The Agreement expires at 11:59 P.M. Central Time on May 14, 2029, unless it is cancelled or extended as defined in this Agreement.
- a) **Extensions.** Sourcewell and Supplier may agree to up to three (3) additional one-year extensions beyond the original four-year term. The total possible length of this Agreement will be seven (7) years from the effective date.
- b) **Exceptional Circumstances.** Sourcewell retains the right to consider additional extensions as required under exceptional circumstances.
- 6) **Survival of Terms.** Notwithstanding the termination of this Agreement, the obligations of this Agreement will continue through the performance period of any transaction entered between Supplier and any Participating Entity before the termination date.
- 7) **Scope.** Supplier is awarded a Master Agreement to provide the solutions identified in (Solicitation #010725) to Participating Entities. In-Scope solutions include:
- a) Teaching resources, curriculum, kits, videos, and Do-it-Yourself (DIY) activities;
- b) Sight, sound, and sensory learning tools;
- c) MakerSpace and fabrication laboratory (Fab Lab) equipment and products;
- d) Robotics, Artificial Intelligence (AI), and coding equipment and products;
- e) Design tools and educational or production-grade 3D printers;
- f) Virtual reality, augmented reality, or simulation devices and applications;
- g) Industrial and technical equipment or tools;
- h) Agricultural or plant science equipment and products; and
- i) Renewable or alternative energy educational products.
- 8) **Included Solutions.** Supplier's Proposal to the above referenced RFP is incorporated into this Master Agreement. Only those Solutions included within Supplier's Proposal and within Scope (Included Solutions) are included within the Agreement and may be offered to Participating Entities.
- 9) **Indefinite Quantity.** This Master Agreement defines an indefinite quantity of sales to eligible Participating Entities.
- 10) **Pricing.** Pricing information (including Pricing and Delivery and Pricing Offered tables) for all Included Solutions within Supplier's Proposal is incorporated into this Master Agreement.
- 11) **Not to Exceed Pricing.** Suppliers may not exceed the prices listed in the current Pricing List on file with Sourcewell when offering Included Solutions to Participating Entities. Participating Entities may request adjustments to pricing directly from Supplier during the negotiation and execution of any transaction.
- 12) **Open Market.** Supplier's open market pricing process is included within its Proposal.

13) Supplier Representations:

- i) **Compliance.** Supplier represents and warrants it will provide all Included Solutions under this Agreement in full compliance with applicable federal, state, and local laws and regulations.
- ii) **Licenses.** As applicable, Supplier will maintain a valid status on all required federal, state, and local licenses, bonds, and permits required for the operation of Supplier's business with Participating Entities. Participating Entities may request all relevant documentation directly from Supplier.
- iii) **Supplier Warrants.** Supplier warrants that all Included Solutions furnished under this Agreement are free from liens and encumbrances, and are free from defects in design, materials, and workmanship. In addition, Supplier warrants the Solutions are suitable for and will perform in accordance with the ordinary use for which they are intended.

14) Bankruptcy Notices. Supplier certifies and warrants it is not currently in a bankruptcy proceeding. Supplier has disclosed all current and completed bankruptcy proceedings within the past seven years within its Proposal. Supplier must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the term of this Agreement.

15) Debarment and Suspension. Supplier certifies and warrants that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota, the United States federal government, or any Participating Entity. Supplier certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this Agreement. Supplier further warrants that it will provide immediate written notice to Sourcewell if this certification changes at any time during the term of this Agreement.

16) Provisions for non-United States federal entity procurements under United States federal awards or other awards (Appendix II to 2 C.F.R § 200). Participating Entities that use United States federal grant or other federal funding to purchase solutions from this Agreement may be subject to additional requirements including the procurement standards of the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, 2 C.F.R. § 200. Participating Entities may have additional requirements based on specific funding source terms or conditions. Within this Section, all references to "federal" should be interpreted to mean the United States federal government. The following list applies when a Participating Entity accesses Supplier's Included Solutions with United States federal funds.

- i) **EQUAL EMPLOYMENT OPPORTUNITY.** Except as otherwise provided under 41 C.F.R. § 60, all agreements that meet the definition of "federally assisted construction contract" in 41 C.F.R. § 60-1.3 must include the equal opportunity clause provided under 41 C.F.R. § 60-1.4(b), in accordance with Executive Order 11246, "Equal Employment Opportunity" (30 FR 12319, 12935, 3 C.F.R. §, 1964-1965 Comp., p. 339), as amended by Executive Order 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and implementing regulations at 41 C.F.R. § 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor." The equal opportunity clause is incorporated herein by reference.

ii) **DAVIS-BACON ACT, AS AMENDED (40 U.S.C. § 3141-3148).** When required by federal program legislation, all prime construction contracts in excess of \$2,000 awarded by non-federal entities must include a provision for compliance with the Davis-Bacon Act (40 U.S.C. § 3141-3144, and 3146-3148) as supplemented by Department of Labor regulations (29 C.F.R. § 5, “Labor Standards Provisions Applicable to Contracts Covering Federally Financed and Assisted Construction”). In accordance with the statute, contractors must be required to pay wages to laborers and mechanics at a rate not less than the prevailing wages specified in a wage determination made by the Secretary of Labor. In addition, contractors must be required to pay wages not less than once a week. The non-federal entity must place a copy of the current prevailing wage determination issued by the Department of Labor in each solicitation. The decision to award a contract or subcontract must be conditioned upon the acceptance of the wage determination. The non-federal entity must report all suspected or reported violations to the federal awarding agency. The contracts must also include a provision for compliance with the Copeland “Anti-Kickback” Act (40 U.S.C. § 3145), as supplemented by Department of Labor regulations (29 C.F.R. § 3, “Contractors and Subcontractors on Public Building or Public Work Financed in Whole or in Part by Loans or Grants from the United States”). The Act provides that each contractor or subrecipient must be prohibited from inducing, by any means, any person employed in the construction, completion, or repair of public work, to give up any part of the compensation to which he or she is otherwise entitled. The non-federal entity must report all suspected or reported violations to the federal awarding agency. Supplier must comply with all applicable Davis-Bacon Act provisions.

iii) **CONTRACT WORK HOURS AND SAFETY STANDARDS ACT (40 U.S.C. § 3701-3708).** Where applicable, all contracts awarded by the non-federal entity in excess of \$100,000 that involve the employment of mechanics or laborers must include a provision for compliance with 40 U.S.C. §§ 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. § 5). Under 40 U.S.C. § 3702 of the Act, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. § 3704 are applicable to construction work and provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies, materials, or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence. This provision is hereby incorporated by reference into this Agreement. Supplier certifies that during the term of an award for all Agreements by Sourcwell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

iv) **RIGHTS TO INVENTIONS MADE UNDER A CONTRACT OR AGREEMENT.** If the federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the recipient or subrecipient wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the recipient or subrecipient must comply with the requirements of 37 C.F.R. § 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements,” and any implementing regulations issued by the awarding agency. Supplier

certifies that during the term of an award for all Agreements by Sourcewell resulting from this procurement process, Supplier must comply with applicable requirements as referenced above.

v) **CLEAN AIR ACT (42 U.S.C. § 7401-7671Q.) AND THE FEDERAL WATER POLLUTION CONTROL ACT (33 U.S.C. § 1251-1387).** Contracts and subgrants of amounts in excess of \$150,000 require the non-federal award to agree to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. § 7401- 7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. § 1251- 1387). Violations must be reported to the Federal awarding agency and the Regional Office of the Environmental Protection Agency (EPA). Supplier certifies that during the term of this Agreement it will comply with applicable requirements as referenced above.

vi) **DEBARMENT AND SUSPENSION (EXECUTIVE ORDERS 12549 AND 12689).** A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 C.F.R. § 180 that implement Executive Orders 12549 (3 C.F.R. § 1986 Comp., p. 189) and 12689 (3 C.F.R. § 1989 Comp., p. 235), "Debarment and Suspension." SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549. Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation by any federal department or agency.

vii) **BYRD ANTI-LOBBYING AMENDMENT, AS AMENDED (31 U.S.C. § 1352).** Suppliers must file any required certifications. Suppliers must not have used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Suppliers must disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the non-federal award. Suppliers must file all certifications and disclosures required by, and otherwise comply with, the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1352).

viii) **RECORD RETENTION REQUIREMENTS.** To the extent applicable, Supplier must comply with the record retention requirements detailed in 2 C.F.R. § 200.333. The Supplier further certifies that it will retain all records as required by 2 C.F.R. § 200.333 for a period of 3 years after grantees or subgrantees submit final expenditure reports or quarterly or annual financial reports, as applicable, and all other pending matters are closed.

ix) **ENERGY POLICY AND CONSERVATION ACT COMPLIANCE.** To the extent applicable, Supplier must comply with the mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

x) **BUY AMERICAN PROVISIONS COMPLIANCE.** To the extent applicable, Supplier must comply with all applicable provisions of the Buy American Act. Purchases made in accordance with the Buy American Act must follow the applicable procurement rules calling for free and open competition.

xi) **ACCESS TO RECORDS (2 C.F.R. § 200.336).** Supplier agrees that duly authorized representatives of a federal agency must have access to any books, documents, papers and records of Supplier that are directly pertinent to Supplier's discharge of its obligations under this Agreement for the purpose of making audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to Supplier's personnel for the purpose of interview and discussion relating to such documents.

xii) **PROCUREMENT OF RECOVERED MATERIALS (2 C.F.R. § 200.322).** A non-federal entity that is a state agency or agency of a political subdivision of a state and its contractors must comply with Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. § 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement program for procurement of recovered materials identified in the EPA guidelines.

xiii) **FEDERAL SEAL(S), LOGOS, AND FLAGS.** The Supplier cannot use the seal(s), logos, crests, or reproductions of flags or likenesses of Federal agency officials without specific pre-approval.

xiv) **NO OBLIGATION BY FEDERAL GOVERNMENT.** The U.S. federal government is not a party to this Agreement or any purchase by a Participating Entity and is not subject to any obligations or liabilities to the Participating Entity, Supplier, or any other party pertaining to any matter resulting from the Agreement or any purchase by an authorized user.

xv) **PROGRAM FRAUD AND FALSE OR FRAUDULENT STATEMENTS OR RELATED ACTS.** The Contractor acknowledges that 31 U.S.C. § 38 (Administrative Remedies for False Claims and Statements) applies to the Supplier's actions pertaining to this Agreement or any purchase by a Participating Entity.

xvi) **FEDERAL DEBT.** The Supplier certifies that it is non-delinquent in its repayment of any federal debt. Examples of relevant debt include delinquent payroll and other taxes, audit disallowance, and benefit overpayments.

xvii) **CONFLICTS OF INTEREST.** The Supplier must notify the U.S. Office of General Services, Sourcewell, and Participating Entity as soon as possible if this Agreement or any aspect related to the anticipated work under this Agreement raises an actual or potential conflict of interest (as described in 2 C.F.R. Part 200). The Supplier must explain the actual or potential conflict in writing in sufficient detail so that the U.S. Office of General Services, Sourcewell, and Participating Entity are able to assess the actual or potential conflict; and provide any additional information as necessary or requested.

xviii) **U.S. EXECUTIVE ORDER 13224.** The Supplier, and its subcontractors, must comply with U.S. Executive Order 13224 and U.S. Laws that prohibit transactions with and provision of resources and support to individuals and organizations associated with terrorism.

xix) **PROHIBITION ON CERTAIN TELECOMMUNICATIONS AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT.** To the extent applicable, Supplier certifies that during the term of this Agreement it will comply with applicable requirements of 2 C.F.R. § 200.216.

xx) **DOMESTIC PREFERENCES FOR PROCUREMENTS.** To the extent applicable, Supplier certifies that during the term of this Agreement, Supplier will comply with applicable requirements of 2 C.F.R. § 200.322.

Article 2: Sourcewell and Supplier Obligations

The Terms in this Article 2 relate specifically to Sourcewell and its administration of this Master Agreement with Supplier and Supplier's obligations thereunder.

- 1) **Authorized Sellers.** Supplier must provide Sourcewell a current means to validate or authenticate Supplier's authorized dealers, distributors, or resellers which may complete transactions of Included Solutions offered under this Agreement. Sourcewell may request updated information in its discretion, and Supplier agrees to provide requested information within a reasonable time.
- 2) **Product and Price Changes Requirements.** Supplier may request Included Solutions changes, additions, or deletions at any time. All requests must be made in writing by submitting a Sourcewell Price and Product Change Request Form to Sourcewell. At a minimum, the request must:
 - Identify the applicable Sourcewell Agreement number;
 - Clearly specify the requested change;
 - Provide sufficient detail to justify the requested change;
 - Individually list all Included Solutions affected by the requested change, along with the requested change (e.g., addition, deletion, price change); and
 - Include a complete restatement of Pricing List with the effective date of the modified pricing, or product addition or deletion. The new pricing restatement must include all Included Solutions offered, even for those items where pricing remains unchanged.

A fully executed Sourcewell Price and Product Change Request Form will become an amendment to this Agreement and will be incorporated by reference.

- 3) **Authorized Representative.** Supplier will assign an Authorized Representative to Sourcewell for this Agreement and must provide prompt notice to Sourcewell if that person is changed. The Authorized Representative will be responsible for:
 - Maintenance and management of this Agreement;
 - Timely response to all Sourcewell and Participating Entity inquiries; and
 - Participation in reviews with Sourcewell.

Sourcewell's Authorized Representative is its Chief Procurement Officer.

- 4) **Performance Reviews.** Supplier will perform a minimum of one review with Sourcewell per agreement year. The review will cover transactions to Participating Entities, pricing and terms, administrative fees, sales data reports, performance issues, supply chain issues, customer issues, and any other necessary information.

- 5) **Sales Reporting Required.** Supplier is required as a material element to this Master Agreement to report all completed transactions with Participating Entities utilizing this Agreement. Failure to provide complete and accurate reports as defined herein will be a material breach of the Agreement and Sourcewell reserves the right to pursue all remedies available at law including cancellation of this Agreement.
- 6) **Reporting Requirements.** Supplier must provide Sourcewell an activity report of all transactions completed utilizing this Agreement. Reports are due at least once each calendar quarter (Reporting Period). Reports must be received no later than 45 calendar days after the end of each calendar quarter. Supplier may report on a more frequent basis in its discretion. Reports must be provided regardless of the amount of completed transactions during that quarter (i.e., if there are no sales, Supplier must submit a report indicating no sales were made).

The Report must contain the following fields:

- Participating Entity Name (e.g., City of Staples Highway Department);
- Participating Entity Physical Street Address;
- Participating Entity City;
- Participating Entity State/Province;
- Participating Entity Zip/Postal Code;
- Sourcewell Participating Entity Account Number;
- Transaction Description;
- Transaction Purchased Price;
- Sourcewell Administrative Fee Applied; and
- Date Transaction was invoiced/sale was recognized as revenue by Supplier.

If collected by Supplier, the Report may include the following fields as available:

- Participating Entity Contact Name;
- Participating Entity Contact Email Address;
- Participating Entity Contact Telephone Number;

- 7) **Administrative Fee.** In consideration for the support and services provided by Sourcewell, Supplier will pay an Administrative Fee to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. Supplier will include its Administrative Fee within its proposed pricing. Supplier may not directly charge Participating Entities to offset the Administrative Fee.
- 8) **Fee Calculation.** Supplier's Administrative Fee payable to Sourcewell will be calculated as a stated percentage (listed in Supplier's Proposal) of all completed transactions utilizing this Master Agreement within the preceding Reporting Period. For certain categories, a flat fee may be proposed. The Administrative Fee will be stated in Supplier's Proposal.
- 9) **Fee Remittance.** Supplier will remit fee to Sourcewell no later than 45 calendar days after the close of the preceding calendar quarter in conjunction with Supplier's Reporting Period obligations defined herein. Payments should note the Supplier's name and Sourcewell-assigned Agreement number in the memo; and must be either mailed to Sourcewell above "Attn: Accounts Receivable" or remitted electronically to Sourcewell's banking institution per Sourcewell's Finance department instructions.

- 10) **Noncompliance.** Sourcewell reserves the right to seek all remedies available at law for unpaid or underpaid Administrative Fees due under this Agreement. Failure to remit payment, delinquent payments, underpayments, or other deviations from the requirements of this Agreement may be deemed a material breach and may result in cancellation of this Agreement and disbarment from future Agreements.
- 11) **Audit Requirements.** Pursuant to Minn. Stat. § 16C.05, subdivision 5, the books, records, documents, and accounting procedures and practices relevant to this Agreement are subject to examination by Sourcewell and the Minnesota State Auditor for a minimum of six years from the end of this Agreement. Supplier agrees to fully cooperate with Sourcewell in auditing transactions under this Agreement to ensure compliance with pricing terms, correct calculation and remittance of Administrative Fees, and verification of transactions as may be requested by a Participating Entity or Sourcewell.
- 12) **Assignment, Transfer, and Administrative Changes.** Supplier may not assign or otherwise transfer its rights or obligations under this Agreement without the prior written consent of Sourcewell. Such consent will not be unreasonably withheld. Sourcewell reserves the right to unilaterally assign all or portions of this Agreement within its sole discretion to address corporate restructurings, mergers, acquisitions, or other changes to the Responsible Party and named in the Agreement. Any prohibited assignment is invalid. Upon request Sourcewell may make administrative changes to agreement documentation such as name changes, address changes, and other non-material updates as determined within its sole discretion.
- 13) **Amendments.** Any material change to this Agreement must be executed in writing through an amendment and will not be effective until it has been duly executed by the parties.
- 14) **Waiver.** Failure by Sourcewell to enforce any right under this Agreement will not be deemed a waiver of such right in the event of the continuation or repetition of the circumstances giving rise to such right.
- 15) **Complete Agreement.** This Agreement represents the complete agreement between the parties for the scope as defined herein. Supplier and Sourcewell may enter into separate written agreements relating specifically to transactions outside of the scope of this Agreement.
- 16) **Relationship of Sourcewell and Supplier.** This Agreement does not create a partnership, joint venture, or any other relationship such as employee, independent contractor, master-servant, or principal-agent.
- 17) **Indemnification.** Supplier must indemnify, defend, save, and hold Sourcewell, including their agents and employees, harmless from any claims or causes of action, including attorneys' fees incurred by Sourcewell, arising out of any act or omission in the performance of this Agreement by the Supplier or its agents or employees; this indemnification includes injury or death to person(s) or property alleged to have been caused by some defect in design, condition, or performance of Included Solutions under this Agreement. Sourcewell's responsibility will be governed by the State of Minnesota's Tort Liability Act (Minnesota Statutes Chapter 466) and other applicable law.
- 18) **Data Practices.** Supplier and Sourcewell acknowledge Sourcewell is subject to the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13. As it applies to all data created and

maintained in performance of this Agreement, Supplier may be subject to the requirements of this chapter.

19) Grant of License.

a) During the term of this Agreement:

i) **Supplier Promotion.** Sourcewell grants to Supplier a royalty-free, worldwide, non-exclusive right and license to use the trademark(s) provided to Supplier by Sourcewell in advertising, promotional materials, and informational sites for the purpose of marketing Sourcewell's Agreement with Supplier.

ii) **Sourcewell Promotion.** Supplier grants to Sourcewell a royalty-free, worldwide, non-exclusive right and license to use Supplier's trademarks in advertising, promotional materials, and informational sites for the purpose of marketing Supplier's Agreement with Sourcewell.

b) **Limited Right of Sublicense.** The right and license granted herein includes a limited right of each party to grant sublicenses to their respective subsidiaries, distributors, dealers, resellers, marketing representatives, partners, or agents (collectively "Permitted Sublicensees") in advertising, promotional, or informational materials for the purpose of marketing the Parties' relationship. Any sublicense granted will be subject to the terms and conditions of this Article. Each party will be responsible for any breach of this section by any of their respective sublicensees.

c) Use; Quality Control.

i) Neither party may alter the other party's trademarks from the form provided and must comply with removal requests as to specific uses of its trademarks or logos.

ii) Each party agrees to use, and to cause its Permitted Sublicensees to use, the other party's trademarks only in good faith and in a dignified manner consistent with such party's use of the trademarks. Each party may make written notice to the other regarding misuse under this section. The offending party will have 30 days of the date of the written notice to cure the issue or the license/sublicense will be terminated.

d) **Termination.** Upon the termination of this Agreement for any reason, each party, including Permitted Sublicensees, will have 30 days to remove all Trademarks from signage, websites, and the like bearing the other party's name or logo (excepting Sourcewell's pre-printed catalog of suppliers which may be used until the next printing). Supplier must return all marketing and promotional materials, including signage, provided by Sourcewell, or dispose of it according to Sourcewell's written directions.

20) Venue and Governing law between Sourcewell and Supplier Only. The substantive and procedural laws of the State of Minnesota will govern this Agreement between Sourcewell and Supplier. Venue for all legal proceedings arising out of this Agreement between Sourcewell and Supplier will be in court of competent jurisdiction within the State of Minnesota. This section does not apply to any dispute between Supplier and Participating Entity. This Agreement reserves the right for Supplier and Participating Entity to negotiate this term to within any transaction documents.

- 21) **Severability.** If any provision of this Agreement is found by a court of competent jurisdiction to be illegal, unenforceable, or void then both parties will be relieved from all obligations arising from that provision. If the remainder of this Agreement is capable of being performed, it will not be affected by such determination or finding and must be fully performed.
- 22) **Insurance Coverage.** At its own expense, Supplier must maintain valid insurance policy(ies) during the performance of this Agreement with insurance company(ies) licensed or authorized to do business in the State of Minnesota having an "AM BEST" rating of A- or better, with coverage and limits of insurance not less than the following:
- a) **Commercial General Liability Insurance.** Supplier will maintain insurance covering its operations, with coverage on an occurrence basis, and must be subject to terms no less broad than the Insurance Services Office ("ISO") Commercial General Liability Form CG0001 (2001 or newer edition), or equivalent. At a minimum, coverage must include liability arising from premises, operations, bodily injury and property damage, independent contractors, products-completed operations including construction defect, contractual liability, blanket contractual liability, and personal injury and advertising injury. All required limits, terms and conditions of coverage must be maintained during the term of this Agreement.
 - \$1,500,000 each occurrence Bodily Injury and Property Damage
 - \$1,500,000 Personal and Advertising Injury
 - \$2,000,000 aggregate for products liability-completed operations
 - \$2,000,000 general aggregate
 - b) **Certificates of Insurance.** Prior to execution of this Agreement, Supplier must furnish to Sourcewell a certificate of insurance, as evidence of the insurance required under this Agreement. Prior to expiration of the policy(ies), renewal certificates must be mailed to Sourcewell, 202 12th Street Northeast, P.O. Box 219, Staples, MN 56479 or provided to in an alternative manner as directed by Sourcewell. The certificates must be signed by a person authorized by the insurer(s) to bind coverage on their behalf. Failure of Supplier to maintain the required insurance and documentation may constitute a material breach.
 - c) **Additional Insured Endorsement and Primary and Non-contributory Insurance Clause.** Supplier agrees to list Sourcewell, including its officers, agents, and employees, as an additional insured under the Supplier's commercial general liability insurance policy with respect to liability arising out of activities, "operations," or "work" performed by or on behalf of Supplier, and products and completed operations of Supplier. The policy provision(s) or endorsement(s) must further provide that coverage is primary and not excess over or contributory with any other valid, applicable, and collectible insurance or self-insurance in force for the additional insureds.
 - d) **Waiver of Subrogation.** Supplier waives and must require (by endorsement or otherwise) all its insurers to waive subrogation rights against Sourcewell and other additional insureds for losses paid under the insurance policies required by this Agreement or other insurance applicable to the Supplier or its subcontractors. The waiver must apply to all deductibles and/or self-insured retentions applicable to the required or any other insurance maintained by the Supplier or its subcontractors. Where permitted by law, Supplier must require similar written express waivers of subrogation and insurance clauses from each of its subcontractors.

- e) **Umbrella/Excess Liability/SELF-INSURED RETENTION.** The limits required by this Agreement can be met by either providing a primary policy or in combination with umbrella/excess liability policy(ies), or self-insured retention.
- 23) **Termination for Convenience.** Sourcewell or Supplier may terminate this Agreement upon 60 calendar days' written notice to the other Party. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.
- 24) **Termination for Cause.** Sourcewell may terminate this Agreement upon providing written notice of material breach to Supplier. Notice must describe the breach in reasonable detail and state the intent to terminate the Agreement. Upon receipt of Notice, the Supplier will have 30 calendar days in which it must cure the breach. Termination pursuant to this section will not relieve the Supplier's obligations under this Agreement for any transactions entered with Participating Entities through the date of termination, including reporting and payment of applicable Administrative Fees.

Article 3: Supplier Obligations to Participating Entities

The Terms in this Article 3 relate specifically to Supplier and a Participating Entity when entering transactions utilizing the General Terms established in this Master Agreement. Article 1 General Terms control over any conflict with this Article 3. Where this Master Agreement is silent on any subject, Participating Entity and Supplier retain the ability to negotiate mutually acceptable terms.

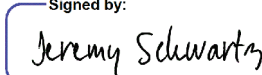
- 1) **Quotes to Participating Entities.** Suppliers are encouraged to provide all pricing information regarding the total cost of acquisition when quoting to a Participating Entity. Suppliers and Participating Entities are encouraged to include all cost specifically associated with or included within the Suppliers proposal and Included Solutions within transaction documents.
- 2) **Shipping, Delivery, Acceptance, Rejection, and Warranty.** Supplier's proposal may include proposed terms relating to shipping, delivery, inspection, and acceptance/rejection and other relevant terms of tendered Solutions. Supplier and Participating Entity may negotiate final terms appropriate for the specific transaction relating to non-appropriation, shipping, delivery, inspection, acceptance/rejection of tendered Solutions, and warranty coverage for Included Solutions. Such terms may include, but are not limited to, costs, risk of loss, proper packaging, inspection rights and timelines, acceptance or rejection procedures, and remedies as mutually agreed include notice requirements, replacement, return or exchange procedures, and associated costs.
- 3) **Applicable Taxes.** Participating Entity is responsible for notifying supplier of its tax-exempt status and for providing Supplier with any valid tax-exemption certification(s) or related documentation.
- 4) **Ordering Process and Payment.** Supplier's ordering process and acceptable forms of payment are included within its Proposal. Participating Entities will be solely responsible for payment to Supplier and Sourcewell will have no liability for any unpaid invoice of any Participating Entity.
- 5) **Transaction Documents.** Participating Entity may require the use of its own forms to complete transactions directly with Supplier utilizing the terms established in this Agreement. Supplier's

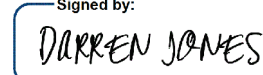
standard form agreements may be offered as part of its Proposal. Supplier and Participating Entity may complete and document transactions utilizing any type of transaction documents as mutually agreed. In any transaction document entered utilizing this Agreement, Supplier and Participating Entity must include specific reference to this Master Agreement by number and to Participating Entity's unique Sourcewell account number.

- 6) **Additional Terms and Conditions Permitted.** Participating Entity and Supplier may negotiate and include additional terms and conditions within transaction documentation as mutually agreed. Such terms may supplant or supersede this Master Agreement when necessary and as solely determined by Participating Entity. Sourcewell has expressly reserved the right for Supplier and Participating Entity to address any necessary provisions within transaction documents not expressly included within this Master Agreement, including but not limited to transaction cancellation, dispute resolution, governing law and venue, non-appropriation, insurance, defense and indemnity, force majeure, and other material terms as mutually agreed.
- 7) **Subsequent Agreements and Survival.** Supplier and Participating Entity may enter into a separate agreement to facilitate long-term performance obligations utilizing the terms of this Master Agreement as mutually agreed. Such agreements may provide for a performance period extending beyond the full term of this Master Agreement as determined in the discretion of Participating Entity.
- 8) **Participating Addendums.** Supplier and Participating Entity may enter a Participating Addendum or similar document extending and supplementing the terms of this Master Agreement to facilitate adoption as may be required by a Participating Entity.

Sourcewell

BrainStorm Studios, LLC

Signed by:

 C0FD2A139D06489...
 By: _____
 Jeremy Schwartz
 Title: Chief Procurement Officer
 Date: 5/9/2025 | 6:42 AM CDT

Signed by:

 9AEFC2B21A134B0...
 By: _____
 Darren Jones
 Title: CEO
 Date: 5/8/2025 | 7:14 PM PDT

RFP 010725 - STEM Education Solutions and Equipment with Related Accessories, Supplies, and Services

Vendor Details

Company Name: BrainStorm Studios, LLC

Does your company conduct business under any other name? If yes, please state: BrainStorm STEM Education

Address: 42 Waterworks Way
IRVINE, CA 92618

Contact: Darren Jones

Email: info@brainstormedu.com

Phone: 949-607-8676

HST#: 45-0680639

Submission Details

Created On: Friday December 27, 2024 11:57:07

Submitted On: Sunday January 05, 2025 11:05:43

Submitted By: Darren Jones

Email: info@brainstormedu.com

Transaction #: 299a16be-0b32-4d51-bc31-c7a6fc85d58a

Submitter's IP Address: 136.52.97.181

Specifications

Table 1: Proposer Identity & Authorized Representatives (Not Scored)

General Instructions (applies to all Tables) Sourcewell prefers a brief but thorough response to each question. Do not merely attach additional documents to your response without also providing a substantive response. Do not leave answers blank; respond "N/A" if the question does not apply to you (preferably with an explanation).

Table 1 Specific Instructions. Sourcewell requires identification of all parties responsible for providing Solutions under a resulting master agreement(s) (Responsible Supplier). Proposers are strongly encouraged to include all potential Responsible Suppliers including any corporate affiliates, subsidiaries, D.B.A., and any other authorized entities within a singular proposal. All information required under this RFP must be included for each Responsible Supplier as instructed. Proposers with multiple Responsible Supplier options may choose to respond individually as distinct entities, however each response will be evaluated individually and only those proposals recommended for award may result in a master agreement award. Unawarded entities will not be permitted to later be added to an existing master agreement through operation of Proposer's corporate organization affiliation.

Line Item	Question	Response *	
1	Provide the legal name of the Proposer authorized to submit this Proposal.	BrainStorm Studios, LLC	*
2	In the event of award, is this entity the Responsible Supplier that will execute the master agreement with Sourcewell? Y or N.	Y	*
3	Identify all subsidiaries, D.B.A., authorized affiliates, and any other entity that will be responsible for offering and performing delivery of Solutions within this Proposal (i.e. Responsible Supplier(s) that will execute a master agreement with Sourcewell).	D.B.A BrainStorm STEM Education	*
4	Provide your CAGE code or Unique Entity Identifier (SAM):	FMDMUJPMX	*
5	Provide your NAICS code applicable to Solutions proposed.	339930, 423920	
6	Proposer Physical Address:	42 Waterworks Way Irvine, CA 92618	*
7	Proposer website address (or addresses):	https://shop.brainstormedu.com/	*
8	Proposer's Authorized Representative (name, title, address, email address & phone) (The representative must have authority to sign the "Proposer's Assurance of Compliance" on behalf of the Proposer):	Darren Jones, CEO 42 Waterworks Way Irvine, CA 92618 dj@brainstormedu.com (949) 607-8676	*
9	Proposer's primary contact for this proposal (name, title, address, email address & phone):	Darren Jones, CEO 42 Waterworks Way Irvine, CA 92618 dj@brainstormedu.com (949) 607-8676	*
10	Proposer's other contacts for this proposal, if any (name, title, address, email address & phone):	Darren Jones, CEO 42 Waterworks Way Irvine, CA 92618 dj@brainstormedu.com (949) 607-8676	*

Table 2A: Financial Viability and Marketplace Success (50 Points, applies to Table 2A and 2B)

Line Item	Question	Response *	
11	Provide a brief history of your company, including your company's core values, business philosophy, and industry longevity related to the requested Solutions.	Every idea starts with a problem. Ours was simple: how do you bring meaningful, real-world STEM experiences to the classroom? In 2011, Founder Darren Jones started BrainStorm after recognizing a gap in what was being taught in schools and what was needed in our rapidly changing world. After working in Visual Effects for 20 years on films like Star Wars and Lord of the Rings, Darren understood the importance of a strong foundation in STEM (Science, Technology, Engineering and Math) and the need to introduce these concepts at a young age in parallel with traditional subjects. The mission was to elevate STEM beyond cardboard or crafts	

and allow students to explore subjects through engaging experiences that incorporate cutting-edge technologies, hands-on science and real-world engineering.

Based in Irvine, BrainStorm's talented team have now been creating and delivering state-of-the-art STEM experiences for schools for the past 14 years. Each of our lessons are tested and refined in thousands of classrooms, resulting in proven programs and products that work. Our STEM products foster creativity, critical thinking, and collaboration, preparing students for a future where STEM will shape the world.

Vision:

Our vision is to create a world where every student has access to high-quality STEM education, regardless of their background or geographical location. We aim to foster a passion for discovery, encourage curiosity, and nurture a deep understanding of STEM concepts, preparing students for success in a rapidly evolving, technology-driven world. We strive to create the most cutting-edge and innovative educational company dedicated to transforming the way students learn and engage with science, technology, engineering, and mathematics (STEM).

Mission:

Our mission is to inspire and empower the next generation of creative problem solvers, critical thinkers, and future leaders through successful hands-on, experiential learning experiences.

Qualifications:

i. STEM Expertise: Our talented team of educators have extensive experience in all aspects of STEM. Over the past 14 years, our team has created classroom proven STEM solutions that raise the bar for K-12 STEM Education.

ii. Real STEM Experiences: We take STEM Education beyond cardboard and crafts, by designing high-quality purpose built products that create real-world STEM experiences.

iii. Standards Aligned: NGSS & Common Core standards-aligned products that provide engaging hands-on learning experiences for students that really work.

iv. Proven Track Record: BrainStorm has been creating hands-on STEM experiences for K-12th for over 14 years which have continuously been met with enthusiasm and positive feedback from our school partners, teachers and, most importantly, students.

vii. Adaptive Teaching Style: We recognize the diverse learning needs of students and design our products for a diverse range of students, ensuring that all participants feel engaged and motivated to learn.

viii. Collaborative Approach: We believe in working closely with schools and districts to provide the products that align with the school's goals and values, creating a cohesive learning experience.

ix. Creativity and Innovation: We create engaging, real-world scenarios in each lesson, encouraging students to think creatively and problem-solve through hands-on projects.

Experience:

BrainStorm has worked with schools and districts nationwide to provide the most impactful and meaningful STEM programs and products over the past 14 years. BrainStorm is proud to partner with districts, schools, local cities, and organizations that share our commitment to inspiring the next generation of creators and innovators.

BrainStorm is dedicated to crafting top-tier, interactive STEM programs & products tailored for K-12 schools. Our commitment to excellence is evident in every aspect, from our amazing experienced staff to our meticulously designed products and curriculum, our focus is on ensuring an unparalleled learning experience for students.

Our Core Values:

Excellence: We are committed to delivering exceptional educational programs, curricula, and resources that meet the highest standards of quality and effectiveness.

Innovation: We constantly explore new teaching methodologies, emerging technologies, and pedagogical approaches to enhance the learning experience and stay at the forefront of STEM education.

Inclusivity: We believe in promoting diversity and ensuring that STEM education is accessible to students from all backgrounds, genders, and socioeconomic levels.

Impact:

		<p>Over the past fourteen years, Brainstorm STEM Education has positively impacted the lives of thousands of students, inspiring them to pursue STEM careers and become lifelong learners. Our programs have consistently received high praise from parents, educators, and students, as evidenced by improved academic performance and increased interest in STEM fields.</p> <p>Join us in our journey to revolutionize STEM education and equip the future generation with the skills and knowledge to shape a brighter tomorrow.</p>
12	What are your company's expectations in the event of an award?	<p>An RFP award from Sourcewell represents an opportunity to partner closely with Sourcewell and its participating entities to provide high-quality STEM education solutions. Below are our key expectations in the event of such an award:</p> <ol style="list-style-type: none"> 1. Collaborative Partnership BrainStorm expects to collaborate with Sourcewell to achieve shared goals of advancing STEM education across Minnesota. This includes: <ul style="list-style-type: none"> • Strategic Alignment: Ensuring products and services align with the priorities of Sourcewell and its participating entities. • Active Communication: Maintaining open and effective communication channels with Sourcewell staff, schools, and districts to understand their unique needs. 2. Increased Sales to Minnesota Schools The RFP award is expected to provide: <ul style="list-style-type: none"> • Expanded Sales Reach: Access to a larger network of schools and educational organizations in Minnesota. • Streamlined Processes: Simplified procurement processes for schools, encouraging widespread adoption of BrainStorm's STEM Kits and Robotics Activity Mats. 3. Support for Sourcewell's Mission BrainStorm anticipates contributing to Sourcewell's mission by: <ul style="list-style-type: none"> • Offering innovative, hands-on STEM products that inspire learning and align with Next Generation Science Standards (NGSS). • Providing customized solutions tailored to the diverse needs of Sourcewell's participating entities. • Supporting schools in meeting their curriculum goals through scalable and adaptable products. 4. Enhanced Customer Service and Support BrainStorm is committed to delivering exceptional support, including: <ul style="list-style-type: none"> • Training and Professional Development: Helping educators integrate BrainStorm's STEM Kits and Robotics Activity Mats into their classrooms effectively. • Dedicated Account Management: Assigning knowledgeable representatives to assist Sourcewell members with product selection, customization, and troubleshooting. • Quick Response Times: Ensuring prompt responses to inquiries, product orders, and service requests. 5. Growth Opportunities for Both Parties BrainStorm sees the award as an opportunity to: <ul style="list-style-type: none"> • Expand its market presence in Minnesota while providing Sourcewell members with unparalleled STEM solutions. • Collaborate on pilot programs or other innovative initiatives that showcase the value of BrainStorm's hands-on STEM Kits. 6. Clear Terms of Engagement BrainStorm expects: <ul style="list-style-type: none"> • Transparent Contract Terms: Clear guidelines on pricing, deliverables, and timelines. • Flexibility and Support: Collaboration with Sourcewell to address challenges or unique requests from participating entities. 7. Feedback and Continuous Improvement BrainStorm anticipates receiving regular feedback from Sourcewell and its participating entities to: <ul style="list-style-type: none"> • Continuously improve products and services. • Develop new STEM solutions that address emerging educational trends and needs. <p>Conclusion BrainStorm STEM Education expects a strong, collaborative partnership with Sourcewell that enables the effective delivery of STEM education solutions to Minnesota schools. This includes meeting high standards of service, advancing STEM learning opportunities, and contributing to the shared mission of empowering educators and inspiring students.</p>

13	Demonstrate your financial strength and stability with meaningful data. This could include such items as financial statements, SEC filings, credit and bond ratings, letters of credit, and detailed reference letters. Upload supporting documents (as applicable) in the document upload section of your response. DO NOT PROVIDE ANY TAX INFORMATION OR PERSONALLY IDENTIFIABLE INFORMATION.	See attached Financial Statements.	*
14	What is your US market share for the Solutions that you are proposing?	Less than 1%.	*
15	What is your Canadian market share for the Solutions that you are proposing?	Less than 1%.	*
16	Disclose all current and completed bankruptcy proceedings for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcewell if it enters a bankruptcy proceeding at any time during the pendency of this RFP evaluation.	No current or past bankruptcy proceedings.	*

17	<p>How is your organization best described: is it a manufacturer, a distributor/dealer/reseller, or a service provider? Answer the question that best applies to your organization, either a) or b).</p> <p>a) If your company is best described as a distributor/dealer/reseller (or similar entity), provide your written authorization to act as a distributor/dealer/reseller for the manufacturer of the products proposed in this RFP. If applicable, is your dealer network independent or company owned?</p> <p>b) If your company is best described as a manufacturer or service provider, describe your relationship with your sales and service force and with your dealer network in delivering the products and services proposed in this RFP. Are these individuals your employees, or the employees of a third party?</p>	<p>From BrainStorm STEM Education's perspective, the relationship between its internal sales and service teams is crucial to ensuring the successful delivery of the products proposed in this RFP. As the manufacturer, BrainStorm maintains a streamlined and integrated approach to sales and service to provide high-quality products and exceptional customer experiences.</p> <p>1. Unified Mission The sales and service teams share a common goal: delivering BrainStorm's hands-on STEM Kits and Robotics Activity Mats effectively and efficiently while exceeding the expectations of Sourcewell's participating entities.</p> <p>2. Coordination Between Sales and Service Teams BrainStorm's sales and service teams work collaboratively, ensuring a seamless process from product inquiry to post-delivery support:</p> <ul style="list-style-type: none"> • Sales Team Responsibilities: <ul style="list-style-type: none"> o Educating schools and districts on the features, benefits, and alignment of BrainStorm's products with NGSS standards. o Customizing solutions to meet the unique needs of Sourcewell's participating entities. o Managing orders and coordinating with the service team to ensure timely delivery. • Service Team Responsibilities: <ul style="list-style-type: none"> o Handling order fulfillment, ensuring that all products are delivered accurately and on time. o Providing installation guidance, technical support, and troubleshooting assistance. o Offering professional development and training for educators on using BrainStorm's STEM Kits and Robotics Activity Mats. <p>3. Direct Communication and Accountability As the manufacturer, BrainStorm ensures that its internal teams operate without intermediaries, allowing for:</p> <ul style="list-style-type: none"> • Clear Communication: Direct contact between the sales team, service team, and customers ensures no miscommunication about product features or delivery expectations. • Rapid Issue Resolution: The close relationship between teams enables swift responses to any challenges that may arise, such as product customization requests or technical issues. • Enhanced Accountability: Both teams are directly accountable to BrainStorm and share responsibility for meeting Sourcewell's standards of service. <p>4. Integrated Systems and Tools BrainStorm leverages advanced systems to support its internal teams:</p> <ul style="list-style-type: none"> • Customer Relationship Management (CRM): Ensures seamless tracking of customer interactions, orders, and support requests. • Inventory Management: Maintains real-time tracking of product availability to prevent delays. • Knowledge Sharing: Internal training ensures both teams have a comprehensive understanding of the STEM products and their alignment with Sourcewell's requirements. <p>5. Commitment to Quality and Satisfaction BrainStorm's integrated approach ensures:</p> <ul style="list-style-type: none"> • Consistency: Both teams are aligned with BrainStorm's high standards for product quality and customer service. • Satisfaction: The close collaboration between sales and service teams helps guarantee a positive experience for Sourcewell's participating entities, from initial contact to ongoing support. <p>Conclusion BrainStorm STEM Education's relationship with its internal sales and service teams is defined by coordination, efficiency, and a shared commitment to delivering the highest quality products and services. This integrated approach ensures that Sourcewell's participating entities receive the full benefits of BrainStorm's STEM Kits and Robotics Activity Mats, from purchase to classroom implementation.</p>
18	<p>If applicable, provide a detailed explanation outlining the licenses and certifications that are both required to be held, and actually held, by your organization (including third parties and subcontractors that you use) in pursuit of the business contemplated by this RFP.</p>	<p>Business License - City of Irvine (California) Small Business Certification - California</p>

19	Disclose all current and past debarments or suspensions for Proposer and any included possible Responsible Party within the past seven years. Proposer must provide notice in writing to Sourcewell if it enters a debarment or suspension status any time during the pendency of this RFP evaluation.	Not applicable.	*
20	Describe any relevant industry awards or recognition that your company has received in the past five years.	Not applicable.	*
21	What percentage of your sales are to the governmental sector in the past three years?	10%	*
22	What percentage of your sales are to the education sector in the past three years?	80%	*
23	List all state, cooperative purchasing agreements that you hold. What is the annual sales volume for each of these agreement over the past three years?	September 2024 Awarded the Cooperative Purchasing Agreement with following: 1GPA (1 Government Procurement Alliance) 791 Purchasing Cooperative (ESC Region 15) Allied States Cooperative (ESC Region 19) BuyBoard (TASB) Central Texas Purchasing Alliance (CTPA) Choice Partners (Harris County Department of Education) EdTech Exchange Purchasing Cooperative (ESC Region 10) Education Service Center Region 11 (ESC Region 11) Educational Purchasing Cooperative of North Texas (EPCNT) EPIC (The Educational Purchasing Interlocal Cooperative at ESC Region 6) Equalis Purchasing Cooperative (ESC Region 10) Goodbuy Purchasing Cooperative (ESC Region 2) GSA Advantage Multi-Region Purchasing Cooperative (ESC Region 10) OMNIA Partners PACE Purchasing Cooperative (ESC Region 20) Sourcewell Tarrant County Cooperative Purchasing Program Texas Cooperative Purchasing Program (Texas Smart Buy) Texas Department of Information Resources (DIR) TexBuy Purchasing Cooperative (ESC Region 16) The Interlocal Purchasing System (TIPS) The Cooperative Purchasing Agreement started in August 2024 and we don't have sales data for the year at this stage.	*
24	List any GSA contracts or Standing Offers and Supply Arrangements (SOSA) that you hold. What is the annual sales volume for each of these contracts over the past three years?	Not applicable.	*

Table 2B: References/Testimonials

Line Item 25. Supply reference information from three customers who are eligible to be Sourcewell participating entities.

Entity Name *	Contact Name *	Phone Number *	
Greenville Public Schools	Monique White, Ed.S	(662) 334-7000	*
Apple Valley Unified School District	Debbie Reynolds	(760) 247-8001	*
Darien Public Schools	Tim McGuire	(203) 656-7400	*

Table 3: Ability to Sell and Deliver Solutions (150 Points)

Describe your company’s capability to meet the needs of Sourcewell participating entities across the US and Canada, as applicable. Your response should address in detail at least the following areas: locations of your network of sales and service providers, the number of workers (full-time equivalents) involved in each sector, whether these workers are your direct employees (or employees of a third party), and any overlap between the sales and service functions.

Line Item	Question	Response *
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26	Sales force.	<p>BrainStorm STEM Education is fully prepared to meet the needs outlined in Sourcewell's RFP for Minnesota schools through its dedicated and experienced workforce. Below is a detailed response addressing the specific areas requested:</p> <ol style="list-style-type: none"> 1. Experienced Sales Team in Irvine, California <ul style="list-style-type: none"> • Centralized Expertise: The sales team is based at BrainStorm's headquarters in Irvine, California. This centralized location fosters collaboration and enables consistent training, ensuring the team stays updated on product advancements and the educational needs of schools. • Educational Sector Knowledge: BrainStorm's sales team has extensive experience working with school districts, educators, and administrators, equipping them with the skills to navigate the unique requirements of educational procurement processes. • Product Mastery: Team members possess in-depth knowledge of BrainStorm's STEM Kits and Robotics Activity Mats, including their alignment with NGSS standards, allowing them to guide participating entities in selecting the best solutions for their classrooms. 2. Dedicated Workforce of Sales Employees <ul style="list-style-type: none"> • Team Size and Focus: BrainStorm's sales team consists of four employees who are fully dedicated to supporting Sourcewell and its participating entities. • Direct Employment: All sales team members are direct employees of BrainStorm STEM Education, ensuring consistent adherence to the company's values, mission, and quality standards. • Advantages of Direct Employment: <ul style="list-style-type: none"> o Clear Accountability: As direct employees, the sales team operates under BrainStorm's direct supervision, eliminating any potential challenges associated with third-party intermediaries. o Enhanced Communication: Direct employment fosters seamless communication and alignment with company objectives. 3. Overlap Between Sales and Service Teams <ul style="list-style-type: none"> • Collaborative Approach: While BrainStorm's sales and service teams have distinct roles, there is a purposeful overlap that enhances efficiency and customer satisfaction. <ul style="list-style-type: none"> o Sales Team Contributions to Service: The sales team is trained to assist with post-sale inquiries and initial implementation support, ensuring a smooth transition from purchase to classroom integration. o Service Team Contributions to Sales: The service team provides the sales team with real-time feedback from educators, enabling sales representatives to offer better-informed solutions. • Integrated Customer Experience: This overlap ensures that customers experience a seamless journey from product selection to implementation and ongoing support. 4. Meeting Sourcewell's RFP Needs <p>BrainStorm's capabilities align closely with the requirements and goals of Sourcewell's RFP for Minnesota schools:</p> <ul style="list-style-type: none"> • Comprehensive Support: The combination of an experienced sales team and integrated service ensures that participating entities receive tailored, high-quality support. • Scalability: The team is equipped to handle projects of varying sizes, from small individual school orders to district-wide implementations. • Customization: The sales team works directly with schools to customize STEM Kits and Robotics Activity Mats, ensuring they meet the specific curricular and engagement goals of each classroom. <p>Conclusion</p> <p>BrainStorm STEM Education's experienced sales team in Irvine, California, backed by a dedicated workforce of five direct employees and a collaborative approach between sales and service teams, ensures the company's readiness to meet the needs of Sourcewell's RFP for Minnesota schools. This well-structured and integrated approach guarantees exceptional customer support, empowering participating entities to implement BrainStorm's innovative STEM solutions effectively.</p>
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27	Describe the network of Authorized Sellers who will deliver Solutions, including dealers, distributors, resellers, and other distribution methods.	<p>BrainStorm STEM Education will handle all sales and service directly rather than utilizing our network of Authorized Sellers—including dealers, distributors and resellers to ensure a streamlined and highly personalized experience for Sourcewell's participating entities.</p> <p>By managing the entire process internally, BrainStorm can:</p> <ol style="list-style-type: none"> 1. Provide Consistent and Competitive Pricing: <ul style="list-style-type: none"> o As the manufacturer, BrainStorm eliminates intermediary markups, allowing us to offer the most competitive pricing directly to schools and districts. 2. Maintain Direct Communication with Customers: <ul style="list-style-type: none"> o Direct handling of sales and service ensures that communication is clear and efficient, with no delays or misinterpretations that can arise from involving third-party sellers. o Schools and districts can work directly with BrainStorm's knowledgeable team, which is fully trained in our product line and the unique needs of educational institutions. 3. Ensure Superior Product Support and Service: <ul style="list-style-type: none"> o Direct service enables BrainStorm to offer tailored solutions and faster response times for questions, replacements, or technical support. o Our service team works closely with the sales team to ensure seamless implementation and ongoing support for our hands-on STEM Kits and Robotics Activity Mats. 4. Preserve Product Integrity and Expertise: <ul style="list-style-type: none"> o Direct sales ensure that BrainStorm's innovative STEM products are represented accurately and align with the company's high standards. o Customers benefit from the expertise of BrainStorm's internal teams, who are intimately familiar with the design, purpose, and educational applications of our products. <p>By managing all sales and service directly, BrainStorm STEM Education reaffirms its commitment to delivering exceptional value and support to Sourcewell's participating entities, ensuring that every educator has the tools and guidance they need to successfully implement our STEM solutions.</p>
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28	Service force.	<p>BrainStorm STEM Education is well-equipped to meet the service and support needs outlined in Sourcewell's RFP for Minnesota schools. Below is a detailed description of how BrainStorm's experienced service team ensures superior customer support and aligns seamlessly with the company's broader operations:</p> <ol style="list-style-type: none"> 1. Experienced Service Team in Irvine, California <ul style="list-style-type: none"> • Centralized Operations: BrainStorm's service team is based at its headquarters in Irvine, California, allowing for efficient coordination and streamlined communication between departments. • Comprehensive Training: The service team is extensively trained in the functionality, curriculum alignment, and maintenance of all BrainStorm STEM products, including STEM Kits and Robotics Activity Mats. • Educational Focus: Team members possess a deep understanding of the unique challenges educators face, enabling them to provide solutions that enhance the classroom experience. 2. Dedicated Workforce of Three Service Employees <ul style="list-style-type: none"> • Team Size and Focus: BrainStorm's service team consists of three employees who are dedicated to providing technical support, product training, and issue resolution for Sourcewell's participating entities. • Direct Employment Model: <ul style="list-style-type: none"> o All service team members are direct employees of BrainStorm STEM Education, ensuring complete alignment with the company's quality standards and commitment to customer satisfaction. o This direct employment structure eliminates reliance on third-party contractors, ensuring accountability and consistency in service delivery. 3. Overlap Between Sales and Service Teams <ul style="list-style-type: none"> • Collaborative Integration: While sales and service are distinct departments, their roles are designed to complement one another, ensuring a seamless customer experience. o Shared Product Knowledge: Service team members regularly collaborate with the sales team to stay informed about customer needs and preferences, enabling proactive support. o Post-Sale Support: The service team works closely with the sales team to provide training, troubleshooting, and follow-up assistance, ensuring that educators can maximize the value of their purchases. o Enhanced Responsiveness: The close relationship between sales and service ensures faster resolution of issues and reduces the likelihood of miscommunication. 4. Meeting Sourcewell's RFP Needs <p>BrainStorm's service capabilities align directly with the goals of Sourcewell's RFP:</p> <ul style="list-style-type: none"> • Timely Support: With a dedicated team in Irvine, BrainStorm offers prompt responses to inquiries and service requests, ensuring minimal disruption to educational programs. • Expert Guidance: Service team members provide detailed support for product setup, curriculum integration, and technical troubleshooting, enabling educators to implement BrainStorm's STEM solutions effectively. • Scalability: The team is prepared to handle support requests from schools of all sizes, ensuring that every participating entity receives the attention it needs. <p>Conclusion BrainStorm STEM Education's experienced service team, based in Irvine, California, supported by three dedicated direct employees, is uniquely positioned to meet the needs of Sourcewell's RFP for Minnesota schools. The close integration of the service and sales teams ensures a seamless, customer-centric experience, empowering educators to successfully deploy and utilize BrainStorm's innovative STEM solutions in their classrooms.</p>
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29	Describe your service and support standards for your products (e.g., replacement plans, parts, etc.).	<p>BrainStorm STEM Education is committed to providing exceptional service and support for its innovative STEM products, ensuring educators and schools have the tools and assistance they need to create meaningful, hands-on learning experiences. Below is a detailed overview of BrainStorm's service and support standards:</p> <ol style="list-style-type: none"> 1. Replacement Plans <ul style="list-style-type: none"> • Warranty Coverage: BrainStorm offers a comprehensive warranty on all STEM Kits and Robotics Activity Mats to address manufacturing defects. • Hassle-Free Replacements: In the rare event of a defective or damaged product, BrainStorm ensures a quick and simple replacement process, minimizing classroom downtime. • No-Cost Replacements: Under warranty, defective parts or products are replaced free of charge, including shipping costs for the replacement item. 2. Parts Availability <ul style="list-style-type: none"> • Accessible Spare Parts: BrainStorm provides a wide range of replacement parts for its STEM Kits and Robotics Activity Mats, ensuring schools can maintain their materials for long-term use. • On-Demand Ordering: Schools can order replacement parts directly through BrainStorm's customer service team or online portal for a seamless and efficient process. • Eco-Friendly Approach: To promote sustainability, BrainStorm prioritizes repairing and replacing specific components over full product replacements when possible. 3. Dedicated Support Team <ul style="list-style-type: none"> • Expert Assistance: BrainStorm's service team, based in Irvine, California, is highly trained in troubleshooting, product functionality, and curriculum integration, ensuring educators receive accurate and helpful guidance. • Quick Response Times: The team is committed to responding to inquiries within 24 hours, providing timely solutions to minimize disruption in the classroom. • Personalized Support: BrainStorm works directly with educators to tailor support to their specific needs, offering step-by-step guidance for setup, use, and troubleshooting. 4. Professional Development and Training <ul style="list-style-type: none"> • Comprehensive Training Resources: BrainStorm provides user manuals, video tutorials, and live support to help educators understand and maximize the use of its products. • Hands-On Training Sessions: Upon request, BrainStorm offers in-person or virtual training sessions to ensure educators feel confident using the STEM Kits and Robotics Activity Mats in their classrooms. 5. Long-Term Commitment <ul style="list-style-type: none"> • Sustainability and Recycling: BrainStorm designs its products to be durable and recyclable, allowing schools to recycle products at the end of their lifecycle. • Future-Proof Solutions: BrainStorm continuously updates its support offerings to align with evolving classroom needs and technological advancements. <p>Conclusion</p> <p>BrainStorm STEM Education's service and support standards reflect its dedication to empowering educators and students through high-quality, hands-on STEM products. By offering robust replacement plans, accessible spare parts, expert assistance, and tailored training, BrainStorm ensures a seamless and enriching experience for all users.</p>
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30	Describe the ways in which your products are scalable to the size of an eligible participating entity.	<p>BrainStorm STEM Education's products are thoughtfully designed to be scalable and adaptable to meet the diverse needs of eligible participating entities, regardless of size. Below are the ways in which BrainStorm ensures scalability for Sourcewell's RFP:</p> <ol style="list-style-type: none"> 1. Customizable Quantities <ul style="list-style-type: none"> • Flexible Ordering Options: <ul style="list-style-type: none"> o BrainStorm offers STEM Kits and Robotics Activity Mats in a variety of sizes and bundle options, allowing schools to purchase products that align with their student population and budget. o Products can be ordered as single classroom kits or in bulk to accommodate entire grade levels or districts. 2. Adaptable Curriculum Integration <ul style="list-style-type: none"> • Multi-Grade Compatibility: <ul style="list-style-type: none"> o BrainStorm's STEM products are designed to cover a wide range of grade levels, from TK through 12th grade, enabling schools of any size to implement age-appropriate solutions. o Robotics Activity Mats are versatile and can be used with different robotics platforms, making them suitable for various learning stages. • Cross-Curricular Use: <ul style="list-style-type: none"> o Products like the Solar Racer STEM Kit and Robotics Activity Mats are adaptable for use in STEM labs, science classrooms, or extracurricular clubs, ensuring they can serve multiple programs within larger or smaller schools. 3. Tiered Support Packages <ul style="list-style-type: none"> • Scalable Training Programs: <ul style="list-style-type: none"> o BrainStorm offers professional development tailored to the size of the participating entity. Small schools can benefit from one-on-one training, while large districts can access workshops or virtual webinars for multiple educators simultaneously. • Service Scalability: <ul style="list-style-type: none"> o BrainStorm's dedicated service team provides individualized support for small entities while scaling up to manage the needs of larger organizations, ensuring all schools receive timely assistance. 4. Cost Efficiency for All Sizes <ul style="list-style-type: none"> • Volume Discounts: <ul style="list-style-type: none"> o Larger entities benefit from discounted pricing on bulk purchases, making it cost-effective to deploy BrainStorm products district-wide. o Smaller schools can purchase only what they need without unnecessary overhead, ensuring accessibility to high-quality STEM resources regardless of budget constraints. 5. Modular Product Design <ul style="list-style-type: none"> • Expandable Systems: <ul style="list-style-type: none"> o STEM Kits such as the Circuit Sword or Wind Turbine can be used independently or combined with additional kits for more complex projects, allowing schools to expand their offerings over time. • Reusable Materials: <ul style="list-style-type: none"> o Products are durable and designed for multiple uses, making them scalable for repeated use in both small classrooms and larger group settings. 6. Nationwide Accessibility <ul style="list-style-type: none"> • Direct Delivery: <ul style="list-style-type: none"> o BrainStorm's logistics team ensures that products can be delivered efficiently to schools of any size across the United States, ensuring equitable access to all participating entities. <p>Conclusion BrainStorm STEM Education's products are purposefully crafted to be scalable, ensuring schools and districts of all sizes can effectively implement hands-on STEM learning. Whether serving a small rural school or a large urban district, BrainStorm provides flexible solutions, adaptable curriculum integration, and responsive support tailored to the specific needs of each participating entity.</p>
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31	Describe the ordering process. If orders will be handled by distributors, dealers or others, explain the respective roles of the Proposer and others.	<p>BrainStorm STEM Education ensures a seamless and efficient ordering process by handling all orders directly, eliminating the need for distributors, dealers, or third-party intermediaries. This direct approach allows BrainStorm to provide superior pricing, consistent service, and a personalized experience for educators and schools. Below is an outline of the ordering process:</p> <ol style="list-style-type: none"> 1. Direct Ordering Process <ul style="list-style-type: none"> • Single Point of Contact: <ul style="list-style-type: none"> o All orders are placed directly with BrainStorm STEM Education, ensuring clear communication and a streamlined experience. o Educators and administrators can contact BrainStorm's dedicated sales team via phone, email, or through an online portal. • No Intermediaries: <ul style="list-style-type: none"> o By bypassing dealers, distributors, or resellers, BrainStorm eliminates potential delays, miscommunications, or added costs associated with third-party involvement. 2. Personalized Order Consultation <ul style="list-style-type: none"> • Tailored Solutions: <ul style="list-style-type: none"> o BrainStorm's experienced sales team works closely with schools and districts to identify the most suitable STEM Kits and Robotics Activity Mats for their specific needs, grade levels, and budgets. o Schools receive expert guidance on product selection and order customization to align with curriculum goals. • Custom Quotes: <ul style="list-style-type: none"> o BrainStorm provides detailed, transparent quotes directly to the purchasing entity, ensuring clarity in pricing and available options. 3. Flexible Payment Options <ul style="list-style-type: none"> • Purchase Orders (POs): <ul style="list-style-type: none"> o Schools and districts can submit purchase orders directly to BrainStorm, allowing for a smooth procurement process within their financial systems. • Other Payment Methods: <ul style="list-style-type: none"> o BrainStorm also accepts direct payments through checks, electronic transfers, or credit cards, providing flexibility to meet school requirements. 4. Order Fulfillment and Tracking <ul style="list-style-type: none"> • Efficient Fulfillment: <ul style="list-style-type: none"> o Once an order is received, BrainStorm's internal logistics team processes and fulfills it promptly, ensuring timely delivery to the school or district. • Order Tracking: <ul style="list-style-type: none"> o Customers receive updates on the status of their orders, including shipping notifications and estimated delivery times. 5. Post-Purchase Support <ul style="list-style-type: none"> • Dedicated Support: <ul style="list-style-type: none"> o BrainStorm's sales and service teams remain available to assist with any post-purchase questions or concerns, including product setup and use. • Replacement or Warranty Services: <ul style="list-style-type: none"> o In case of damaged or defective products, BrainStorm's service team ensures prompt resolution, maintaining uninterrupted classroom experiences. 6. Benefits of Direct Ordering <ul style="list-style-type: none"> • Cost Savings: <ul style="list-style-type: none"> o By removing intermediaries, BrainStorm passes on cost savings directly to schools, ensuring the most competitive pricing. • Consistency and Quality: <ul style="list-style-type: none"> o Direct control over the ordering process ensures consistent service quality and adherence to BrainStorm's high standards. • Responsive Communication: <ul style="list-style-type: none"> o Schools work directly with BrainStorm's employees, ensuring faster response times and accurate information. <p>Conclusion BrainStorm STEM Education's direct ordering process reflects its commitment to providing exceptional service, clear communication, and cost-effective solutions. By handling all orders internally, BrainStorm ensures educators receive the products and support they need to deliver impactful, hands-on STEM learning experiences without unnecessary complications.</p>
32	Describe in detail the process and procedure of your customer service program, if applicable. Include your response-time capabilities and commitments, as well as any incentives that help your providers meet your stated service goals or promises.	<p>BrainStorm STEM Education prioritizes exceptional customer service to support educators and participating entities effectively. By employing a direct and well-structured service model, BrainStorm ensures quick response times, thorough issue resolution, and proactive communication to meet and exceed its commitments. Below is an in-depth look at the program's process and procedures:</p> <ol style="list-style-type: none"> 1. Service Availability and Accessibility <ul style="list-style-type: none"> • Dedicated Support Team:

- o BrainStorm's customer service team is based in Irvine, California, and consists of three experienced employees who specialize in handling service inquiries.
- o Support is available through multiple channels, including phone, email, and a dedicated online support portal, ensuring educators can reach BrainStorm quickly and conveniently.
- Hours of Operation:
- o The service team operates Monday through Friday during regular business hours, with provisions for extended hours during peak school seasons or large-scale implementations.

2. Response-Time Capabilities

- Initial Acknowledgment:
- o BrainStorm commits to acknowledging customer inquiries within one business day, ensuring that customers are informed their concerns are being addressed promptly.
- Resolution Timeline:
- o Most issues, including basic troubleshooting or replacement requests, are resolved within 48 hours of the initial inquiry.
- o More complex cases requiring technical intervention or part replacements are typically resolved within 5–7 business days, depending on the nature of the issue and shipping requirements.

3. Structured Service Process

- Step 1: Intake and Documentation:
- o Each inquiry is logged into BrainStorm's customer relationship management (CRM) system, ensuring all details are documented for tracking and resolution.
- Step 2: Troubleshooting and Resolution:
- o A dedicated service representative works with the customer to diagnose and resolve the issue, often providing step-by-step guidance or instructional resources.
- Step 3: Escalation:
- o If an issue cannot be resolved at the first level, it is escalated to a senior support member or product specialist to ensure expert assistance.
- Step 4: Follow-Up:
- o Once the issue is resolved, BrainStorm conducts a follow-up to confirm customer satisfaction and provide additional support if needed.

4. Replacement and Warranty Support

- Hassle-Free Replacements:
- o BrainStorm offers free replacements for defective or damaged parts during the warranty period, ensuring minimal disruption to classroom activities.
- Comprehensive Warranty Coverage:
- o Products are covered under a robust warranty policy that guarantees high-quality performance and durability, with detailed terms provided at the time of purchase.

5. Incentives for Service Excellence

- Customer Feedback Program:
- o BrainStorm regularly collects customer feedback through surveys and follow-up calls to measure service performance. Employees are incentivized to maintain high satisfaction ratings, fostering a culture of continuous improvement.
- Recognition and Rewards:
- o Service team members receive internal recognition and performance-based rewards for meeting response-time goals and delivering outstanding customer support.

6. Proactive Support Initiatives

- Onboarding Assistance:
- o New customers receive onboarding materials, including instructional guides and access to online resources, to ensure successful product implementation.
- Preventative Maintenance Tips:
- o BrainStorm provides regular tips and resources to help educators maintain their STEM Kits and Robotics Mats, reducing the likelihood of service issues.

7. Comprehensive Communication

- Service Status Updates:
- o Customers are kept informed throughout the service process with clear timelines and updates, ensuring transparency and trust.
- Knowledge Base Access:
- o BrainStorm's online support portal includes a growing knowledge base of FAQs, troubleshooting guides, and instructional videos to empower educators with self-service options.

Conclusion

BrainStorm STEM Education's customer service program is a cornerstone of its commitment to educators and participating entities. With a highly responsive team, a structured resolution process, and proactive support initiatives, BrainStorm delivers exceptional service that ensures schools receive the full value of their STEM products. By fostering a culture of accountability and continuous improvement, BrainStorm consistently meets its service promises, enabling educators to focus on creating

		meaningful learning experiences for students.	
33	Describe your ability and willingness to provide your products and services to Sourcewell participating entities.	<p>BrainStorm STEM Education is fully committed to providing its innovative STEM products and solutions to Sourcewell participating entities. Our ability and willingness to meet the needs of diverse educational organizations stem from our expertise, robust infrastructure, and dedication to creating meaningful learning experiences. Below are the key elements of our approach:</p> <ol style="list-style-type: none"> 1. Comprehensive Product Offering <ul style="list-style-type: none"> • Wide Range of Products: <ul style="list-style-type: none"> o BrainStorm provides a diverse lineup of hands-on STEM Kits and Robotics Activity Mats, designed to engage students from TK through 12th grade. These products align with NGSS standards and cross-curricular requirements, ensuring they meet the educational objectives of participating entities. 2. Nationwide and International Service <ul style="list-style-type: none"> • U.S. Coverage: <ul style="list-style-type: none"> o BrainStorm serves all geographic areas of the United States, including Alaska and Hawaii, with only minimal shipping restrictions for these regions. • Canada and Beyond: <ul style="list-style-type: none"> o BrainStorm extends its services to Canadian Sourcewell entities, ensuring they receive the same high-quality products and support as U.S.-based organizations. 3. Direct Manufacturer Engagement <ul style="list-style-type: none"> • Streamlined Processes: <ul style="list-style-type: none"> o As the manufacturer, BrainStorm handles all sales and support directly, bypassing distributors, dealers, and resellers. This direct engagement ensures better pricing, faster response times, and a more personalized service experience for Sourcewell participants. • Dedicated Teams: <ul style="list-style-type: none"> o Our experienced sales and service teams, based in Irvine, California, work closely with participating entities to deliver tailored solutions and exceptional support. 4. Scalability to Meet Diverse Needs <ul style="list-style-type: none"> • Adaptable Solutions: <ul style="list-style-type: none"> o BrainStorm's products are scalable, allowing them to accommodate the unique needs of organizations of all sizes, from small rural schools to large urban districts. • Customization Options: <ul style="list-style-type: none"> o We offer customization services to align our products with the specific curriculum goals and requirements of participating entities. 5. Robust Service and Support Infrastructure <ul style="list-style-type: none"> • Commitment to Excellence: <ul style="list-style-type: none"> o BrainStorm provides comprehensive customer support, including responsive service, troubleshooting assistance, and warranty-backed product replacements. • Educational Resources: <ul style="list-style-type: none"> o Educators gain access to training materials, lesson plans, and activity guides to maximize the impact of our STEM products in the classroom. 6. Alignment with Sourcewell's Mission <ul style="list-style-type: none"> • Shared Goals: <ul style="list-style-type: none"> o BrainStorm shares Sourcewell's mission of providing participating entities with high-quality, cost-effective solutions that enhance education and student engagement. • Ease of Access: <ul style="list-style-type: none"> o Participating entities can access BrainStorm's full product range through Sourcewell's streamlined procurement process, ensuring transparency and efficiency. 7. Long-Term Commitment <ul style="list-style-type: none"> • Sustained Partnerships: <ul style="list-style-type: none"> o BrainStorm is committed to fostering long-term relationships with Sourcewell participating entities, continuously innovating and improving our offerings to meet evolving educational needs. <p>Conclusion</p> <p>BrainStorm STEM Education's ability and willingness to serve Sourcewell participating entities is rooted in our mission to empower educators and inspire students through hands-on STEM learning. By offering direct engagement, scalable solutions, and unwavering support, BrainStorm ensures that every participating entity receives the tools and resources needed to succeed.</p>	*

34	Describe your ability and willingness to provide your products and services to Sourcewell participating entities in Canada.	<p>BrainStorm STEM Education is fully prepared and enthusiastic about providing its hands-on STEM products to Sourcewell participating entities in Canada. Below is an outline of our capabilities and willingness to meet the needs of Canadian educational organizations:</p> <ol style="list-style-type: none"> 1. Product Availability for Canadian Entities <ul style="list-style-type: none"> • Comprehensive Offerings: <ul style="list-style-type: none"> o BrainStorm's full lineup of STEM Kits and Robotics Activity Mats, including our NGSS-aligned kits and cross-curricular Robotics Mats, is available to Canadian Sourcewell participants. o Products are tailored to address the diverse needs of Canadian educational standards while maintaining the same quality and innovation offered in the U.S. • Scalable Solutions: <ul style="list-style-type: none"> o Our STEM Kits and Robotics Mats are designed to accommodate educational institutions of all sizes, ensuring accessibility and engagement for classrooms ranging from small rural schools to large urban districts. 2. Cross-Border Expertise <ul style="list-style-type: none"> • Shipping and Logistics: <ul style="list-style-type: none"> o BrainStorm has established robust logistics processes to efficiently deliver products across the U.S.-Canada border. o While additional shipping fees may apply, we work to minimize costs and ensure timely delivery. • Compliance: <ul style="list-style-type: none"> o BrainStorm ensures adherence to all applicable trade and regulatory requirements, making the procurement process seamless for Canadian entities. 3. Direct Manufacturer Engagement <ul style="list-style-type: none"> • Streamlined Processes: <ul style="list-style-type: none"> o As the manufacturer, BrainStorm eliminates the need for intermediaries such as distributors or resellers. Canadian Sourcewell entities benefit from direct pricing, better communication, and superior support. 4. Tailored Support for Canadian Schools <ul style="list-style-type: none"> • Educational Alignment: <ul style="list-style-type: none"> o BrainStorm provides resources, training, and support materials tailored to meet the needs of Canadian educators. This includes lesson plans and activity guides adaptable to provincial educational standards. • Dedicated Support Team: <ul style="list-style-type: none"> o Our experienced service team in Irvine, California, provides remote support to Canadian entities, ensuring quick response times and efficient resolutions. 5. Commitment to Long-Term Partnerships <ul style="list-style-type: none"> • Sustained Collaboration: <ul style="list-style-type: none"> o BrainStorm is committed to building lasting relationships with Sourcewell participating entities in Canada, consistently offering innovative STEM solutions that meet evolving educational needs. • Innovation and Adaptation: <ul style="list-style-type: none"> o As education evolves, BrainStorm actively incorporates feedback from Canadian educators to refine and expand our product offerings. <p>Conclusion</p> <p>BrainStorm STEM Education's ability and willingness to serve Sourcewell participating entities in Canada reflects our mission to inspire and empower students globally. By offering tailored solutions, direct engagement, and unwavering support, BrainStorm ensures that Canadian schools receive the resources and tools they need to foster meaningful STEM education experiences.</p>
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35	Identify any geographic areas of the United States or Canada that you will NOT be fully serving through the proposed agreement.	<p>BrainStorm STEM Education is fully committed to serving all geographic areas of the United States and Canada through the proposed Sourcewell agreement. Our dedication to providing high-quality STEM products and services extends across urban, suburban, and rural regions, ensuring equitable access to innovative educational solutions.</p> <ol style="list-style-type: none"> 1. Nationwide and Cross-Border Service Coverage <ul style="list-style-type: none"> • United States: <ul style="list-style-type: none"> o BrainStorm will provide its products and services to schools and educational organizations in all 50 states, including Alaska and Hawaii. While additional shipping costs may apply to these regions, we ensure timely delivery and full product availability. • Canada: <ul style="list-style-type: none"> o BrainStorm extends its commitment to Sourcewell participating entities across all Canadian provinces and territories, maintaining the same level of product quality and service excellence provided in the U.S. 2. Infrastructure to Support Wide Geographic Reach <ul style="list-style-type: none"> • Centralized Operations: <ul style="list-style-type: none"> o All sales and support operations are handled directly by BrainStorm from our headquarters in Irvine, California. This streamlined approach ensures consistency in service and pricing across all regions. • Efficient Logistics: <ul style="list-style-type: none"> o BrainStorm has established robust shipping and distribution processes to handle cross-border logistics and serve geographically diverse locations. 3. Tailored Support for Diverse Regions <ul style="list-style-type: none"> • Customized Solutions: <ul style="list-style-type: none"> o BrainStorm's STEM products and resources are adaptable to meet the unique needs of schools in different regions, from urban districts to remote rural communities. • Responsive Customer Service: <ul style="list-style-type: none"> o Our dedicated support team ensures quick response times and assistance regardless of location, fostering strong relationships with educators and administrators across the U.S. and Canada. 4. Commitment to Educational Equity <ul style="list-style-type: none"> • Inclusive Access: <ul style="list-style-type: none"> o BrainStorm's mission is to inspire and empower students everywhere by providing innovative and accessible STEM solutions, ensuring no participating entity is left underserved due to geographic location. <p>Conclusion</p> <p>BrainStorm STEM Education is proud to serve all geographic areas of the United States and Canada through the Sourcewell agreement. With a commitment to excellence, robust infrastructure, and direct engagement, we ensure that every participating entity can benefit from our innovative STEM products and services, regardless of their location.</p>
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36	Identify any account type of Participating Entity which will not have full access to your Solutions if awarded an agreement, and the reasoning for this.	<p>BrainStorm STEM Education is committed to ensuring that all Sourcewell Participating Entities will have full access to our innovative STEM solutions if awarded an agreement. This commitment extends to all entities, regardless of their size, location, or unique educational needs.</p> <ol style="list-style-type: none"> 1. Comprehensive Product Availability <ul style="list-style-type: none"> • Full Range of Products: <ul style="list-style-type: none"> o Participating Entities will have access to BrainStorm's entire lineup of STEM Kits and Robotics Activity Mats. This includes hands-on, NGSS-aligned kits and cross-curricular Robotics Mats designed to engage students and enhance STEM learning. • Scalable Solutions: <ul style="list-style-type: none"> o BrainStorm's products are adaptable to meet the needs of diverse educational settings, from small rural schools to large urban districts. 2. Direct Engagement <ul style="list-style-type: none"> • Eliminating Barriers: <ul style="list-style-type: none"> o BrainStorm's direct sales and service model ensures that all Participating Entities can procure products without relying on intermediaries like distributors or resellers. This approach guarantees consistent pricing, superior support, and streamlined communication. 3. Support for Implementation <ul style="list-style-type: none"> • Training and Resources: <ul style="list-style-type: none"> o BrainStorm provides extensive resources, including educator guides and training materials, to help Participating Entities successfully integrate our solutions into their curriculum. • Dedicated Service Team: <ul style="list-style-type: none"> o A responsive and experienced service team is available to assist Participating Entities at every stage, from product selection to classroom implementation. 4. Commitment to Equity and Accessibility <ul style="list-style-type: none"> • Nationwide and Cross-Border Access: <ul style="list-style-type: none"> o BrainStorm ensures full access for all Participating Entities in the United States and Canada, including those in remote or underserved regions. • Inclusive Solutions: <ul style="list-style-type: none"> o Our STEM products are designed to be accessible and impactful for all learners, fostering STEM engagement across diverse student populations. <p>Conclusion By awarding an agreement to BrainStorm STEM Education, Sourcewell Participating Entities will gain full access to a comprehensive suite of STEM solutions, robust support, and a partner dedicated to empowering educators and students. This accessibility ensures that every entity can benefit from BrainStorm's expertise and innovation in STEM education.</p>
37	Define any specific requirements or restrictions that would apply to our participating entities in Hawaii and Alaska and in US Territories.	<p>The only specific requirement or restriction that would apply to Sourcewell's participating entities in Hawaii, Alaska, and U.S. Territories is that they would not be eligible for free shipping on BrainStorm STEM Education's hands-on STEM products.</p> <p>Reason for the Restriction Due to higher logistical and transportation costs associated with delivering products to these locations, free shipping cannot be extended to participating entities in these areas.</p> <p>Commitment to Service</p> <ul style="list-style-type: none"> • BrainStorm STEM Education remains fully committed to providing high-quality products and exceptional service to all Sourcewell participating entities, including those in Hawaii, Alaska, and U.S. Territories. • We will work with entities in these regions to provide the most cost-effective shipping options while ensuring timely and reliable delivery. <p>What This Means for Participating Entities</p> <ul style="list-style-type: none"> • Orders from Hawaii, Alaska, and U.S. Territories will incur a shipping charge, calculated based on the size and weight of the order and the delivery destination. • All other benefits of working directly with BrainStorm, such as competitive pricing and dedicated customer support, remain available to these entities. <p>BrainStorm STEM Education values the opportunity to serve all Sourcewell participating entities, and we are committed to minimizing any potential barriers to accessing our hands-on STEM products.</p>

38	Will Proposer extend terms of any awarded master agreement to nonprofit entities?	<p>BrainStorm STEM Education is committed to supporting education and community development. As such, we will extend the terms of any awarded master agreement to nonprofit entities, ensuring they have access to our hands-on STEM products and services under the same conditions as other participating entities.</p> <p>Key Points</p> <ol style="list-style-type: none"> 1. Inclusion of Nonprofit Entities: <ul style="list-style-type: none"> o Nonprofit organizations focused on education, youth development, or STEM initiatives will be eligible to take advantage of the pricing, benefits, and support offered under the awarded master agreement. 2. Commitment to Accessibility: <ul style="list-style-type: none"> o By including nonprofits, BrainStorm seeks to expand the reach and impact of STEM education, helping to foster learning opportunities in underserved or at-risk communities. 3. Streamlined Process: <ul style="list-style-type: none"> o Nonprofit entities will have the same streamlined ordering, delivery, and support process as Sourcewell participating entities, ensuring consistency and efficiency in accessing BrainStorm's products and services. <p>Advantages for Nonprofit Entities</p> <ul style="list-style-type: none"> • Affordable STEM Solutions: Nonprofits can access competitive pricing and scalable solutions to meet their educational needs. • Dedicated Support: BrainStorm will provide tailored training and customer service to help nonprofits maximize the benefits of our hands-on STEM products. <p>BrainStorm STEM Education values the important role nonprofits play in advancing education and is proud to partner with these organizations to promote STEM learning for all.</p>
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Table 4: Marketing Plan (100 Points)

Line Item	Question	Response *
39	Describe your marketing strategy for promoting this opportunity. Upload representative samples of your marketing materials (if applicable) in the document upload section of your response.	<p>BrainStorm STEM Education's marketing strategy for promoting our STEM products would be carefully crafted to highlight both our product strengths and our commitment to supporting the state's educational goals. Our strategy would focus on engaging Minnesota's key stakeholders, ensuring that our products are positioned as the best solution to address the state's specific needs in enhancing STEM education. Below is a breakdown of how we would approach this opportunity:</p> <ol style="list-style-type: none"> 1. Understanding Minnesota's Educational Needs and the RFP Requirements Our first step in developing this marketing strategy is to thoroughly analyze and understand the Minnesota RFP's requirements. This means: <ul style="list-style-type: none"> • Identifying Minnesota's STEM Education Priorities: We will closely review Minnesota's educational goals, curriculum standards, and any regional initiatives that focus on improving STEM education. Understanding the needs of underserved districts, the focus on equity in education, and specific curriculum requirements will allow us to tailor our message. • Complying with Procurement Specifications: Understanding the budget parameters, accessories, and delivery expectations outlined in the RFP will allow us to craft a proposal and marketing campaign that directly addresses the state's specifications and needs. 2. Clear Value Proposition: Demonstrating How BrainStorm's STEM Kits Align with Minnesota's Goals From BrainStorm's viewpoint, the core of our marketing strategy is built around clearly communicating the unique value proposition of our STEM kits: <ul style="list-style-type: none"> • Hands-on, Engaging Learning: Our products are designed to spark curiosity and foster hands-on, interactive learning experiences. We emphasize that students will gain practical, real-world skills in science, technology, engineering, and mathematics that will prepare them for the workforce of the future. • Alignment with Minnesota's Educational Standards: We will make a compelling case for how our STEM kits align with Minnesota's state standards, including local curriculum frameworks and Next Generation Science Standards (NGSS). This will demonstrate that our kits are not just high-quality products but are purpose-built to meet Minnesota's educational goals. • Focus on Equity and Access: Minnesota is committed to equitable access to education. BrainStorm's products can be customized to serve a wide range of learners, from underrepresented students to students with disabilities. We will position our kits as tools that can help close achievement gaps by providing engaging and accessible STEM education to all students, regardless of their background or geographic location. 3. Engagement with Key Decision-Makers in Minnesota BrainStorm's sales team will play a pivotal role in engaging directly with the stakeholders responsible for making purchasing decisions. From our perspective, a personalized,

consultative approach is essential:

- **Direct Outreach to Key Decision-Makers:** Our sales representatives will reach out directly to school administrators, curriculum coordinators, and procurement officers to introduce our kits and demonstrate how they align with the state's specific needs.
- **Customized Presentations and Demonstrations:** We will offer live demos and personalized presentations tailored to the RFP requirements, showcasing how our kits fit into the existing classroom settings and align with the objectives outlined in the RFP. This could include online demonstrations, in-person visits, or virtual meetings.
- **Pilot Programs:** We will propose pilot programs for school districts to try our STEM kits on a small scale before committing to larger orders. This will give decision-makers confidence that our products deliver real, measurable results in enhancing student learning.

4. Strategic Use of Digital Marketing and Online Resources

From BrainStorm's perspective, leveraging digital marketing allows us to efficiently reach a broader audience, complementing our direct engagement efforts:

- **Geo-Targeted Advertising:** We will use Google Ads campaigns targeted at school districts, educational administrators, and decision-makers in Minnesota. Ads will feature specific messaging tailored to the RFP's goals and address the specific needs of Minnesota schools.
- **Landing Pages and Resource Hubs:** A dedicated landing page for the Minnesota RFP will highlight the benefits of our STEM kits, how they align with state standards, and provide access to additional resources like product brochures, case studies, and success stories from other states or districts.
- **Retargeting Campaigns:** We will use retargeting ads to stay in front of key stakeholders who have visited our site or interacted with our content, keeping our STEM kits top of mind throughout the decision-making process.

5. Content Marketing and Thought Leadership

Positioning BrainStorm as a leader in STEM education will be an essential part of our marketing strategy. We want decision-makers to view us not just as a vendor, but as a thought partner in improving STEM education:

- **Educational Content:** We will produce content that highlights the importance of STEM education, including articles, and blog posts. Topics might include "The Importance of Hands-On STEM Learning for K-12 Students" or "Closing the STEM Education Gap in Minnesota." These resources will be shared with school districts, education networks, and decision-makers.
- **Webinars and Workshops:** Hosting webinars that discuss the benefits of hands-on STEM education, how our products can support teachers, and how they align with Minnesota's goals. These events would be free to attend and would give us a chance to engage directly with stakeholders in an educational format.
- **Case Studies and Testimonials:** Highlighting real-world success stories from other districts and schools that have used our STEM kits will help establish social proof and demonstrate the effectiveness of our solutions. These case studies will include metrics on student engagement, improved learning outcomes, and feedback from educators.

6. Building Local Partnerships and Community Engagement

Building strong relationships with local stakeholders and educational organizations will be key to promoting BrainStorm's presence in Minnesota:

- **Collaborations with Local Educational Associations:** Partnering with organizations like the Minnesota STEM Network, Minnesota Department of Education, and other local educational advocacy groups will help us expand our visibility and credibility within the state.
- **Local Advocacy:** Engaging with influential educators and school administrators who are advocates for STEM education can help us build a network of local champions for our products. Their endorsement will be instrumental in gaining traction with school districts and other educational entities.
- **Sponsorship and Speaking Engagements:** BrainStorm will look for opportunities to sponsor or speak at local educational conferences, workshops, and events that focus on STEM education. This positions BrainStorm as a thought leader and strengthens relationships with key educational influencers.

7. Ongoing Support and Service: A Core Part of Our Offering

Our commitment to support and service will be a central part of our marketing message. From BrainStorm's viewpoint, we believe in creating lasting partnerships with schools, which is why we offer:

- **Comprehensive Teacher Training:** BrainStorm will promote its commitment to providing teacher professional development programs to ensure educators are confident in using the STEM kits and integrating them into their classrooms.
- **Customer Support and Technical Assistance:** Highlighting our robust customer support infrastructure, including technical support, troubleshooting, and access to instructional resources, is essential to ensuring that Minnesota schools feel confident in adopting our STEM solutions.

8. Proposal Customization and Tailoring for the RFP

Finally, our marketing strategy for this RFP includes a customized proposal that directly addresses the needs of Minnesota's educational system. This includes:

- **Detailed Solution:** BrainStorm will craft a proposal that not only meets the

		<p>requirements of the RFP but also goes above and beyond by offering solutions tailored to Minnesota's specific challenges and goals.</p> <ul style="list-style-type: none"> • Clear Timeline and Milestones: Outlining clear implementation timelines, support services, and training schedules to ensure that our products can be seamlessly integrated into Minnesota schools. • Competitive Pricing: Offering competitive, transparent pricing that demonstrates the long-term value of BrainStorm's STEM kits, ensuring that the proposal is cost-effective and delivers maximum return on investment. <p>Conclusion: Our Commitment to Minnesota's STEM Education Future</p> <p>At BrainStorm STEM Education, we view this RFP as an opportunity to contribute meaningfully to the state of Minnesota's educational landscape. Our marketing strategy is designed to align with the state's vision for STEM education, offer solutions that support both students and teachers, and provide exceptional value through a combination of high-quality STEM kits and ongoing, personalized support.</p> <p>By focusing on the unique needs of Minnesota schools and leveraging our expertise, BrainStorm aims to not only win the RFP but also to establish a long-term, impactful partnership that empowers educators and inspires students in their STEM journeys.</p>
40	Describe your use of technology and digital data (e.g., social media, metadata usage) to enhance marketing effectiveness.	<p>BrainStorm STEM Education leverages technology and digital data extensively to enhance marketing effectiveness for the sales of our hands-on STEM Kits and Robotic Activity Mats. These tools not only help us reach and engage our target audience more effectively but also ensure that we deliver a highly personalized, data-driven experience that drives sales, increases brand awareness, and fosters deeper relationships with educators, school districts, and other decision-makers in the education sector.</p> <p>Below is a detailed breakdown of how BrainStorm STEM Education utilizes technology and digital data to optimize marketing efforts for our hands-on STEM Kits and Robotic Activity Mats:</p> <p>1. Social Media Marketing and Engagement</p> <p>Social media platforms are pivotal for reaching educators, school administrators, parents, and STEM advocates. For BrainStorm, social media isn't just about promoting products—it's about creating value-driven conversations around hands-on learning and STEM education. Here's how we leverage social media to maximize our marketing effectiveness:</p> <ul style="list-style-type: none"> • Targeted Advertising: We run social media ads on platforms like Facebook, Instagram, LinkedIn, and Twitter, specifically targeting: <ul style="list-style-type: none"> o Educators (teachers, curriculum coordinators, STEM specialists) o School decision-makers (principals, district administrators) o STEM enthusiasts and parents who are active in educational discussions. o Local educational conferences and events. • Ad Customization: Using platform algorithms, we create custom audiences by targeting users based on: <ul style="list-style-type: none"> o Job titles (e.g., teachers, school principals, education coordinators) o Geographic location (to target specific regions, e.g., school districts in Minnesota) o Interests (STEM, educational technology, robotics) • Content Sharing and Thought Leadership: <ul style="list-style-type: none"> o We also share engaging content like product demos, user testimonials, and classroom integration tips for both the STEM Kits and Robotic Activity Mats. • Tracking Engagement: Using platform insights, we track: <ul style="list-style-type: none"> o Click-through rates (CTR) o Engagement levels (likes, shares, comments) o Follower growth o Conversion metrics (e.g., lead generation forms, purchases) to optimize future campaigns. <p>2. Email Marketing and CRM Data</p> <p>Email marketing remains one of the most effective methods for nurturing leads and converting prospects into customers, especially when using CRM (Customer Relationship Management) tools to automate, segment, and personalize outreach. Here's how BrainStorm utilizes email marketing and data-driven CRM strategies:</p> <ul style="list-style-type: none"> • Segmentation and Personalization: Using CRM systems like HubSpot or Salesforce, we segment our email lists based on criteria such as: <ul style="list-style-type: none"> o Role/Job Title (e.g., teacher, curriculum coordinator, or school district decision-maker) o Geography (e.g., focusing on school districts in specific states or regions like Minnesota) o Previous Engagement (e.g., those who attended a webinar, downloaded resources, or engaged with prior ads) • Email Campaigns: Through automated email campaigns, we send a series of nurturing emails to keep prospects engaged, including: <ul style="list-style-type: none"> o Educational content on STEM teaching best practices o Product tutorials for hands-on STEM kits and robotic mats o Case studies and customer success stories o Webinar invitations or live demonstrations for teachers and school districts o Special offers or discounts to incentivize purchases • A/B Testing: We test subject lines, email content, CTAs (calls to action), and visual elements (images of STEM kits and robotic mats) to determine what resonates best with different segments of our audience. We monitor:

	<ul style="list-style-type: none"> o Open rates o Click-through rates o Conversion rates • Analytics: Through email performance analytics, we continuously refine our approach, ensuring that content is tailored and optimized for the highest engagement and conversion rates. <p>3. Website Optimization and Analytics</p> <p>Our website serves as the cornerstone of our marketing strategy for the STEM Kits and Robotic Activity Mats. We optimize it to ensure a smooth user experience, drive conversions, and capture valuable data on user behavior.</p> <ul style="list-style-type: none"> • SEO (Search Engine Optimization): By employing SEO best practices, we ensure that our products rank for key search terms like: <ul style="list-style-type: none"> o "STEM kits for schools" o "Robotic activity mats for classrooms" o "Hands-on learning kits for STEM education" o "Best STEM education products" • Product Landing Pages: We create dedicated landing pages for each product (e.g., hands-on STEM kits, robotic activity mats) that are optimized for conversion. These pages include: <ul style="list-style-type: none"> o Product descriptions and features o Benefits for educators (alignment with curriculum standards, ease of use, etc.) o Teacher testimonials and case studies o Clear CTAs (e.g., "Get a Quote," "Request a Demo") • Behavioral Data Tracking: Using Google Analytics, we track visitor behavior, such as: <ul style="list-style-type: none"> o Which pages they visit o How long they stay on product pages o Conversion paths (e.g., users who visited the STEM Kits page and then signed up for a demo) • Conversion Rate Optimization (CRO): By running A/B tests on landing pages, we test various elements such as CTAs, images, and messaging to improve conversion rates. Additionally, we monitor bounce rates and exit pages to identify potential areas for optimization. <p>4. Use of Metadata and Search Data</p> <p>To ensure that our STEM products reach the right audience, we use metadata and search data to enhance visibility and optimize online discovery.</p> <ul style="list-style-type: none"> • Metadata Optimization: Each product page and content piece (e.g., blogs, product descriptions) is optimized with relevant metadata: <ul style="list-style-type: none"> o Title tags o Meta descriptions o Alt text for images o Schema markup for product reviews and ratings • Content Optimization: Our content marketing strategy involves creating SEO-friendly blog posts and articles that answer key questions or provide solutions related to STEM education. These could include topics like: <ul style="list-style-type: none"> o "How to Integrate Robotics into the Classroom" o "The Best Hands-On STEM Kits for Middle School Students" o "Why Robotics Education is Essential for Kids" • Google Search Console: By using Google Search Console, we can monitor which search queries are driving traffic to our site, allowing us to adjust and expand content around high-performing keywords to capture more organic traffic. • Retargeting Ads: By using retargeting pixels and cookies, we track visitors who have interacted with our site but didn't complete a desired action (e.g., purchasing a kit or signing up for a demo). We then show them tailored ads to re-engage and drive conversions. <p>5. Customer Data and Feedback Loops</p> <p>We use customer data and feedback loops to continually refine our marketing efforts and enhance customer satisfaction.</p> <ul style="list-style-type: none"> • Surveys and Customer Feedback: After a purchase or product interaction, we send post-purchase surveys to gather insights into customer satisfaction, product usage, and areas for improvement. • User Reviews and Testimonials: Positive customer reviews on product pages, social media, and third-party platforms (e.g., Amazon, Teachers Pay Teachers) enhance trust and credibility. We actively encourage customers to share their experiences with the hands-on STEM kits and robotic activity mats, which we use in future marketing materials. • Customer Support Data: We track the types of questions and issues that arise through our customer support channels (e.g., phone, email, live chat). This data helps us improve product instructions, training materials, and address common concerns directly in our marketing materials. <p>6. Advanced Analytics for Campaign Performance</p> <p>To continuously improve our marketing effectiveness, we rely on advanced analytics tools like Google Data Studio, Power BI, and Tableau to gather data across multiple channels and create comprehensive reports on campaign performance. This data includes:</p>
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		<ul style="list-style-type: none"> • Lead generation performance • Sales funnel analysis • Return on ad spend (ROAS) • Audience segmentation effectiveness <p>By combining real-time data from digital marketing campaigns, website performance, and CRM systems, we ensure that we are targeting the right audiences with the right messages at the right time.</p> <p>Our approach to marketing is deeply rooted in technology and digital data. By leveraging social media, email marketing, website analytics, metadata optimization, and customer feedback, we ensure that our hands-on STEM Kits and Robotic Activity Mats not only reach the right audience but also resonate with their needs and desires. Our data-driven marketing efforts allow us to refine our strategies continually, optimize the customer journey, and ultimately drive higher conversions and sales.</p>	
41	In your view, what is Sourcewell's role in promoting agreements arising out of this RFP? How will you integrate a Sourcewell-awarded agreement into your sales process?	<p>BrainStorm STEM Education recognizes that Sourcewell plays an important role in facilitating access to cooperative purchasing agreements for Participating Entities. However, BrainStorm also acknowledges that the responsibility for promoting products, generating sales, and supporting customers lies primarily with us as the awarded vendor.</p> <p>Sourcewell's Role Providing a Cooperative Framework:</p> <p>Sourcewell's primary function is to provide a compliant and efficient cooperative purchasing framework. This allows Participating Entities to easily access contracts that meet procurement regulations without the need for a lengthy bidding process. Promoting Awareness of the Agreement:</p> <p>While Sourcewell promotes the availability of awarded agreements to its members through newsletters, webinars, and its website, it is not responsible for driving specific product sales or marketing efforts on behalf of awarded vendors. Connecting Vendors and Participating Entities:</p> <p>Sourcewell serves as a connector, helping Participating Entities understand the benefits of using awarded agreements and facilitating introductions between vendors and members. BrainStorm STEM Education's Responsibilities Promoting Products and Sales:</p> <p>BrainStorm understands that we are fully responsible for promoting our products and generating sales under the Sourcewell agreement. Our dedicated sales team will actively market BrainStorm's STEM Kits and Robotics Activity Mats to Participating Entities, using tailored strategies to highlight how our solutions align with educational goals and NGSS standards. Marketing Strategies:</p> <p>We will launch robust marketing campaigns, including email outreach, webinars, product demonstrations, and attendance at relevant trade shows to raise awareness of our offerings under the agreement. BrainStorm will leverage its website, social media channels, and Sourcewell-specific materials to ensure visibility among Sourcewell Participating Entities. Customer Support and Engagement:</p> <p>Our direct sales team will engage with Participating Entities to address questions, provide consultations, and deliver exceptional customer service. We will actively work to maintain relationships with existing customers while building new ones within the Sourcewell framework. Conclusion Sourcewell provides an essential platform and cooperative framework that enables streamlined purchasing for its members. However, BrainStorm STEM Education fully understands that the responsibility for promoting and selling products, as well as supporting Participating Entities, rests solely with us. We are committed to maximizing the value of the agreement through proactive marketing and superior service, ensuring a successful partnership with Sourcewell and its members.</p>	*

42	Are your Solutions available through an e-procurement ordering process? If so, describe your e-procurement system and how governmental and educational customers have used it.	<p>BrainStorm STEM Education's products are not currently available through an e-procurement ordering process for governmental and educational customers, we offer a streamlined Purchase Order (PO) process that makes ordering our products simple, efficient, and fully compliant with public procurement standards.</p> <p>Key Points Regarding Our Ordering Process:</p> <ol style="list-style-type: none"> 1. Purchase Order (PO) Process <ul style="list-style-type: none"> o Ease of Use: Governmental and educational organizations can place orders directly with us through a Purchase Order (PO) system, which is a common and widely accepted method for public sector purchases. o Flexible and Direct Ordering: Once a Sourcewell-awarded agreement or other contract is in place, customers can submit POs for our STEM kits and robotic activity mats. Our team will provide detailed product catalogs and pricing sheets, so customers can easily choose the items they wish to purchase and place an order. o No E-Procurement Systems Required: Although many educational and governmental organizations use e-procurement systems like e-Procurement Platforms, BrainStorm's ordering process does not require these systems. Instead, customers can directly submit manual POs via email, fax, or mail, streamlining the procurement process without the need for specialized digital platforms. 2. Streamlined Order Fulfillment <ul style="list-style-type: none"> o Once the PO is received, we process and fulfill the order quickly, ensuring timely delivery of our STEM kits and robotic activity mats. o Our team will confirm the order, prepare the necessary documentation, and ensure that shipping and invoicing are handled efficiently, so there are no delays or complications. 3. Compliance and Support <ul style="list-style-type: none"> o BrainStorm fully understands the importance of public procurement standards. As such, we ensure that our ordering process meets all required compliance regulations, such as contract terms, pricing agreements, and tax exemptions (where applicable). o Our customer support team is available to assist with the creation and submission of Purchase Orders and can guide clients through any specific requirements they may need to adhere to. 4. No E-Procurement Barriers <ul style="list-style-type: none"> o While we do not currently integrate with e-procurement platforms, our streamlined PO process provides a barrier-free alternative for schools, districts, and other public entities to access our products. o This direct and simple ordering method ensures that governmental and educational customers can easily navigate the procurement process and order the products they need without any technical hurdles or complex software integrations. <p>Benefits of Using the Purchase Order Process:</p> <ul style="list-style-type: none"> • Flexibility: Customers are not restricted by the specific systems or technology requirements of e-procurement platforms. • Direct Communication: With our straightforward PO process, customers can communicate directly with our sales and customer service teams for any special requests or inquiries. • Streamlined Paperwork: The Purchase Order process allows for minimal paperwork and a clear, manageable workflow, ensuring transparency and accuracy at every stage of the order. <p>Conclusion:</p> <p>While BrainStorm STEM Education does not offer our products through e-procurement systems, we provide an equally effective and streamlined Purchase Order (PO) process for all governmental and educational customers. This process ensures easy, direct access to our hands-on STEM kits and robotic activity mats, while still complying with the procurement regulations and requirements of the public sector. Our team is dedicated to making the ordering process as efficient and user-friendly as possible, ensuring that all customers receive the best products and services without delays or complications.</p>
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Table 5A: Value-Added Attributes (150 Points, applies to Table 5A and 5B)

Line Item	Question	Response *
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43	<p>Describe any product, equipment, maintenance, or operator training programs that you offer to Sourcewell participating entities. Include details, such as whether training is standard or optional, who provides training, and any costs that apply.</p>	<p>We understand that creating an effective Professional Development program for teachers is a crucial step in enhancing their skills and expertise, which ultimately benefits both students and the education system as a whole. Therefore, we offer optional Professional Development programs with engaging in-person Professional Development sessions that are intensely focused on hands-on instruction and follow established and effective principles of high-quality Professional Development programs. The goals of which are to increase the knowledge base for educators, as well as develop confidence with the new curriculum, hardware, and instructional methodologies they will be implementing.</p> <p>Our professional development opportunities are offered through both in-person and virtual workshops. This allows teachers to choose the options that best suit their needs and learning styles.</p> <p>Our professional development programs are aimed at helping educators grow their skills, increase their effectiveness in their current roles, and prepare for future responsibilities. Our professional development program includes: In-Person PD Workshops, Virtual Workshops and On-Demand Video Training.</p> <p>During the training sessions, educators will be hands-on with the STEM Kits or Robotic Activity Mats, as well as the curriculum throughout the training. Each session will include small group activities, as well as dedicated time for discussion and collaboration. This practical experience is crucial for understanding how to integrate BrainStorm's STEM Kits or Robotics Activity Mats into their classrooms effectively.</p> <p>An effective Professional Development program for teachers is a crucial step in ensuring a successful experience for both educators and students alike. Our Professional Development sessions are intensely focused on hands-on instruction and follow established and effective principles of high-quality Professional Development programs. The goals of which are to increase confidence with new curriculum, hardware, and instructional methodologies they will be implementing. Here is an example itinerary for the Professional Development program:</p> <p>Sample Professional Development Itinerary:</p> <p>8:00am: Getting Started with STEM - Catapult STEM Kit 8:45am: High-Flying Physics - Rocketry STEM Kit 9:30am: Simple Circuits - Circuit Sword STEM Kit 10:00am: Break 10:15am: Rubber-band Racing - Energy Dragster 10:30am: Solar Cooking: Solar Oven STEM Kit 11:15am: Ready, Set, Grow: Seed Science STEM Kit 12:00pm: Lunch 12:30pm: Renewable Energy - Wind Turbine STEM Kit 1:15pm: Quake & Shake: Earthquake Engineering STEM Kit 2:00pm: Wrap-Up</p> <p>In-Person Professional Development Workshop (up to 25 Educators): Professional Development Trainer: \$100 per hour x 8 Hours = \$800 Travel Expenses (Airfare \$800, Rental Car \$200 & Hotel \$300) = \$1300 Material & Supplies = \$350</p> <p>Typical Cost to deliver ONE professional development/training session = \$2450*</p> <p>Number of Educators per Session</p> <ul style="list-style-type: none"> • Typical Capacity: <ul style="list-style-type: none"> o Up to 25 educators per session for optimal interaction and hands-on engagement. o Larger groups can be accommodated with advance planning, though this may require adjustments to resources or pricing. <p>What the Pricing Includes</p> <ol style="list-style-type: none"> 1. Expert-Led Training: <ul style="list-style-type: none"> o Facilitation by experienced STEM educators who specialize in hands-on activities aligned with NGSS standards. 2. Training Materials: <ul style="list-style-type: none"> o Access to kits and materials for demonstrations and practice during the session. 3. Custom Curriculum Integration: <ul style="list-style-type: none"> o Tailored workshops designed to align with the school or district's specific STEM curriculum and goals. 4. Post-Training Support: <ul style="list-style-type: none"> o Follow-up consultation or virtual support to ensure successful implementation of the training. <p>Additional Options</p> <ul style="list-style-type: none"> • Multi-day training packages or district-wide training programs are available with discounts based on scope and frequency. • Remote or hybrid training options may reduce costs and allow for more participants. <p>BrainStorm's professional development training is designed to equip educators with the confidence and skills to deliver meaningful hands-on STEM experiences in the classroom.</p>
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44	Describe any technological advances that your proposed Solutions offer.	<p>BrainStorm STEM Education combines cutting-edge technology with engaging, hands-on learning experiences. Below are some examples of the technological advances featured in our STEM Kits:</p> <ol style="list-style-type: none"> 1. Solar Racer STEM Kit <ul style="list-style-type: none"> • Renewable Energy Exploration: <ul style="list-style-type: none"> o Features high-efficiency photovoltaic cells that allow students to explore renewable energy. 2. Wind Turbine STEM Kit <ul style="list-style-type: none"> • Customizable Turbine Blades: <ul style="list-style-type: none"> o Includes modular blade designs that allow students to test and optimize for maximum efficiency. o Encourages experimentation with blade angles, materials, and sizes to explore real-world wind energy concepts. 3. Tornado STEM Kit <ul style="list-style-type: none"> • Dynamic Fluid Simulation: <ul style="list-style-type: none"> o Utilizes fluid dynamics to replicate tornado formation and movement. o Includes transparent chamber for students to observe air pressure and vortex dynamics visually. 4. Electric Guitar STEM Kit <ul style="list-style-type: none"> • Sound Wave Analysis: <ul style="list-style-type: none"> o Students can visualize sound waves in real-time through compatible apps, exploring frequency, amplitude, and pitch. • Pickup Integration: <ul style="list-style-type: none"> o Demonstrates how piezo pickups are used to amplify sound, bridging physics concepts with music. • Customizable Design: <ul style="list-style-type: none"> o Students can modify string tension, length, and type to understand how these variables affect sound quality and tone. 5. Robotic Activity Mats <ul style="list-style-type: none"> • Multi-Sensor Compatibility: <ul style="list-style-type: none"> o Mats are designed to work with robots equipped with line-following, color-detection, and obstacle-avoidance sensors. • Integrated Learning Themes: <ul style="list-style-type: none"> o Feature themes like space exploration, animal habitats, environmental awareness, or factory automation with robotics, blending STEM with real-world problem-solving. • Gamification and Collaboration: <ul style="list-style-type: none"> o Enable team-based challenges where students program robots to complete tasks, fostering collaboration and critical thinking. <p>Cross-Kit Advantages</p> <ul style="list-style-type: none"> • Scalable and Modular: <ul style="list-style-type: none"> o Each kit is designed to grow with the student, offering advanced add-ons for more complex projects. o Suitable for varying classroom sizes, from individual projects to large group collaborations. • Data and Technology Integration: <ul style="list-style-type: none"> o Most kits include options for data collection, analysis, and visualization using cutting-edge software or apps. • Alignment with Standards: <ul style="list-style-type: none"> o All kits align with NGSS and ISTE standards, ensuring relevance to curriculum goals while incorporating 21st-century skills. <p>By integrating advanced technology, BrainStorm STEM Education's hands-on STEM Kits and Robotic Activity Mats provide dynamic, real-world STEM learning experiences that inspire curiosity and innovation.</p>
45	Describe what innovations you are bringing to the market, and how these innovations align with future trends in STEM Education.	<p>BrainStorm STEM Education is revolutionizing STEM education with innovative, hands-on products that empower educators and inspire students. Our STEM Kits and Robotics Activity Mats are purposefully designed to provide engaging, meaningful classroom experiences while aligning with future trends in STEM education.</p> <ol style="list-style-type: none"> 1. Comprehensive STEM Kits Aligned with NGSS Standards <p>Innovation:</p> <ul style="list-style-type: none"> • BrainStorm's STEM Kits are the first comprehensive line of hands-on Science and STEM Kits specifically designed to address the full range of Next Generation Science Standards (NGSS). • Each kit includes carefully crafted activities that align with core scientific concepts, practices, and cross-cutting ideas, ensuring educators have all the tools needed for effective instruction. • Kits include engaging components, such as solar panels, wind turbines, and fluid dynamics chambers, that make abstract science concepts tangible and exciting for students. <p>Alignment with Trends:</p>

	<ul style="list-style-type: none"> • NGSS alignment ensures students develop critical-thinking, problem-solving, and analytical skills essential for success in future STEM careers. • Encourages inquiry-based and experiential learning, both of which are at the forefront of modern STEM education practices. <p>2. Robotics Activity Mats for Cross-Curricular Engagement</p> <p>Innovation:</p> <ul style="list-style-type: none"> • BrainStorm's Robotics Activity Mats are designed to provide structured and engaging lessons that go beyond coding and robotics by integrating cross-curricular learning opportunities. • Mats include scenarios and challenges that incorporate math, science, social studies, and language arts, allowing students to see the broader applications of robotics in real-world contexts. • Compatible with a wide range of robotics platforms and suitable for students from TK to 12th grade, the mats are versatile and inclusive, catering to diverse classrooms and skill levels. <p>Alignment with Trends:</p> <ul style="list-style-type: none"> • Cross-curricular robotics lessons foster interdisciplinary thinking, preparing students for complex, multifaceted challenges in the real world. • Supports personalized and scalable learning, enabling educators to adapt lessons to different grades, skill levels, and robotics platforms. <p>3. Equipping Educators for Classroom Success</p> <p>Innovation:</p> <ul style="list-style-type: none"> • BrainStorm's products are designed with educators in mind, providing all-in-one solutions that reduce preparation time and ensure meaningful classroom experiences. • STEM Kits include detailed educator guides, student-friendly instructions, and extension activities to maximize learning outcomes. • Robotics Activity Mats provide step-by-step lesson plans and ready-made challenges, allowing educators to focus on teaching rather than planning. <p>Alignment with Trends:</p> <ul style="list-style-type: none"> • Focuses on empowering teachers with resources that simplify lesson planning while maintaining high educational impact. • Aligns with the growing trend of supporting teacher professional development and classroom readiness in STEM fields. <p>4. Engagement Through Hands-On Learning</p> <p>Innovation:</p> <ul style="list-style-type: none"> • BrainStorm's hands-on activities are intentionally designed to make learning active and immersive, transforming classrooms into innovation hubs where students can experiment, build, and problem-solve. • Examples include building functional wind turbines, programming robots to navigate mazes, and exploring fluid dynamics with tornado simulators. <p>Alignment with Trends:</p> <ul style="list-style-type: none"> • Promotes active, project-based learning, a proven method for deepening student understanding and retention of STEM concepts. • Fosters collaboration, creativity, and curiosity, aligning with 21st-century learning goals. <p>5. Accessibility and Versatility</p> <p>Innovation:</p> <ul style="list-style-type: none"> • STEM Kits are scalable for individual, small-group, or whole-class use, ensuring all students can participate meaningfully in STEM learning. • Robotics Activity Mats are compatible with popular robotics platforms like LEGO®, VEX®, Sphero®, and others, providing flexibility for schools using various technologies. <p>Alignment with Trends:</p> <ul style="list-style-type: none"> • Accessibility ensures all students, regardless of grade level or learning style, can benefit from engaging STEM experiences. • Versatility supports schools in making the most of their existing robotics investments while integrating new technologies seamlessly. <p>6. Preparing Students for Future Trends in STEM</p> <p>Innovation:</p> <ul style="list-style-type: none"> • BrainStorm's STEM Kits emphasize real-world applications in areas like renewable energy, data science, and robotics, connecting classroom learning to emerging global challenges and career opportunities. • Robotics Activity Mats teach coding, problem-solving, and logical thinking—key skills for future-proof STEM careers. <p>Alignment with Trends:</p> <ul style="list-style-type: none"> • Addresses the increasing need for sustainability education, coding literacy, and interdisciplinary STEM learning. • Prepares students to be leaders in innovative, high-demand fields such as renewable energy, AI, and robotics. <p>Conclusion</p> <p>BrainStorm STEM Education's hands-on STEM Kits and Robotics Activity Mats are more than just educational tools—they are platforms for innovation, designed to equip educators</p>	
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46	Describe how your solutions align with state education standards for STEM subjects.	<p>BrainStorm STEM Education is committed to providing STEM products that align seamlessly with state education standards to ensure meaningful integration into classroom instruction. Here's how our STEM Kits and Robotics Activity Mats meet and exceed these requirements:</p> <p>1. Full Alignment with NGSS and State Standards Next Generation Science Standards (NGSS):</p> <p>All BrainStorm STEM Kits are purposefully designed to align with NGSS standards. Our line of STEM Kits actually align with 50 NGSS standards.</p> <p>State-Specific Standards:</p> <p>BrainStorm customizes content to align with individual state STEM standards, ensuring relevance for diverse educational settings. For example, our Wind Turbine STEM Kit is adapted to meet state requirements for renewable energy education, while the Earthquake Engineering STEM Kit supports lessons on natural disasters in regions with seismic activity.</p> <p>2. Real-World Application and Problem-Solving BrainStorm's STEM products emphasize practical, real-world applications to meet state-mandated goals for career and technical education (CTE) pathways. For instance: Solar Racer STEM Kit explores renewable energy concepts. Circuit Sword STEM Kit introduces basic electronics and circuitry skills. Seed Science STEM Kit ties directly into life sciences and agricultural studies.</p> <p>3. Cross-Curricular Integration BrainStorm's Robotics Activity Mats are designed to integrate STEM education with other subjects, supporting the cross-curricular goals outlined in many state standards: Math Skills: Measuring distances, calculating angles, and analyzing data during robotics challenges. Literacy Development: Encouraging students to document observations, write reflections, and engage in scientific discourse. Social Studies and Environmental Studies: Mats like "Mission to Mars" and "Habitat Helpers" connect science with geography and ecology.</p> <p>4. Flexibility for All Grade Levels BrainStorm's STEM products are tailored to meet the developmental needs of students from grades TK–12, ensuring a scaffolded approach to skill-building as students progress. Elementary: Hands-on exploration with kits like our Periscope and Catapult STEM Kits. Middle School: Focused experiments using kits like the Energy Dragster or Electric Guitar STEM Kits. High School: Advanced problem-solving with the Earthquake Engineering or Trebuchet STEM Kits.</p> <p>5. Teacher Support for Standards Implementation</p> <p>Conclusion BrainStorm STEM Education's STEM products are thoughtfully designed to meet state education standards, providing educators with comprehensive tools to deliver engaging, standards-based instruction. Our focus on NGSS alignment, cross-curricular integration, and adaptability ensures that students are not only meeting educational benchmarks but also developing the critical thinking and problem-solving skills needed for future success.</p>	*
47	Provide information on the availability and accessibility of state education standards within your offered solutions. If the standards are integrated and searchable on your website, describe the search functionality and the resources available to help educators easily locate and apply the relevant standards within your offered solutions.	<p>Our STEM Kit curriculum is easily integrated into the classroom and aligns with 50 different Science Standards making them incredibly effective tools for educators across all grade levels. When 3rd grade classes study if plants need sunlight and water to grow (3-LS-1), our Seed Science STEM Kit curriculum and lesson is designed to study just that by allowing students to control the light and water for their plants, as well as study the root structures of the plants as they grow. Another example of lesson integration is for 4th grade classes studying the relationship between the speed of an object and the energy of that object (4-PS3-1), our Catapult or Energy Dragster STEM Kits allow students to study the cause and effect of applying different amounts of energy to an object and is the perfect way to create an effective, engaging and successful lesson for this Standard. A final example of lesson integration is using BrainStorm's Wind Turbine or Solar Racer STEM Kits to help provide a hands-on exploratory lesson for 5th graders studying how to use Science to protect Earth's resources and environment in 5-ESS3-1.</p> <p>BrainStorm STEM Kits are specifically designed to align with NGSS, as well as State standards. In fact, our STEM Kits align with over 30 different NGSS Science Standards and cover everything from Agricultural Science to Renewable Energy through cross-disciplinary, hands-on experiences.</p> <p>Please refer to the attached list of the NGSS Standards that BrainStorm STEM Kits cover.</p>	*
48	Describe the ways in which your offerings may be customized and	BrainStorm STEM Education understands that every school and classroom has unique educational goals. To meet these diverse needs, BrainStorm's STEM Kits and Robotics	

<p>deployed.</p>	<p>Activity Mats are designed to be highly customizable and flexible, ensuring alignment with school curriculums and seamless classroom integration.</p> <p>1. Customization to Align with School Curriculum</p> <p>1.1 Alignment with NGSS Standards</p> <ul style="list-style-type: none"> BrainStorm's STEM Kits are purposefully designed to cover the full range of Next Generation Science Standards (NGSS), ensuring they align with the core science and engineering practices, crosscutting concepts, and disciplinary core ideas. Teachers can select kits tailored to specific grade levels and science domains, such as physical sciences, life sciences, earth sciences, and engineering. <p>1.2 Adaptability Across Grade Levels</p> <ul style="list-style-type: none"> STEM Kits and Robotics Activity Mats are suitable for students ranging from TK to 12th grade, offering scalability and differentiated instruction to meet varying student needs. Educators can adjust the complexity of activities, making the kits versatile for different proficiency levels within the same classroom. <p>1.3 Cross-Curricular Integration</p> <ul style="list-style-type: none"> The Robotics Activity Mats are designed to support cross-curricular learning, blending robotics with subjects such as math, language arts, geography, and history. For example: <ul style="list-style-type: none"> Mats featuring coordinate grids can support lessons in geometry and spatial reasoning. Themed mats (e.g., space exploration or environmental conservation) can be integrated into science and social studies units. <p>1.4 Customizable Content</p> <ul style="list-style-type: none"> Teachers can customize lesson plans by incorporating school-specific goals, themes, or topics into the STEM Kit activities. BrainStorm offers guidance on modifying kits to fit specific regional science standards or school district priorities. <p>2. Deployment in Classrooms</p> <p>2.1 Ready-to-Use Kits</p> <ul style="list-style-type: none"> BrainStorm STEM Kits are delivered with all necessary materials, pre-sorted and labeled for easy deployment in classrooms. Each kit includes step-by-step teacher guides and student activity sheets, streamlining preparation time for educators. <p>2.2 Modular Design for Flexibility</p> <ul style="list-style-type: none"> Kits are designed with modular components, enabling teachers to use them in standalone lessons or as part of extended units. Activities can be adapted for individual, small group, or whole-class instruction, making them suitable for various classroom setups. <p>2.3 Robotics Activity Mats for Structured Lessons</p> <ul style="list-style-type: none"> The Robotics Activity Mats create structure and engagement during robotics lessons by providing clear objectives and paths for coding or problem-solving challenges. Compatible with a wide range of robotics platforms (e.g., LEGO® Education, VEX Robotics, Sphero), these mats allow schools to use existing resources while expanding functionality. <p>2.4 Professional Development and Training</p> <ul style="list-style-type: none"> BrainStorm offers optional teacher training sessions to help educators confidently deploy STEM Kits and Robotics Activity Mats. Training includes guidance on integrating kits into lesson plans, managing classroom activities, and customizing materials to meet curriculum goals. <p>2.5 Support for Blended and Hybrid Learning</p> <ul style="list-style-type: none"> Many BrainStorm STEM Kits include digital resources and activity guides, making them suitable for remote or hybrid learning environments. Robotics Mats can be paired with online coding platforms, enabling students to practice coding and problem-solving from home. <p>3. Practical Applications and Real-World Relevance</p> <p>3.1 Hands-On Learning Experiences</p> <ul style="list-style-type: none"> STEM Kits emphasize practical, hands-on activities that bring science and engineering concepts to life. For instance: <ul style="list-style-type: none"> Wind Turbine STEM Kits demonstrate renewable energy principles. Electric Guitar STEM Kits explore the physics of sound and electrical engineering. <p>3.2 Project-Based Learning</p> <ul style="list-style-type: none"> Robotics Activity Mats encourage project-based learning by challenging students to design, code, and test solutions for real-world problems. Examples include navigating a maze, simulating a delivery route, or completing missions on themed mats. <p>4. Collaboration with Schools</p> <p>BrainStorm STEM Education works closely with schools and educators to ensure that products meet their specific needs:</p> <ul style="list-style-type: none"> Custom Bundles: Schools can select kits and mats tailored to their grade levels and subject areas. Thematic Focus: Kits and mats can be customized to align with school-wide initiatives, such as environmental sustainability or STEM career readiness. Continuous Support: BrainStorm provides ongoing customer service to help teachers optimize kit usage and resolve any challenges.
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49	Describe how your offerings integrate with other curricula, platforms, or solutions.	<p>BrainStorm STEM Education's hands-on STEM Kits and Robotics Activity Mats are purposefully designed to integrate seamlessly with a variety of curricula, educational platforms, and teaching solutions. These products offer flexibility and compatibility across disciplines, fostering a rich, multidisciplinary learning experience.</p> <p>1. Integration with School Curricula</p> <p>1.1 Alignment with NGSS Standards</p> <ul style="list-style-type: none"> All STEM Kits are designed to meet the Next Generation Science Standards (NGSS), covering the three dimensions: Science and Engineering Practices, Crosscutting Concepts, and Disciplinary Core Ideas. For example: <ul style="list-style-type: none"> The Wind Turbine STEM Kit integrates concepts of energy transformation and environmental science. The Earthquake Engineering STEM Kit supports lessons on geoscience and structural engineering. <p>1.2 Cross-Curricular Applications</p> <ul style="list-style-type: none"> BrainStorm products provide cross-disciplinary opportunities: <ul style="list-style-type: none"> Electric Guitar STEM Kit explores physics (sound waves), music theory, and electrical engineering. Seed Science STEM Kit ties biology and environmental science to sustainability discussions. Periscope STEM Kit integrates principles of optics with lessons in history and military technology. <p>2. Integration with Robotics and Coding Platforms</p> <p>2.1 Robotics Activity Mats</p> <ul style="list-style-type: none"> BrainStorm's Robotics Activity Mats are compatible with popular robotics platforms such as: <ul style="list-style-type: none"> LEGO® Education (Spike Prime, Mindstorms) VEX Robotics Sphero Bee-Bot and other entry-level coding robots Examples of integration: <ul style="list-style-type: none"> The Bee Maze Robotics Activity Mat teaches early coding concepts and problem-solving in elementary grades. The Mission to Mars Robotics Activity Mat challenges students to design solutions for space exploration, combining robotics with real-world STEM applications. <p>2.2 Coding Integration</p> <ul style="list-style-type: none"> Robotics Activity Mats can be paired with coding platforms like Scratch, Python, and Blockly, enhancing computational thinking skills. Advanced mats, such as the Advanced Robot Factory Robotics Activity Mat, provide opportunities for high school students to integrate coding with robotics for project-based learning. <p>3. Integration with Other Educational Platforms</p> <p>3.1 Digital Learning Tools</p> <ul style="list-style-type: none"> BrainStorm's STEM Kits and Robotics Mats integrate with digital platforms to enhance learning: <ul style="list-style-type: none"> Teachers can use interactive whiteboards and tools like Google Classroom to deliver activity instructions and track progress. Platforms such as Tinkercad can be incorporated into kits like the Circuit Sword STEM Kit to teach circuit design and simulation. <p>3.2 STEM Career Readiness Tools</p> <ul style="list-style-type: none"> Products like the Solar Racer STEM Kit and Wind Turbine STEM Kit integrate seamlessly into career readiness programs, preparing students for renewable energy and engineering fields. The Robot Factory Robotics Activity Mat fosters skills applicable to automation and advanced manufacturing careers. <p>4. Deployment in Maker Spaces and STEM Labs</p> <ul style="list-style-type: none"> BrainStorm STEM Kits are ideal for use in maker spaces or STEM labs, encouraging collaborative, hands-on exploration. Examples: <ul style="list-style-type: none"> The Rocketry STEM Kit can be used for learning about the 4 forces of flight. The Catapult STEM Kit and Trebuchet STEM Kit encourage historical and mathematical analysis, integrating history with physics. <p>5. Flexibility for Classroom and After-School Programs</p> <ul style="list-style-type: none"> BrainStorm's products are highly versatile, making them suitable for: <ul style="list-style-type: none"> Classroom instruction: Teachers can use kits like the Tornado STEM Kit to demonstrate

	<p>fluid dynamics in science lessons.</p> <ul style="list-style-type: none">o STEM clubs and after-school programs: Robotics Mats, such as the Sea Savers Robotics Activity Mat, provide engaging, mission-based activities for groups.o Summer camps: Kits like the Solar Oven STEM Kit provide hands-on experiments ideal for informal STEM learning environments. <p>6. STEM Kits for Real-World Applications</p> <p>6.1 Environmental Science Integration</p> <ul style="list-style-type: none">• Several kits address sustainability and environmental topics:o The Solar Oven STEM Kit and Solar Racer STEM Kit teach renewable energy concepts.o The Wind Turbine STEM Kit integrates wind energy principles into renewable energy lessons. <p>6.2 Engineering Challenges</p> <ul style="list-style-type: none">• The Earthquake Engineering STEM Kit and Beehive Robotics Activity Mat engage students in solving real-world engineering problems, emphasizing critical thinking and design skills. <p>7. Supporting Teachers with Professional Development</p> <ul style="list-style-type: none">• BrainStorm provides resources and training for teachers to maximize integration:o Lesson plans align with school curricula and platforms.o Customization options help educators adapt products to their specific goals and resources. <p>Conclusion</p> <p>BrainStorm STEM Education's comprehensive product line offers flexibility and innovation, seamlessly integrating into existing school curricula, robotics platforms, and STEM programs. These products empower educators to deliver engaging, hands-on lessons while preparing students for the multidisciplinary demands of the future.</p>
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50	Describe any “green” initiatives that relate to your company or to your Solutions, and include a list of the certifying agency for each.	<p>BrainStorm STEM Education is deeply committed to sustainability and eco-conscious practices in its operations, product development, and materials sourcing. Our green initiatives reflect a dedication to environmental stewardship.</p> <p>1. Sustainable Materials in STEM Kits Initiative:</p> <ul style="list-style-type: none"> BrainStorm's STEM Kits are crafted primarily from birch plywood, a renewable and responsibly sourced material. Recycled materials are incorporated wherever possible to reduce reliance on virgin resources. At the end of their lifecycle, STEM Kits are designed to be recyclable, ensuring minimal waste contributions. <p>2. Eco-Friendly Manufacturing Processes Initiative:</p> <ul style="list-style-type: none"> BrainStorm employs energy-efficient manufacturing techniques that reduce greenhouse gas emissions and minimize energy consumption. <p>3. Waste Reduction in Packaging Initiative:</p> <ul style="list-style-type: none"> All STEM Kits feature minimalist packaging made from recyclable or biodegradable materials. Compact designs reduce transportation emissions by optimizing shipping volumes. <p>4. Renewable Energy Education through STEM Kits Initiative:</p> <ul style="list-style-type: none"> Products like the Solar Racer STEM Kit and Wind Turbine STEM Kit teach students about renewable energy sources, fostering environmental awareness and practical knowledge. These kits align with a broader mission to educate future generations about sustainability and green energy solutions. <p>5. Recycling Programs and End-of-Life Solutions Initiative:</p> <ul style="list-style-type: none"> BrainStorm encourages schools and educators to recycle STEM Kits after their use life cycle. Detailed recycling guidelines are provided to ensure proper disposal. Partnerships with local recycling programs help ensure materials like plywood and plastics are sustainably processed. <p>6. Support for Local Communities Initiative:</p> <ul style="list-style-type: none"> All products are manufactured in the USA, reducing transportation emissions and supporting local economies. Locally sourced materials ensure lower carbon footprints and adherence to U.S. environmental standards. <p>Conclusion BrainStorm STEM Education's green initiatives demonstrate a commitment to sustainability at every stage, from material sourcing and manufacturing to product usage and end-of-life recycling. By prioritizing green initiatives, BrainStorm ensures its practices meet the highest environmental standards, supporting both educators and the planet.</p>
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51	<p>Identify any third-party issued eco-labels, ratings or certifications that your company has received for the Solutions included in your Proposal related to energy efficiency or conservation, life-cycle design (cradle-to-cradle), or other green/sustainability factors.</p>	<p>BrainStorm STEM Education is dedicated to advancing STEM learning while maintaining a strong commitment to environmental sustainability. Our STEM Kits are thoughtfully designed and manufactured with eco-conscious materials and processes, ensuring a minimal environmental footprint.</p> <p>1. Made in the USA from Birch Plywood Environmental Benefits:</p> <ul style="list-style-type: none"> • Sustainable Material: BrainStorm's STEM Kits are crafted from birch plywood, a renewable and responsibly sourced material from managed forests. This reduces the environmental impact compared to synthetic or non-renewable materials. • Durability and Reusability: Birch plywood's strength ensures that the kits are long-lasting, reducing the need for replacements and minimizing waste. • Lower Carbon Footprint: By manufacturing in the USA, BrainStorm minimizes transportation emissions and adheres to strict environmental regulations during production. <p>2. Use of Recycled Materials Environmental Benefits:</p> <ul style="list-style-type: none"> • Incorporation of Recycled Components: Whenever possible, BrainStorm incorporates recycled materials in the production of its STEM Kits, reducing dependence on virgin resources and diverting waste from landfills. • Promoting Circular Economy: Using recycled materials supports a circular economy by giving existing resources a new purpose and reducing environmental strain. <p>3. Recyclability at End of Life Cycle Environmental Benefits:</p> <ul style="list-style-type: none"> • Recyclable Kits: BrainStorm's STEM Kits are designed to be recyclable at the end of their use life cycle. Components made from birch plywood, along with other recyclable materials, can be responsibly disposed of, reducing landfill contributions. • Sustainability Awareness: By creating recyclable products, BrainStorm models eco-friendly behavior and encourages schools and educators to adopt similar sustainable practices. <p>4. Green Manufacturing Practices Environmental Benefits:</p> <ul style="list-style-type: none"> • Energy Efficiency: Manufacturing processes are optimized for energy efficiency, lowering the overall carbon footprint of production. • Non-Toxic Materials: BrainStorm prioritizes the use of non-toxic adhesives, finishes, and coatings, ensuring safety for both the environment and the students using the kits. <p>5. Reduced Waste in Packaging Environmental Benefits:</p> <ul style="list-style-type: none"> • Eco-Friendly Packaging: BrainStorm uses recyclable or biodegradable packaging materials to minimize waste. • Compact Shipping Design: Streamlined packaging reduces shipping volume, which decreases transportation emissions and energy use. <p>6. Education on Sustainability STEM Learning Connection:</p> <ul style="list-style-type: none"> • Sustainability in Practice: BrainStorm's eco-friendly kits serve as a practical example of sustainability, sparking discussions among educators and students about green practices and the importance of recycling. • Renewable Energy Focus: Kits like the Solar Racer and Wind Turbine not only teach engineering and science concepts but also introduce students to renewable energy and sustainable solutions. <p>7. Supporting Local Communities Environmental and Social Impact:</p> <ul style="list-style-type: none"> • Local Sourcing and Manufacturing: By producing its kits domestically, BrainStorm reduces transportation emissions and supports local economies. • Ethical Supply Chains: BrainStorm partners with suppliers who share a commitment to sustainable and ethical practices. <p>Conclusion BrainStorm's STEM Kits reflect a holistic approach to sustainability. By using renewable and recycled materials, designing recyclable products, and reducing waste throughout the product life cycle, BrainStorm ensures its hands-on STEM resources are not only educational but also environmentally responsible. This commitment to green practices empowers schools to incorporate sustainability into both their curriculum and purchasing decisions.</p>
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52	<p>What unique attributes does your company, your products, or your services offer to Sourcewell participating entities? What makes your proposed solutions unique in your industry as it applies to Sourcewell participating entities?</p>	<p>BrainStorm STEM Education offers a suite of innovative STEM solutions tailored to meet the unique needs of Sourcewell participating entities. With a commitment to empowering educators and engaging students, BrainStorm's STEM Kits and Robotics Activity Mats stand out for their comprehensive design, educational alignment, and adaptability across grade levels and learning environments.</p> <p>1. Comprehensive Hands-On STEM Kits Unique Attributes: <ul style="list-style-type: none"> First in the Industry: BrainStorm's STEM Kits are the first comprehensive line of hands-on Science and STEM Kits explicitly designed to align with the Next Generation Science Standards (NGSS). Purposeful Design: Each kit includes engaging hands-on activities that help students explore key scientific concepts through experimentation and problem-solving. Curricular Integration: Designed for seamless integration into existing science curricula, these kits save educators time while enhancing student learning outcomes. Why This Matters to Sourcewell Entities: <ul style="list-style-type: none"> Sourcewell participants gain access to turnkey solutions that address national science standards, ensuring educational compliance and relevance. Teachers are equipped with all necessary materials, guides, and resources for successful classroom implementation, reducing preparation time and increasing student engagement. </p> <p>2. Robotics Activity Mats for Cross-Curricular Learning Unique Attributes: <ul style="list-style-type: none"> Cross-Disciplinary Engagement: BrainStorm's Robotics Activity Mats provide structured and engaging lessons that integrate robotics with subjects like math, science, and language arts. Versatility: These mats are compatible with a wide range of robotics platforms, including LEGO®, VEX®, and Sphero®, making them adaptable for diverse classroom technologies. Grade Coverage: Designed for students from TK through 12th grade, the mats cater to varying skill levels and educational standards. Why This Matters to Sourcewell Entities: <ul style="list-style-type: none"> Sourcewell participants benefit from a scalable resource that supports interdisciplinary learning while maximizing their robotics investments. The mats foster collaboration, critical thinking, and creativity, aligning with the broader educational goals of Sourcewell schools. </p> <p>3. Alignment with Sourcewell's Vision Unique Attributes: <ul style="list-style-type: none"> Custom Solutions: BrainStorm's products are tailored to meet the unique needs of educational institutions, providing solutions that scale to small classrooms or district-wide initiatives. Direct Manufacturer Partnership: Sourcewell entities bypass middlemen, working directly with BrainStorm for competitive pricing and exceptional support. Why This Matters to Sourcewell Entities: <ul style="list-style-type: none"> Sourcewell participants benefit from a direct line to BrainStorm for product expertise, training, and ongoing support. The cost-effectiveness of direct sourcing ensures high-quality STEM resources are accessible to a broader range of schools and districts. </p> <p>4. Innovation and Future-Ready Learning Unique Attributes: <ul style="list-style-type: none"> Real-World Applications: Kits like the Solar Racer, Wind Turbine, and Electric Guitar introduce students to renewable energy, engineering, and physics concepts, preparing them for careers in high-demand fields. Active Learning: Hands-on activities promote project-based learning, collaboration, and critical thinking. Why This Matters to Sourcewell Entities: <ul style="list-style-type: none"> Sourcewell participants can inspire students to engage deeply with STEM topics, fostering a love of learning and preparing them for future careers in technology and science. </p> <p>Conclusion BrainStorm STEM Education offers Sourcewell participating entities a unique combination of comprehensive, standards-aligned products and a commitment to educator success. From NGSS-aligned STEM Kits to versatile Robotics Activity Mats, BrainStorm provides innovative, hands-on learning solutions that prepare students for the future while meeting the immediate needs of today's educators.</p>
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Table 5B: Value-Added Attributes

Line Item	Question	Certification	Offered	Comment	
53	Select any Women or Minority Business Entity (WMBE), Small Business Entity (SBE), or veteran owned business certifications that your company or hub partners have obtained. Upload documentation and a listing of dealerships, HUB partners or re-sellers if available. Select all that apply.		<input checked="" type="radio"/> Yes <input type="radio"/> No	SBE Certification - State of California Certification ID: 2041251	*
54		Minority Business Enterprise (MBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
55		Women Business Enterprise (WBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
56		Disabled-Owned Business Enterprise (DOBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
57		Veteran-Owned Business Enterprise (VBE)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
58		Service-Disabled Veteran-Owned Business (SDVOB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
59		Small Business Enterprise (SBE)	<input checked="" type="radio"/> Yes <input type="radio"/> No	SBE Certification - State of California Certification ID: 2041251	*
60		Small Disadvantaged Business (SDB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
61		Women-Owned Small Business (WOSB)	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*

Table 6A: Pricing (400 Points, applies to Table 6A and 6B)

Provide detailed pricing information in the questions that follow below.

Line Item	Question	Response *
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62	Describe your payment terms and accepted payment methods.	<p>BrainStorm STEM Education ensures a streamlined and flexible payment process for all its customers, including Sourcewell participating entities. The following outlines BrainStorm's payment terms and accepted methods:</p> <p>Payment Terms</p> <ul style="list-style-type: none"> • Net 30 Days: Payment is due within 30 days from the date of the invoice. <p>Accepted Payment Methods</p> <ol style="list-style-type: none"> 1. Purchase Orders (POs): BrainStorm accepts official Purchase Orders from schools, districts, and other approved entities. 2. Credit Cards: Major credit cards, including Visa, Mastercard, and American Express, are accepted for convenient payments. 3. Checks: Payments can be made via check, mailed to BrainStorm's headquarters in Irvine, California. 4. Electronic Funds Transfer (EFT)/ACH: Secure and direct electronic payments are accepted for faster processing. 5. Wire Transfers: Domestic and international wire transfers are accepted for customers requiring this method. <p>BrainStorm's commitment to flexibility and clarity in its payment processes supports seamless transactions for all customers, ensuring accessibility and satisfaction.</p>	*
63	Describe any leasing or financing options available for use by educational or governmental entities.	No leasing or financing options available.	*
64	Describe any standard transaction documents that you propose to use in connection with an awarded agreement (order forms, terms and conditions, service level agreements, etc.). Upload all template agreements or transaction documents which may be proposed to Participating Entities.	Not applicable.	*
65	Do you accept the P-card procurement and payment process? If so, is there any additional cost to Sourcewell participating entities for using this process?	We don't currently accept the P-card procurement and payment process.	*
66	Describe your pricing model (e.g., line-item discounts or product-category discounts). Provide detailed pricing data (including standard or list pricing and the Sourcewell discounted price) on all of the items that you want Sourcewell to consider as part of your RFP response. If applicable, provide a SKU for each item in your proposal. Upload your pricing materials (if applicable) in the document upload section of your response.	Please find a detailed price list with product-category discounts attached.	*
67	Quantify the pricing discount represented by the pricing proposal in this response. For example, if the pricing in your response represents a percentage discount from MSRP or list, state the percentage or percentage range.	20% OFF MSRP FOR ALL PRODUCTS.	*
68	Describe any quantity or volume discounts or rebate programs that you offer.	Not applicable.	*

69	<p>Propose a method of facilitating "sourced" products or related services, which may be referred to as "open market" items or "non-contracted items". For example, you may supply such items "at cost" or "at cost plus a percentage," or you may supply a quote for each such request.</p>	<p>BrainStorm STEM Education recognizes the importance of providing flexibility in meeting the needs of Sourcewell participating entities. For items that fall outside the scope of the contracted products or services (referred to as "open market" or "non-contracted" items), BrainStorm proposes the following methodology for sourcing and pricing:</p> <ol style="list-style-type: none"> 1. Sourcing Process <ul style="list-style-type: none"> • Product and Service Requests: Participating entities can request specific "open market" products or related services by submitting detailed requirements, including product specifications, quantities, and desired timelines. • Vendor Relationships: BrainStorm leverages its established network of trusted suppliers to source the requested items promptly and at competitive rates. • Evaluation: All sourced items undergo an evaluation to ensure quality and compliance with the entity's requirements before a quote is issued. 2. Pricing Model <p>BrainStorm proposes the following pricing models for "open market" items:</p> <ul style="list-style-type: none"> • Cost Plus Percentage: <ul style="list-style-type: none"> o Items are sourced and provided at the supplier's cost, with a transparent percentage markup to cover administrative and sourcing efforts. o Typical markup: 5–15%, depending on the complexity of the request. • Quoted Price: <ul style="list-style-type: none"> o A customized quote is provided for each request, detailing the cost of the item, the sourcing fee (if applicable), and shipping charges. o Quotes are valid for a specified period (e.g., 30 days) to allow time for review and approval. 3. Transparency and Reporting <ul style="list-style-type: none"> • Itemized Quotes: Each quote includes a detailed breakdown of costs, including the base cost, markup percentage (if applicable), and any additional fees (e.g., shipping or handling). • Open Communication: Participating entities can review and approve quotes before finalizing the purchase. • Audit-Ready Records: BrainStorm maintains detailed records of all sourced items and transactions, ensuring accountability and compliance with Sourcewell's requirements. 4. Delivery and Support <ul style="list-style-type: none"> • Timely Fulfillment: BrainStorm coordinates with suppliers to ensure sourced items are delivered within the agreed timelines. • Customer Support: BrainStorm's service team provides ongoing support for sourced items, including troubleshooting, replacement assistance, and warranty claim guidance (if applicable). 5. Commitment to Value <p>BrainStorm is committed to delivering the highest value to participating entities by ensuring that "open market" items are competitively priced, sourced efficiently, and backed by the same high standard of service as contracted products. This approach ensures flexibility while maintaining the integrity of BrainStorm's service commitments to Sourcewell participating entities.</p>
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70	<p>Identify any element of the total cost of acquisition that is NOT included in the pricing submitted with your response. This includes all additional charges associated with a purchase that are not directly identified as freight or shipping charges. For example, list costs for items like pre-delivery inspection, installation, set up, mandatory training, or initial inspection. Identify any parties that impose such costs and their relationship to the Proposer.</p>	<p>BrainStorm STEM Education strives for transparency in pricing. Below are elements of the total cost of acquisition that are not included in the submitted pricing for this RFP:</p> <p>1. Freight or Shipping Charges</p> <ul style="list-style-type: none">• Freight or shipping costs for all orders, including expedited shipping if requested, are not included in the base pricing. These costs will be calculated and communicated at the time of purchase. <p>2. Training or Professional Development</p> <ul style="list-style-type: none">• Optional hands-on training for educators on how to use STEM Kits or Robotics Activity Mats is not included in the base pricing.• Professional development sessions are available at an additional cost, typically calculated as a per-day fee, covering trainer time, travel costs and materials. <p>3. Taxes or Fees</p> <ul style="list-style-type: none">• Applicable sales taxes, duties, or tariffs (for Canadian entities) are not included in the base pricing. These will be calculated based on the destination and communicated at the time of the order. <p>Parties Imposing Costs</p> <ul style="list-style-type: none">• BrainStorm STEM Education: BrainStorm directly provides and manages all services mentioned above (training, etc.), ensuring consistency and quality. No third-party vendors or unrelated parties impose additional costs. <p>By providing a clear breakdown of costs and offering flexibility in optional services, BrainStorm ensures that Participating Entities can make informed purchasing decisions tailored to their needs.</p>
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71	<p>If freight, delivery, or shipping is an additional cost to the Sourcewell participating entity, describe in detail the complete freight, shipping, and delivery program.</p>	<p>BrainStorm STEM Education provides a comprehensive and flexible freight, shipping, and delivery program to meet the diverse needs of Sourcewell Participating Entities. Below are the details:</p> <p>Freight and Shipping Costs</p> <ul style="list-style-type: none"> • Standard Freight Charges:Freight costs are calculated based on the weight, dimensions, and destination of each shipment. These charges will be clearly detailed in the order confirmation to ensure transparency. • Expedited Shipping:If expedited shipping is required, additional fees will apply based on the carrier and the level of service requested (e.g., next-day or two-day delivery). • Shipping Exclusions:Participating Entities in Hawaii, Alaska, and U.S. Territories are not eligible for free shipping. In these cases, shipping costs will be calculated and billed accordingly. <p>Delivery Methods</p> <ul style="list-style-type: none"> • Primary Shipper:UPS is BrainStorm's primary shipping provider, chosen for its reliability and efficiency. Tracking information is provided for all UPS shipments to ensure transparency and delivery accuracy. • Alternative Shipping Services:Upon request, BrainStorm can accommodate other shipping providers, including FedEx, DHL, or freight services, to meet the specific needs or preferences of Participating Entities. <p>Handling and Processing Times</p> <ul style="list-style-type: none"> • Order Processing:Orders are typically processed within 1-3 business days. Custom or specialized orders may take longer, and these timelines will be communicated at the time of purchase. • Delivery Timelines:Standard shipping within the contiguous United States takes 3-7 business days. Deliveries to Hawaii, Alaska, or U.S. Territories may require additional transit time. <p>Delivery Options</p> <ul style="list-style-type: none"> • Standard Delivery:All shipments are securely packaged to ensure safe transit and include tracking information. • Specialized Delivery:For larger or bulk orders, BrainStorm offers freight services with options such as lift-gate assistance and white-glove delivery (unpacking and placement). Additional fees apply for specialized delivery. • Consolidated Shipments:When feasible, multiple orders for a single Participating Entity are consolidated to reduce shipping costs and improve delivery efficiency. <p>Damage and Loss Protection</p> <ul style="list-style-type: none"> • Damage Claims:BrainStorm takes every precaution to prevent damage during transit. If any items arrive damaged, BrainStorm will assist with filing a claim and will expedite replacement items. • Lost Shipments:In the event of a lost shipment, BrainStorm works directly with the carrier to resolve the issue and ensure a timely replacement. <p>Specialized Freight for Large Items</p> <ul style="list-style-type: none"> • Freight quotes for oversized or heavy items are provided during the order process. • Additional services, such as palletization or handling for delicate items, can be arranged based on the Participating Entity's needs. <p>By leveraging UPS as the primary shipping partner and offering additional flexibility with alternative carriers, BrainStorm STEM Education ensures that all Sourcewell Participating Entities receive their products on time and with complete visibility into shipping costs. The program is designed to balance efficiency, cost-effectiveness, and the highest standards of customer service.</p>
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72	Specifically describe freight, shipping, and delivery terms or programs available for Alaska, Hawaii, Canada, or any offshore delivery.	<p>BrainStorm STEM Education is committed to delivering its products to Sourcewell Participating Entities, regardless of location. Below is a detailed explanation of freight, shipping, and delivery terms for Alaska, Hawaii, Canada, and offshore destinations.</p> <p>Shipping to Alaska and Hawaii</p> <ul style="list-style-type: none"> Carrier Options:UPS is the primary shipping partner, but other carriers, such as FedEx or DHL, may be used upon request. Shipping Costs:Participating Entities in Alaska and Hawaii are not eligible for free shipping. Shipping costs are calculated based on: <ul style="list-style-type: none"> Weight and dimensions of the shipment. Delivery location. Chosen shipping speed (standard or expedited). Transit Times:Deliveries to Alaska and Hawaii typically require additional transit time compared to the contiguous United States. Standard shipping takes 7-14 business days, while expedited options are available for faster delivery. Special Handling:For larger shipments, freight services with specialized handling, such as lift-gate delivery, can be arranged. <p>Shipping to Canada</p> <ul style="list-style-type: none"> Customs and Duties:All shipments to Canada are subject to customs clearance. Any applicable duties, taxes, or brokerage fees are the responsibility of the Participating Entity and will be communicated during the order process. Carrier Options:UPS is the preferred carrier for Canadian shipments, but FedEx, DHL, or local freight services can be used upon request. Shipping Costs:Canadian deliveries are not eligible for free shipping. Costs are calculated based on: <ul style="list-style-type: none"> Shipping weight and size. Destination and delivery speed. Additional customs fees, if applicable. Transit Times:Standard delivery to Canada takes 7-10 business days, with expedited options available for 3-5 business days. * <p>Offshore and International Deliveries</p> <ul style="list-style-type: none"> Eligible Locations:Offshore destinations, such as U.S. Territories (e.g., Guam, Puerto Rico, U.S. Virgin Islands), are served upon request. Customs and Shipping Documentation:BrainStorm ensures that all required shipping and customs documentation is prepared accurately to avoid delays. Shipping Costs:Offshore deliveries are not eligible for free shipping. Costs are determined by: <ul style="list-style-type: none"> Carrier options (UPS, FedEx, DHL, or freight). Distance and weight of the shipment. Any special requirements, such as palletization or temperature-controlled shipping. Transit Times:Offshore shipping times vary based on the carrier and destination but generally range from 10-20 business days for standard delivery. Expedited options are available at an additional cost. <p>Additional Support for Remote Locations</p> <ul style="list-style-type: none"> Custom Quotes:For all shipments to Alaska, Hawaii, Canada, and offshore locations, BrainStorm provides custom shipping quotes tailored to the Participating Entity's needs. Tracking and Customer Support:All shipments include tracking information, and BrainStorm's customer support team is available to assist with any shipping-related inquiries or issues. Damage and Loss Protection:BrainStorm ensures replacement or resolution in cases of damage or loss during transit to these locations. <p>This comprehensive shipping program is designed to ensure that BrainStorm STEM Education's products are accessible to Participating Entities in Alaska, Hawaii, Canada, and offshore locations with clear, upfront communication of costs and delivery timelines.</p>
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73	Describe any unique distribution and/or delivery methods or options offered in your proposal.	<p>BrainStorm STEM Education offers flexible, efficient, and customer-focused distribution and delivery options to meet the diverse needs of Sourcewell Participating Entities. Below are the unique methods and options provided in our proposal:</p> <p>Direct Distribution Model</p> <ul style="list-style-type: none"> Centralized Fulfillment: All orders are fulfilled directly from BrainStorm's distribution center in Irvine, California. This ensures streamlined processing, high-quality control, and consistent customer service. No Third-Party Intermediaries: BrainStorm manages the entire order-to-delivery process without involving dealers, distributors, or other third parties, allowing for greater accountability and responsiveness. <p>Customized Shipping Solutions</p> <ul style="list-style-type: none"> Primary Carrier – UPS: BrainStorm utilizes UPS as the primary shipping provider for its reliable and trackable services. Alternative Carriers: If requested by the Participating Entity, other carriers such as FedEx, DHL, or regional freight services can be used to meet specific delivery needs. Delivery Speed Options: Standard and expedited shipping options are available to accommodate time-sensitive needs. <p>Flexible Delivery for Large Orders</p> <ul style="list-style-type: none"> Palletized Shipments: For larger orders or bulk purchases, BrainStorm provides palletized shipments via freight carriers. These shipments are ideal for school districts or educational organizations requiring significant quantities of STEM kits or robotics mats. Lift-Gate Services: For locations without dock facilities, BrainStorm arranges for lift-gate delivery at no additional cost when specified during the order process. Scheduled Deliveries: Participating Entities can request scheduled delivery times to ensure coordination with school operations or receiving personnel. <p>Regional Adaptability</p> <ul style="list-style-type: none"> Remote and Rural Locations: BrainStorm works with regional carriers or specialized freight companies to ensure timely and cost-effective delivery to rural or hard-to-reach areas. Special Handling for Fragile Items: For sensitive products such as robotics mats or specialized STEM kits, additional protective packaging and handling are provided to minimize the risk of damage during transit. <p>Eco-Friendly Delivery Options</p> <ul style="list-style-type: none"> Carbon-Neutral Shipping: BrainStorm partners with shipping providers offering carbon-neutral programs to reduce the environmental impact of product delivery. Recycled Packaging Materials: All orders are packaged using recycled and sustainable materials whenever possible, aligning with BrainStorm's commitment to environmental responsibility. <p>In-House Customer Support for Delivery Coordination</p> <ul style="list-style-type: none"> Pre-Delivery Communication: BrainStorm's customer support team communicates with Participating Entities to confirm shipping details, timelines, and any special requirements before dispatching orders. Post-Delivery Support: Follow-up support is provided to ensure successful delivery, resolve any issues, and collect feedback on the delivery experience. <p>These unique distribution and delivery methods reflect BrainStorm STEM Education's commitment to providing exceptional service, accommodating diverse customer needs, and ensuring seamless access to its products for Sourcewell Participating Entities.</p>
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74	<p>Specifically describe any self-audit process or program that you plan to employ to verify compliance with your proposed agreement with Sourcwell. This process includes ensuring that Sourcwell participating entities obtain the proper pricing.</p>	<p>BrainStorm STEM Education is committed to maintaining transparency, accuracy, and compliance with the terms of the Sourcwell agreement, including the assurance that Participating Entities receive the proper pricing and services. Below is an outline of the self-audit process we employ to verify compliance:</p> <ol style="list-style-type: none"> 1. Pricing Verification Procedures <ul style="list-style-type: none"> Contract Pricing Database:All Sourcwell-agreement pricing is maintained in a centralized, secured database. This ensures that the agreed-upon pricing for products and services is consistently applied during order processing. 2. Quarterly Internal Audits <ul style="list-style-type: none"> Sample Order Review:BrainStorm conducts quarterly reviews of a randomized sample of orders placed by Sourcwell Participating Entities. Each order is examined to confirm compliance with the agreed-upon pricing and terms. Price Adjustment Checks:Any adjustments or deviations from the standard pricing (e.g., volume discounts or promotional offers) are documented and verified to ensure compliance with contract guidelines. 3. Training and Education Programs <ul style="list-style-type: none"> Staff Training:All sales and customer service employees are trained on the specifics of the Sourcwell agreement, including proper pricing protocols and contract compliance requirements. Ongoing Updates:Regular updates are provided to the team regarding any changes to the Sourcwell agreement or pricing structure. 4. Escalation and Resolution Protocols <ul style="list-style-type: none"> Issue Escalation:Any identified pricing discrepancies are escalated to the Compliance Team for immediate resolution. Corrective Measures:BrainStorm promptly rectifies pricing errors, including issuing refunds or credits if necessary, to ensure Participating Entities are never overcharged. 5. Third-Party Verification Option <ul style="list-style-type: none"> Independent Audits:Upon request, BrainStorm can arrange for an independent third-party audit to further verify compliance with the Sourcwell agreement and provide an added layer of assurance. <p>By implementing this self-audit process, BrainStorm STEM Education ensures full compliance with Sourcwell's requirements while maintaining a high level of service and transparency for Participating Entities.</p>
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75	If you are awarded an agreement, provide a few examples of internal metrics that will be tracked to measure whether you are having success with the agreement.	<p>If BrainStorm STEM Education is awarded an agreement under Sourcewell, we will implement a robust system for tracking key performance indicators (KPIs) to evaluate our success in fulfilling the agreement. Below are examples of the metrics we will monitor:</p> <ol style="list-style-type: none"> 1. Sales and Adoption Metrics <ul style="list-style-type: none"> • Sales Volume by Participating Entity: Track the number and dollar value of orders placed by Sourcewell Participating Entities, segmented by geographic region and entity type. • Product Adoption Rates: Measure how frequently each product category (e.g., STEM Kits, Robotics Activity Mats) is purchased by Participating Entities, identifying trends and preferences. 2. Engagement Metrics <ul style="list-style-type: none"> • Number of Participating Entities: Monitor the total number of Sourcewell entities engaging with BrainStorm, both new and recurring. • Lead Conversion Rate: Track the percentage of leads generated through Sourcewell promotions that convert into actual orders. 3. Customer Satisfaction Metrics <ul style="list-style-type: none"> • Net Promoter Score (NPS): Regularly survey Sourcewell Participating Entities to gauge their likelihood of recommending BrainStorm products to others. • Customer Feedback and Resolution Time: Measure the volume and nature of customer feedback or complaints and the average time to resolve issues. <p>By tracking these metrics, BrainStorm STEM Education can continuously evaluate and optimize its approach to maximize the benefits of the Sourcewell agreement for both the company and Participating Entities.</p>	*
76	Provide a proposed Administration Fee payable to Sourcewell. The Fee is in consideration for the support and services provided by Sourcewell. The propose an Administrative Fee will be payable to Sourcewell on all completed transactions to Participating Entities utilizing this Agreement. The Administrative Fee will be calculated as a stated percentage, or flat fee as may be applicable, of all completed transactions utilizing this Master Agreement within the preceding Reporting Period defined in the agreement.	<p>BrainStorm STEM Education proposes an Administrative Fee payable to Sourcewell in the amount of 1.5%. This fee is in consideration for the support and services provided by Sourcewell under the terms of the Master Agreement.</p> <p>The Administrative Fee will be applied to all completed transactions made by Participating Entities utilizing this Agreement. The fee will be calculated as 1.5% of the total value of each completed transaction, which includes any applicable taxes, shipping charges, or other fees associated with the transaction.</p> <p>The Administrative Fee will be payable to Sourcewell for all transactions completed within each Reporting Period, as defined in the Agreement. The Reporting Period could be monthly, quarterly, or another period as specified. At the conclusion of each Reporting Period, the total value of all completed transactions will be reviewed, and the Administrative Fee will be calculated based on the 1.5% rate and invoiced accordingly.</p> <p>This fee ensures that Sourcewell is compensated for the ongoing support and services provided to BrainStorm STEM Education and its Participating Entities under the terms of this Master Agreement.</p>	*

Table 6B: Pricing Offered

Line Item	The Pricing Offered in this Proposal is: *	Comments	
77	The pricing offered is as good as or better than pricing typically offered through existing cooperative contracts, state contracts, or agencies.	The pricing is 20% OFF MSRP. We have offered discounts up to 25% OFF in past years, however due to increased material and marketing costs, as well as the administrative fee for Sourcewell, we are able to provide a 20% OFF discount on our products.	*

Table 7A: Depth and Breadth of Offered Solutions (150 Points, applies to Table 7A and 7B)

Line Item	Question	Response *
78	Provide a detailed description of all the Solutions, including used, offered in the proposal.	<p>Below is a detailed description of BrainStorm STEM Education's comprehensive product offerings. These products are purposefully designed to align with NGSS standards, offer cross-curricular integration, and foster hands-on, experiential learning opportunities for students across all grade levels (TK-12). For more information on each product, please also refer to our web store: https://shop.brainstormedu.com/</p> <p>STEM Kits</p> <ol style="list-style-type: none"> Catapult STEM Kit <ul style="list-style-type: none"> Description: Students learn principles of levers, energy, and motion by constructing and testing their own functional catapult. The kit emphasizes historical applications of physics in medieval warfare and engineering. Applications: Physics (energy transformation), History, Math (trajectory calculations). Grade Levels: 4th-12th. Trebuchet STEM Kit <ul style="list-style-type: none"> Description: This kit introduces concepts of torque, counterweight systems, and projectile motion as students construct a trebuchet. It blends physics with historical engineering design. Applications: Physics, History, and Engineering. Grade Levels: 6th-12th. Rocketry STEM Kit <ul style="list-style-type: none"> Description: Students explore aerodynamics, propulsion, and Newton's laws of motion by designing and launching their own rockets. Applications: Physics, Space Science, Math. Grade Levels: 5th-12th. Circuit Sword STEM Kit <ul style="list-style-type: none"> Description: Students build a light-up sword while learning about electrical circuits, conductivity, and the basics of electronics. Applications: Electrical Engineering, Physics. Grade Levels: 3rd-8th. Energy Dragster STEM Kit <ul style="list-style-type: none"> Description: Students design and race dragsters powered by elastic potential energy, introducing concepts of motion, energy, and aerodynamics. Applications: Physics, Engineering, Math. Grade Levels: 4th-12th. Solar Oven STEM Kit <ul style="list-style-type: none"> Description: This kit teaches principles of renewable energy and thermal engineering as students design and test solar ovens capable of cooking simple food items. Applications: Environmental Science, Physics. Grade Levels: 4th-10th. Earthquake Engineering STEM Kit <ul style="list-style-type: none"> Description: Students learn structural engineering principles by designing earthquake-resistant buildings and testing them on a simulated shaking platform. Applications: Engineering, Earth Science, Math. Grade Levels: 6th-12th. Wind Turbine STEM Kit <ul style="list-style-type: none"> Description: Students build working wind turbines to explore renewable energy, energy transformation, and aerodynamics. Applications: Environmental Science, Physics. Grade Levels: 5th-12th. Solar Racer STEM Kit <ul style="list-style-type: none"> Description: This kit demonstrates solar energy and energy conversion principles as students build and race solar-powered vehicles. Applications: Environmental Science, Engineering. Grade Levels: 4th-10th. Seed Science STEM Kit <ul style="list-style-type: none"> Description: Students explore plant biology, germination, and ecosystems by conducting hands-on experiments with seeds and growing plants. Applications: Biology, Environmental Science. Grade Levels: TK-12th. Electric Guitar STEM Kit <ul style="list-style-type: none"> Description: Combines physics and music as students build a functional electric guitar while learning about sound waves, vibrations, and electrical circuits. Applications: Physics (sound), Music, Electrical Engineering.

- Grade Levels: 6th-12th.
12. Periscope STEM Kit
- Description: Students construct a functional periscope while learning about light reflection, optics, and practical applications in history and engineering.
 - Applications: Physics (optics), History.
 - Grade Levels: 1st-6th.
13. Tornado STEM Kit
- Description: Students simulate and study tornado formation, airflow, and the impact of severe weather using this engaging kit.
 - Applications: Earth Science, Weather Studies.
 - Grade Levels: 3rd-8th.
- Robotics Activity Mats
1. Bee Maze Robotics Activity Mat
- Description: Designed for younger students, this mat introduces basic coding and problem-solving using simple robotics platforms like Bee-Bot.
 - Applications: Computational Thinking, Early Robotics.
 - Grade Levels: TK-3rd.
2. Beehive Robotics Activity Mat
- Description: Students learn about ecosystems, teamwork, and navigation as they code robots to mimic bee behaviors on a hive-themed mat.
 - Applications: Coding, Biology.
 - Grade Levels: 3rd-6th.
3. Mission to Mars Robotics Activity Mat
- Description: Students program robots to complete missions simulating challenges faced during space exploration.
 - Applications: Robotics, Space Science.
 - Grade Levels: 4th-8th.
4. Sea Savers Robotics Activity Mat
- Description: This mat emphasizes environmental conservation as students code robots to clean oceans and rescue marine life.
 - Applications: Environmental Science, Coding.
 - Grade Levels: 4th-8th.
5. Soccer Robotics Activity Mat
- Description: Students program robots to play a game of soccer, combining teamwork with coding and motion concepts.
 - Applications: Robotics, Physics (motion).
 - Grade Levels: 3rd-8th.
6. Golf Robotics Activity Mat
- Description: Students program robots to navigate a miniature golf course, integrating coding, angles, and strategy.
 - Applications: Coding, Math.
 - Grade Levels: 3rd-8th.
7. Robot Rescue Robotics Activity Mat
- Description: Students simulate rescue missions, coding robots to navigate obstacles and deliver aid.
 - Applications: Robotics, Problem-Solving.
 - Grade Levels: 4th-12th.
8. Robot Factory Robotics Activity Mat
- Description: Students learn advanced robotics and coding as they program robots to complete factory-based tasks.
 - Applications: Robotics, Engineering.
 - Grade Levels: 6th-12th.
9. Advanced Robot Factory Robotics Activity Mat
- Description: An advanced version of the Robot Factory mat that integrates complex problem-solving and advanced coding challenges.
 - Applications: Robotics, Advanced Coding, Engineering.
 - Grade Levels: 9th-12th.
10. Build & Battle Robotics Activity Mat
- Description: Students engage in competitive and collaborative robotics challenges, coding robots to complete tasks and overcome obstacles in a battle-themed arena.
 - Applications: Robotics, Engineering, Teamwork.
 - Grade Levels: 4th-12th.

11. Habitat Helpers Robotics Activity Mat
- Description: Focuses on environmental science as students program robots to restore habitats and support wildlife preservation efforts.
 - Applications: Environmental Science, Coding, Problem-Solving.
 - Grade Levels: 3rd-8th.
12. Maze Robotics Activity Mat
- Description: Students program robots to navigate through complex mazes, fostering critical thinking and coding skills.
 - Applications: Computational Thinking, Coding, Robotics.
 - Grade Levels: 3rd-12th.
- Conclusion
- BrainStorm STEM Education's diverse line of STEM Kits and Robotics Activity Mats offers innovative, hands-on learning tools that cater to a wide range of subjects and grade levels. These products are purposefully designed to provide engaging and meaningful STEM education experiences, ensuring alignment with NGSS standards and cross-curricular integration. Whether exploring renewable energy, engineering design, or robotics, BrainStorm's products empower educators and inspire students.
- Please also see attached product information.

79	Within this RFP category there may be subcategories of solutions. List subcategory titles that best describe your products and services.	<p>BrainStorm STEM Education Products – Subcategory Titles</p> <ol style="list-style-type: none">Hands-On STEM Education Kits<ul style="list-style-type: none">Includes BrainStorm’s comprehensive line of STEM Kits such as the Wind Turbine STEM Kit, Solar Racer STEM Kit, Electric Guitar STEM Kit, and others, designed for hands-on exploration of science and engineering concepts.Robotics Education and Activity Mats<ul style="list-style-type: none">Includes Robotics Activity Mats like the Bee Maze Robotics Activity Mat, Mission to Mars Robotics Activity Mat, and Advanced Robot Factory Robotics Activity Mat, which support robotics, coding, and cross-curricular learning.Renewable Energy Education Kits<ul style="list-style-type: none">Focused on sustainability and environmental science, including products like the Solar Oven STEM Kit, Wind Turbine STEM Kit, and Solar Racer STEM Kit.Physics and Engineering Education Kits<ul style="list-style-type: none">Products such as the Catapult STEM Kit, Trebuchet STEM Kit, and Earthquake Engineering STEM Kit that introduce principles of physics, mechanics, and structural engineering.Life Sciences and Environmental Education Kits<ul style="list-style-type: none">Includes the Seed Science STEM Kit, Tornado STEM Kit, and other products exploring biology, ecology, and environmental science topics.Coding and Computational Thinking Tools<ul style="list-style-type: none">Robotics Activity Mats and their integration with platforms such as LEGO®, VEX Robotics, and other coding systems, promoting computational thinking and programming skills.Music and Sound Science Kits<ul style="list-style-type: none">Unique offerings like the Electric Guitar STEM Kit, which integrates physics, sound, and music engineering for engaging interdisciplinary learning.Green and Sustainable STEM Education Solutions<ul style="list-style-type: none">Highlighting BrainStorm’s commitment to eco-friendly practices, including kits made from sustainable materials like Birch Plywood, with recyclability at the end of their life cycle.Cross-Curricular Robotics and STEM Solutions<ul style="list-style-type: none">Robotics Activity Mats and STEM Kits designed for integration across various subjects, such as math, science, geography, and history.Project-Based and Experiential Learning Tools<ul style="list-style-type: none">STEM Kits and Robotics Activity Mats that encourage project-based learning and real-world problem-solving for students in TK-12th grades.Early Learning STEM Tools<ul style="list-style-type: none">Products such as beginner-friendly Robotics Activity Mats like the Bee Maze Robotics Activity Mat, ideal for introducing STEM concepts to younger students.Professional Development and Training Services<ul style="list-style-type: none">Resources and services to support educators in implementing BrainStorm’s STEM Kits and Robotics Mats effectively within classrooms. <p>These subcategories reflect the broad applicability, innovation, and versatility of BrainStorm STEM Education’s product offerings for schools.</p>
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Table 7B: Depth and Breadth of Offered Solutions

Indicate below if the listed types or classes of Solutions are offered within your proposal. Additionally, provide a brief description and any relevant comments in the text box provided, as necessary.

Line Item	Category or Type	Offered *	Comments
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80	Teaching resources, curriculum, kits, videos, and Do-it-Yourself (DIY) activities.	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>BrainStorm STEM Education's STEM Kits:</p> <p>Catapult STEM Kit Trebuchet STEM Kit Rocketry STEM Kit Circuit Sword STEM Kit Energy Dragster STEM Kit Solar Oven STEM Kit Earthquake Engineering STEM Kit Wind Turbine STEM Kit Solar Racer STEM Kit Seed Science STEM Kit Electric Guitar STEM Kit Periscope STEM Kit Tornado STEM Kit</p> <p>These kits provide hands-on learning experiences across various STEM disciplines, including physics, engineering, renewable energy, environmental science, and electronics. Each kit is purposefully designed to align with educational standards and support engaging classroom activities.</p>	*
81	Sight, sounds, and sensory learning tools.	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>BrainStorm STEM Education's STEM Kits:</p> <p>Catapult STEM Kit Trebuchet STEM Kit Rocketry STEM Kit Circuit Sword STEM Kit Energy Dragster STEM Kit Solar Oven STEM Kit Earthquake Engineering STEM Kit Wind Turbine STEM Kit Solar Racer STEM Kit Seed Science STEM Kit Electric Guitar STEM Kit Periscope STEM Kit Tornado STEM Kit</p> <p>These kits provide hands-on learning experiences across various STEM disciplines, including physics, engineering, renewable energy, environmental science, and electronics. Each kit is purposefully designed to align with educational standards and support engaging classroom activities.</p>	*
82	MakerSpace and fabrication laboratory (Fab Lab) equipment and products.	<input checked="" type="radio"/> Yes <input type="radio"/> No	<p>BrainStorm STEM Education's STEM Kits:</p> <p>Catapult STEM Kit Trebuchet STEM Kit Rocketry STEM Kit Circuit Sword STEM Kit Energy Dragster STEM Kit Solar Oven STEM Kit Earthquake Engineering STEM Kit Wind Turbine STEM Kit Solar Racer STEM Kit Seed Science STEM Kit Electric Guitar STEM Kit Periscope STEM Kit Tornado STEM Kit</p> <p>BrainStorm STEM Education's Robotics Activity Mats:</p> <p>Bee Maze Robotics Activity Mat Beehive Robotics Activity Mat Mission to Mars Robotics Activity Mat Sea Savers Robotics Activity Mat Soccer Robotics Activity Mat Golf Activity Mat Robot Rescue Robotics Activity Mat Robot Factory Robotics Activity Mat Advanced Robot Factory Robotics Activity Mat Build & Battle Robotics Activity Mat Habitat Helpers Robotics Activity Mat Maze Robotics Activity Mat</p>	*

83	Robotics, Artificial Intelligence (AI), and coding equipment and products.	<input checked="" type="radio"/> Yes <input type="radio"/> No	BrainStorm STEM Education's Robotics Activity Mats: Bee Maze Robotics Activity Mat Beehive Robotics Activity Mat Mission to Mars Robotics Activity Mat Sea Savers Robotics Activity Mat Soccer Robotics Activity Mat Golf Activity Mat Robot Rescue Robotics Activity Mat Robot Factory Robotics Activity Mat Advanced Robot Factory Robotics Activity Mat Build & Battle Robotics Activity Mat Habitat Helpers Robotics Activity Mat Maze Robotics Activity Mat These mats are designed to provide structured, cross-curricular learning opportunities that engage students in robotics challenges. They are compatible with a wide range of robotics platforms and suitable for grades TK-12.	*
84	Design tools and educational or production-grade 3D printers.	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
85	Virtual reality, augmented reality, or simulation devices and applications.	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
86	Industrial and technical equipment or tools.	<input type="radio"/> Yes <input checked="" type="radio"/> No	Not applicable.	*
87	Agricultural or plant science equipment and products.	<input checked="" type="radio"/> Yes <input type="radio"/> No	BrainStorm Seed Science STEM Kit	*
88	Renewable or alternative energy educational products.	<input checked="" type="radio"/> Yes <input type="radio"/> No	BrainStorm Solar Racer STEM Kit BrainStorm Wind Turbine STEM Kit	*
89	Technology and services to the extent that they are complementary and directly related to the solutions described in 80 - 88 above, including hardware and software, training, professional development, accreditation, certification or credentialing, installation, maintenance or repair, support, and warranty programs. However, this solicitation should NOT be construed to include "service-only" or "software-only" solutions.	<input checked="" type="radio"/> Yes <input type="radio"/> No	Professional Development for BrainStorm STEM Education's products.	*

Table 8: Exceptions to Terms, Conditions, or Specifications Form

Line Item 90. NOTICE: To identify any exception, or to request any modification, to Sourcewell standard Master Agreement terms, conditions, or specifications, a Proposer must submit the proposed exception(s) or requested modification(s) via redline in the Master Agreement Template provided in the "Bid Documents" section. Proposer must upload the redline in the "Requested Exceptions" upload field. All exceptions and/or proposed modifications are subject to review and approval by Sourcewell and will not automatically be included in the Master Agreement.

Do you have exceptions or modifications to propose?	Acknowledgement *
	<input type="radio"/> Yes <input checked="" type="radio"/> No

Documents

Ensure your submission document(s) conforms to the following:

1. Documents in PDF format are preferred. Documents in Word, Excel, or compatible formats may also be provided.
2. Documents should NOT have a security password, as Sourcewell may not be able to open the file. It is your sole responsibility to ensure that the uploaded document(s) are not either defective, corrupted or blank and that the documents can be opened and viewed by Sourcewell.
3. Sourcewell may reject any response where any document(s) cannot be opened and viewed by Sourcewell.
4. If you need to upload more than one (1) document for a single item, you should combine the documents into one zipped file. If the zipped file contains more than one (1) document, ensure each document is named, in relation to the submission format item responding

to. For example, if responding to the Marketing Plan category save the document as "Marketing Plan."

- [Pricing](#) - Brainstorm STEM Education_Sourcewell_Price_Sheet_2025_V2.xlsx - Saturday January 04, 2025 15:42:22
- [Financial Strength and Stability](#) - BrainStorm_Financials_2022-2023.zip - Saturday January 04, 2025 15:06:50
- [Marketing Plan/Samples](#) - BrainStorm_Products_2025.zip - Saturday January 04, 2025 15:37:57
- [WMBE/MBE/SBE or Related Certificates](#) - SBE_Certification_BrainStormSTEM.pdf - Saturday January 04, 2025 15:07:04
- Standard Transaction Document Samples (optional)
- Requested Exceptions (optional)
- [Upload Additional Document](#) - BrainStorm_NGSS_Standards_V1.xlsx - Saturday January 04, 2025 15:09:08

Addenda, Terms and Conditions

PROPOSER AFFIDAVIT OF COMPLIANCE

I certify that I am an authorized representative of Proposer and have authority to submit the foregoing Proposal:

1. The Proposer is submitting this Proposal under its full and complete legal name, and the Proposer legally exists in good standing in the jurisdiction of its residence.
2. The Proposer warrants that the information provided in this Proposal is true, correct, and reliable for purposes of evaluation for award.
3. The Proposer certifies that:
 - (1) The prices in this Proposal have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other Proposer or competitor relating to-
 - (i) Those prices;
 - (ii) The intention to submit an offer; or
 - (iii) The methods or factors used to calculate the prices offered.
 - (2) The prices in this Proposal have not been and will not be knowingly disclosed by the Proposer, directly or indirectly, to any other Proposer or competitor before award unless otherwise required by law; and
 - (3) No attempt has been made or will be made by Proposer to induce any other concern to submit or not to submit a Proposal for the purpose of restricting competition.
4. To the best of its knowledge and belief, and except as otherwise disclosed in the Proposal, there are no relevant facts or circumstances which could give rise to an organizational conflict of interest. An organizational conflict of interest is created when a current or prospective supplier is unable to render impartial service to Sourcewell due to the supplier's: a. creation of evaluation criteria during performance of a prior agreement which potentially influences future competitive opportunities to its favor; b. access to nonpublic and material information that may provide for a competitive advantage in a later procurement competition; c. impaired objectivity in providing advice to Sourcewell.
5. Proposer will provide to Sourcewell Participating Entities Solutions in accordance with the terms, conditions, and scope of a resulting master agreement.
6. The Proposer possesses, or will possess all applicable licenses or certifications necessary to deliver Solutions under any resulting master agreement.
7. The Proposer will comply with all applicable provisions of federal, state, and local laws, regulations, rules, and orders.
8. Proposer its employees, agents, and subcontractors are not:
 1. Included on the "Specially Designated Nationals and Blocked Persons" list maintained by the Office of Foreign Assets Control of the United States Department of the Treasury found at: <https://www.treasury.gov/ofac/downloads/sdnlist.pdf>;
 2. Included on the government-wide exclusions lists in the United States System for Award Management found at: <https://sam.gov/SAM/>; or
 3. Presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from programs operated by the State of Minnesota; the United States federal government, as applicable; or any Participating Entity. Vendor certifies and warrants that neither it nor its principals have been convicted of a criminal offense related to the subject matter of this solicitation.

☒ By checking this box I acknowledge that I am bound by the terms of the Proposer's Affidavit, have the legal authority to submit this Proposal on behalf of the Proposer, and that this electronic acknowledgment has the same legal effect, validity, and enforceability as if I had hand signed the Proposal. This signature will not be denied such legal effect, validity, or enforceability solely because an electronic signature or electronic record was used in its formation. - Darren Jones, CEO, BrainStorm Studios, LLC

The Proposer declares that there is an actual or potential Conflict of Interest relating to the preparation of its submission, and/or the Proposer foresees an actual or potential Conflict of Interest in performing the obligations contemplated in the solicitation proposal.

☒ Yes ☐ No

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document.

Check the box in the column "**I have reviewed this addendum**" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
Addendum_11_STEM_Education_RFP010725 Mon December 30 2024 04:34 PM	<input checked="" type="checkbox"/>	2
Addendum_10_STEM_Education_RFP010725 Fri December 27 2024 09:18 AM	<input checked="" type="checkbox"/>	1
Addendum_9_STEM_Education_RFP010725 Tue December 24 2024 11:10 AM	<input checked="" type="checkbox"/>	3
Addendum_8_STEM_Education_RFP010725 Fri December 20 2024 03:10 PM	<input checked="" type="checkbox"/>	2
Addendum_7_STEM_Education_RFP010725 Fri December 13 2024 03:07 PM	<input checked="" type="checkbox"/>	2
Addendum_6_STEM_Education_RFP010725 Wed December 11 2024 03:32 PM	<input checked="" type="checkbox"/>	2
Addendum_5_STEM_Education_RFP010725 Mon December 9 2024 08:40 AM	<input checked="" type="checkbox"/>	1
Addendum_4_STEM_Education_RFP010725 Thu December 5 2024 08:38 AM	<input checked="" type="checkbox"/>	1
Addendum_3_STEM_Education_RFP010725 Tue December 3 2024 03:36 PM	<input checked="" type="checkbox"/>	1
Addendum_2_STEM_Education_RFP010725 Tue November 26 2024 11:31 AM	<input checked="" type="checkbox"/>	2
Addendum_1_STEM_Education_RFP010725 Tue November 12 2024 03:04 PM	<input checked="" type="checkbox"/>	2