

General Services Administration



CONTRACT NUMBER

47QRAA22D008M

CONTRACT PERIOD

APRIL 22, 2022 - APRIL 21, 2027

COMPANY NAME

Idea Crossing, Inc
DBA Skild
4624 El Reposo Dr
Los Angeles, CA 90065-5205

UEI

X6G1SRWGLM11

DUNS

020409986

BUSINESS SIZE & TYPE

Small Business
Minority-Owned Business

WEBSITE

<https://www.skild.com>

E-MAIL

anil@skild.com

CONTRACT ADMINISTRATION

Anil Rathi

CAGE

5VAU8

TELEPHONE

+1 310-463-3260

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Our Approach



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SOFTWARE

SERVICES

NETWORK

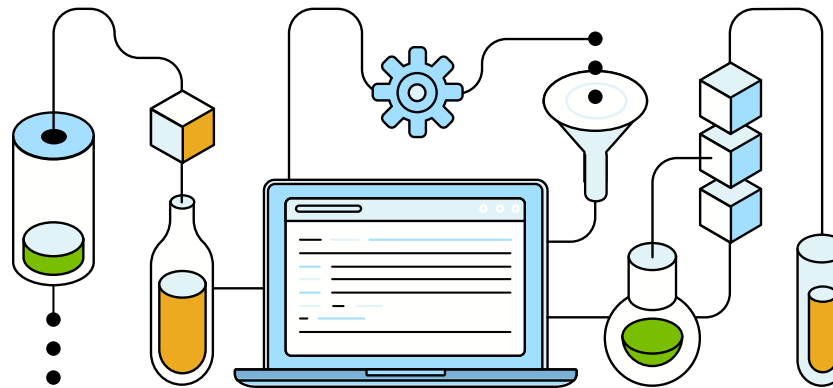
PROGRAM TYPES

What We Do



SOFTWARE

Skild's refined, customizable online platform is the hub of our ecosystem of services. It allows us to run, monitor, and report every aspect of your innovation challenge program from one centralized dashboard.





SERVICES

Our **services** have been developed over the course of running more than 600 challenges and awarding upwards of \$300M in prize money. Designed to produce a successful challenge each and every time, they can be ordered as a package or à la carte.

Program Strategy & Development
Communications, Marketing Strategy & Development
Public Relations
Email & Content Marketing

Website & Graphic Design
Social Media Marketing: Paid & Organic
Analytics & Reporting
Project Management

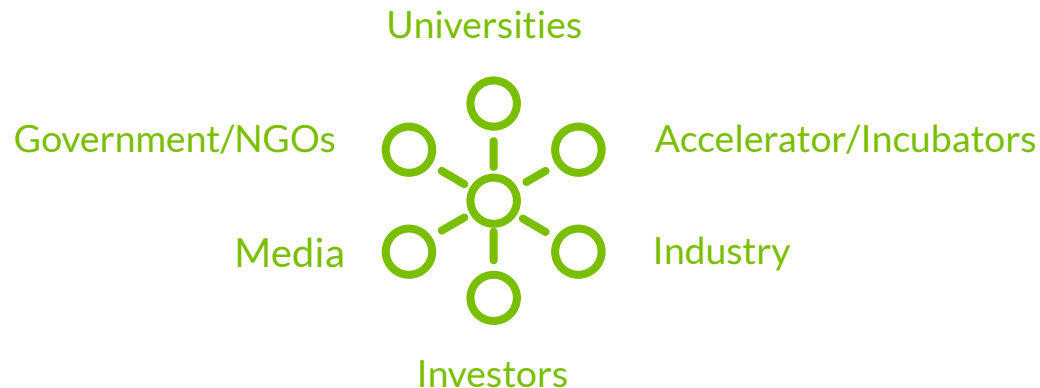


NETWORK

The speed of innovation is fast, and you can't rely on a stale database of yesterday's startups. Skild has curated a network of professionals whose full-time job is to support, develop and launch the next generation of brilliant innovators, technologists, and thought-leaders. They are constantly screening talent within their sphere of influence, and your program can tap their talent pools.

Skild also builds new, custom databases for its clients, giving programs a purpose-built funnel to attract new ideas and innovations.

A Global Network of Innovation Experts Working for You





PROGRAM TYPES

Innovation and engagement programs can support any number of initiatives.
Here are just a few real-world examples.

Click below to learn more.

Social Impact

Sustainability

Accelerate Innovation

Workforce Development

Economic Development

Employee Engagement

Education & Training

Who We Are



For nearly 20 years, Skild has planned and produced more than 600 innovation challenge programs, awarding upwards of \$300 million in prizes. From these success stories, we've discovered that our programs are ideal for certain essential sectors and audiences: Healthcare, Education, Energy & Environment, Technology, Social Progress, Workforce Development, and Partner Development. Our services, proprietary software, and network of 10,000-plus influencers have been used not only for innovation challenges, but also grant & award programs, learning & development offerings, employee engagement strategies, and student enrichment opportunities.

Skild is an agency created by challenge organizers, for challenge organizers with one specific goal in mind: executing efficient, engaging challenge programs — time and time again. Driven by the need to democratize innovation, Skild developed a planning and execution ecosystem that empowers our partners with full control over crafting programs that reach their intended target audiences.

Our services, which include challenge design, project management, full-service marketing, graphic design, and enhanced data collection and reporting, complete our proven program ecosystem.

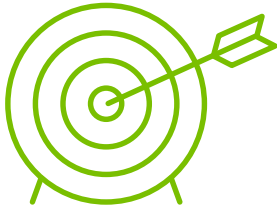


How We Do It



Skild has developed a method for achieving success each and every time: “Plan, Produce, Play.”

PLAN



This is your blueprint. A clear, concise, well-organized program plan will eliminate guesswork, save time, and get buy-in from leadership.

STRATEGIC PROGRAM PLAN

- Strategic objectives
- Challenge program design, format, and process
- Incentives
- Success metrics and reporting
- Audiences and messaging

TACTICS

- Marketing scope and campaign outline
- Official rules
- Operational and project management
- Resources
- Budgeting

PRODUCE



This is the building phase, where we strategically construct the foundation of your challenge, from defining your target audience to designing your website.

BUILD

- Developing master project plan
- Target audience research and development (creating new lists and culling existing databases)
- Marketing campaign calendar
- Setup Skild Platform
- Google analytics & weekly reports

DESIGN

- Challenge microsite
- Graphic design & copy for promotional assets
- Social media posts and ads
- Marketing campaign messaging and toolkit
- Draft communications (team & participant)

PLAY



This is all about your program’s execution, giving you real-time access to critical data while our team guides you every step of the way

LAUNCH

- End user support
- Marketing campaign execution & updates
- Social media post and ad management

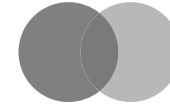
ONGOING MANAGEMENT

- Bi-weekly agendas and meetings with program team
- Judge recruitment, training, & preparation
- Announcements for semi-finalists, finalists & winners plus post challenge engagement
- Prize distribution process
- Post-challenge engagement to prepare for subsequent programs or next edition launch

Who We Work With



WALTON FAMILY
FOUNDATION



ACTIVISION



HARBOR FREIGHT
TOOLS FOR SCHOOLS



Labor Category Descriptions



PROGRAM DEVELOPMENT AND STRATEGY

Service Title

Service Description

Senior Strategist

Participates in planning meetings with client. Provides input to the program and campaign design during the planning stages. Meets with government program manager to discuss priorities.

Technical Advisor

Provides technical input to program and campaign design, requirements specifically for technology, app or software-based challenge programs such as APIs, Software Development Lifecycle (SDLC), etc.

Senior Strategist Communications & Marketing

Provides overall marketing, social media and communications strategy for programs and campaigns during the planning stages and ongoing support throughout the campaign.

CREATIVE, GRAPHIC DESIGN & PAID MEDIA

Creative Lead

Responsible for conceptualizing creative visual solutions that effectively communicate the strategic intent for each tactic within the assigned product(s). Interacts with Copywriters to develop creative concepts and executions.

Graphic Designer

Creates graphic materials based on pre-set standards or brand guidelines. Responsible for design of projects from conception to completion. Possesses specialized skills in web, multimedia, or video. Experienced in desktop layout, image manipulation, and some pre-press preparation.

Paid Social Media

Manage paid ad budget daily spend. Post and monitor ads, handle rejected ads and work with graphic design team for resubmittal to ad networks. Reports on ad performance and offers recommendations and takes action for optimization.

Labor Category Descriptions



PROJECT MANAGEMENT, OPERATIONS, REPORTING

Service Title	Service Description
Senior Project Manager	Participates in planning discovery with client and internal teams. Manages inbound communications and documentation. Drives weekly meetings, creates agendas, takes notes and send next steps. Creates custom digital project plans shared across all resources. Maintain milestones, deliverables, tasks, responsibilities and deadlines across resources.
Customer Success Director	Main point of contact that oversees multiple client accounts, serving as day-to-day relationship manager. Responsible for managing implementation of programs and coordinating resources from websites, custom branding, technology platform, data collection and reporting.
Customer Success Manager	Supports Customer Service Director, oversees multiple client accounts, serving as day-to-day manager for inbound communications. Manages implementation of programs including websites, custom branding and technology platform. Provides support to administrators using the Skild Platform.
Client Services	General client services for hands on training and performing tasks on behalf of the customer. Utilizes cross functional experience to aid in all manners of operations inherent within the prize or competition from initial challenge conception to fund distribution.
Data & Technology Specialist	Constructs and manages custom web metrics data to aid client and program and campaign decision making. Provides regular reporting of website analytics and e-marketing campaign activity, including website and marketing program performance, trends and self-service custom dashboards.

Labor Category Descriptions



WEB DEVELOPMENT

Service Title	Service Description
Director of Engineering	Director of engineering may write code, analyze data, contribute to the design and implementation of software, has extensive experience in software development, and strong analytical skills.
Web Developer	Responsible for designing, building out, and supporting cutting edge web design solutions. Works with Creative Art Director/Senior Designers/ Project Managers to code HTML websites from pre-approved design comps for client base. Creatively conveys a message with graphics, typography and usability best practices that complements the clients mission and their existing materials or brand guidelines.



OTHER DIRECT COSTS

Skild Agency

Skild Agency includes a (1) year subscription for a single challenge program. You'll be assigned a dedicated Customer Success Manager who will guide your challenge administrator(s) through a full-service setup, onboarding, and virtual training.

During setup and onboarding, we'll create the challenge instance on our server, enter the copy for the registration and entry forms, and create the scorecard by adding in your evaluation criteria. If you've opted into our custom branding design services, we'll be reviewing the wireframes.

Skild Agency features include:

Admin accounts: Up to five (5) administrator accounts for your program managers.

Innovation Challenge Domain: Option to have your challenge hosted on eventname.innovationchallenge.com (or .org)

Phases: Your challenge can have up to five (5) phases.

Multi-Phase Entries: Participants can upload new or revised data in each phase of the challenge.

Reporting: Standard reporting is available inside of the platform with the ability to export data on-demand.

Teams: Your challenge participants can be organized into teams or individual submitters.

Video Uploads: Participants can upload private videos with our system enabling video transcoding up to 500MB per file. Each file upload will automatically be scanned for viruses.

Storage: We offer unlimited storage with no limit to the number of challenge participants, judges, and/or entries.

Data Protection: The platform autosaves the participants' entries every 60-seconds.

Security: Intrusion detection, backups, 24/7 monitoring

API Access: Yes



OTHER DIRECT COSTS

Skild Pro Platform

Skild Pro includes a (1) year subscription for a single challenge program. You'll be assigned a dedicated Customer Success Manager who will guide your challenge administrator(s) through a full-service setup, onboarding, and virtual training.

During setup and onboarding, we'll create the challenge instance on our server, enter the copy for the registration and entry forms, and create the scorecard by adding in your evaluation criteria. If you've opted into our custom branding design services, we'll be reviewing the wireframes.

Pro features include:

Admin accounts: Up to four (4) administrator accounts for your program managers.

Innovation Challenge Domain: Option to have your challenge hosted on eventname.innovationchallenge.com (or .org)

Phases: Your challenge can have up to five (5) phases.

Multi-Phase Entries: Participants can upload new or revised data in each phase of the challenge.

Reporting: Standard reporting is available inside of the platform with the ability to export data on-demand.

Teams: Your challenge participants can be organized into teams or individual submitters.

Video Uploads: Participants can upload private videos with our system enabling video transcoding up to 500MB per file. Each file upload will automatically be scanned for viruses.

Storage: We offer unlimited storage with no limit to the number of challenge participants, judges, and/or entries.

Data Protection: The platform autosaves the participants' entries every 60-seconds.

Security: Intrusion detection, backups, 24/7 monitoring



OTHER DIRECT COSTS

Skild Standard Platform

Skild Standard includes a (1) year subscription for a single challenge program. You'll be assigned a dedicated Customer Success Manager who will guide your challenge administrator(s) through a full-service setup, onboarding, and virtual training.

During setup and onboarding, we'll create the challenge instance on our server, enter the copy for the registration and entry forms, and create the scorecard by adding in your evaluation criteria. If you've opted into our custom branding design services, we'll be reviewing the wireframes.

Standard features include:

Admin accounts: Up to three (3) administrator accounts for your program managers.

Phases: Your challenge can have up to three (3) phases.

Reporting: Standard reporting is available inside of the platform with the ability to export data on-demand.

Teams: Your challenge participants can be organized into teams or individual submitters.

Video Uploads: Participants can upload private videos with our system enabling video transcoding up to 200MB per file. Each file upload will automatically be scanned for viruses.

Storage: We offer unlimited storage with no limit to the number of challenge participants, judges, and/or entries.

Data Protection: The platform autosaves the participants' entries every 60-seconds.

Security: Intrusion detection, backups, 24/7 monitoring

Price List



Labor Category	SIN	GSA Price
PROGRAM DEVELOPMENT & STRATEGY		
Senior Strategist	541613 541810 541430 541910 541511	\$239.29
Technical Advisor	541613 541810 541430 541910 541511	\$239.29
Senior Strategist Communications & Marketing	541613 541810 541430 541910 541511	\$239.29
CREATIVE, GRAPHIC DESIGN & PAID MEDIA		
Creative Lead	541613 541810 541430 541910 541511	\$220.15
Graphic Designer	541613 541810 541430 541910 541511	\$199.41
Paid Social Media	541613 541810 541430 541910 541511	\$161.52
PROJECT MANAGEMENT, OPERATIONS, REPORTING		
Senior Project Manager	541613 541810 541430 541910 541511	\$191.44
Customer Success Director	541613 541810 541430 541910 541511	\$186.37
Customer Success Manager	541613 541810 541430 541910 541511	\$163.99
Client Services	541613 541810 541430 541910 541511	\$157.93
Data & Technology Specialist	541511S	\$191.44

Price List



Labor Category	SIN	GSA Price
WEB DEVELOPMENT		
Director of Engineering	54151S	\$239.29
Web Developer	54151S	\$168.77
OTHER DIRECT COSTS		
Skild Agency Platform	541810ODC	\$17,229.22
Skild Pro Platform	541810ODC	\$15,314.86
Skild Standard Platform	541810ODC	\$8,614.61

Customer Information



SCOPE

- (a) The prices, terms and conditions stated under Special Item Number 54151S Information Technology Professional Services apply exclusively to IT Services within the scope of this Information Technology Schedule.
- (b) The Contractor shall provide services at the Contractor's facility and/or at the ordering activity location, as agreed to by the Contractor and the ordering activity.

PERFORMANCE OF SERVICES

- (a) The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity.
- (b) The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
- (c) The ordering activity should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.
- (d) Any Contractor travel required in the performance of IT Services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel. Contractors cannot use GSA city pair contracts.

ORDER

- (a) Agencies may use written orders, EDI orders, blanket purchase agreements, individual purchase orders, or task orders for ordering services under this contract. Blanket Purchase Agreements shall not extend beyond the end of the contract period; all services and delivery shall be made and the contract terms and conditions shall continue in effect until the completion of the order. Orders for tasks which extend beyond the fiscal year for which funds are available shall include FAR 52.232-19 (Deviation - May 2003) Availability of Funds for the Next Fiscal Year. The purchase order shall specify the availability of funds and the period for which funds are available.
- (b) All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

PERFORMANCE INCENTIVES

(I-FSS-60 Performance Incentives (April 2000))

- (a) Performance incentives may be agreed upon between the Contractor and the ordering activity on individual fixed price orders or Blanket Purchase Agreements under this contract.
- (b) The ordering activity must establish a maximum performance incentive price for these services and/or total solutions on individual orders or Blanket Purchase Agreements.
- (c) Incentives should be designed to relate results achieved by the contractor to specified targets. To the maximum extent practicable, ordering activities shall consider establishing incentives where performance is critical to the ordering activity's mission and incentives are likely to motivate the contractor. Incentives shall be based on objectively measurable tasks.

Customer Information

STOP-WORK ORDER

(FAR 52.242-15) (AUG 1989)

The Contracting Officer may, at any time, by written order to the Contractor, require the Contractor to stop all, or any part, of the work called for by this contract for a period of 90 days after the order is delivered to the Contractor, and for any further period to which the parties may agree. The order shall be specifically identified as a stop-work order issued under this clause. Upon receipt of the order, the Contractor shall immediately comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of 90 days after a stop-work is delivered to the Contractor, or within any extension of that period to which the parties shall have agreed, the Contracting Officer shall either-

- (1) Cancel the stop-work order; or
 - (2) Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the Government, clause of this contract.
- (b) If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if-
- (1) The stop-work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this contract; and
 - (2) The Contractor asserts its right to the adjustment within 30 days after the end of the period of work stoppage; provided that, if the

Contracting Officer decides the facts justify the action, the Contracting Officer may receive and act upon the claim submitted at any time before final payment under this contract.

- (c) If a stop-work order is not canceled and the work covered by the order is terminated for the convenience of the Government, the Contracting Officer shall allow reasonable costs resulting from the stop-work order in arriving at the termination settlement.
- (d) If a stop-work order is not canceled and the work covered by the order is terminated for default, the Contracting Officer shall allow, by equitable adjustment or otherwise, reasonable costs resulting from the stop-work order.

INSPECTION OF SERVICES

In accordance with FAR 52.212-4 CONTRACT TERMS AND CONDITIONS-COMMERCIAL ITEMS (MAR 2009) (DEVIATION I - FEB 2007) for Firm-Fixed Price orders and FAR 52.212-4 CONTRACT TERMS AND CONDITIONS - COMMERCIAL ITEMS (MAR 2009) (ALTERNATE I - OCT 2008) (DEVIATION I - FEB 2007) applies to Time-and- Materials and Labor-Hour Contracts orders placed under this contract.

RESPONSIBILITY OF THE CONTRACTOR

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character. If the end product of a task order is software, then FAR 52.227-14 (DEC 2007) Rights in Data - General, may apply.

RESPONSIBILITY OF THE ORDERING ACTIVITY

Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite IT Services.

Customer Information



INDEPENDENT CONTRACTOR

All IT Services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the ordering activity.

INVOICES

The Contractor, upon completion of the work ordered, shall submit invoices for IT services. Progress payments may be authorized by the ordering activity on individual orders if appropriate. Progress payments shall be based upon completion of defined milestones or interim products. Invoices shall be submitted monthly for recurring services performed during the preceding month.

RESUMES

Resumes shall be provided to the GSA Contracting Officer or the user ordering activity upon request.

INCIDENTAL SUPPORT COSTS

Incidental support costs are available outside the scope of this contract. The costs will be negotiated separately with the ordering activity in accordance with the guidelines set forth in the FAR.

APPROVAL OF SUBCONTRACTS

The ordering activity may require that the Contractor receive, from the ordering activity's Contracting Officer, written consent before placing any subcontract for furnishing any of the work called for in a task order.

ORGANIZATIONAL CONFLICTS OF INTEREST

(a) Definitions.

"Contractor" means the person, firm, unincorporated association, joint venture, partnership, or corporation that is a party to this contract.

"Contractor and its affiliates" and "Contractor or its affiliates" refers to the Contractor, its chief executives, directors, officers, subsidiaries, affiliates, subcontractors at any tier, and consultants and any joint venture involving the Contractor, any entity into or with which the Contractor subsequently merges or affiliates, or any other successor or assignee of the Contractor.

An "Organizational conflict of interest" exists when the nature of the work to be performed under a proposed ordering activity contract, without some restriction on ordering activities by the Contractor and its affiliates, may either (i) result in an unfair competitive advantage to the Contractor or its affiliates or (ii) impair the Contractor's or its affiliates' objectivity in performing contract work.

(b) To avoid an organizational or financial conflict of interest and to avoid prejudicing the best interests of the ordering activity, ordering activities may place restrictions on the Contractors, its affiliates, chief executives, directors, subsidiaries and subcontractors at any tier when placing orders against schedule contracts. Such restrictions shall be consistent with FAR 9.505 and shall be designed to avoid, neutralize, or mitigate organizational conflicts of interest that might otherwise exist in situations related to individual orders placed against the schedule contract. Examples of situations, which may require restrictions, are provided at FAR 9.508.

Customer Information



PAYMENTS

For firm-fixed price orders the ordering activity shall pay the Contractor, upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments shall be made only when authorized by the order. For time-and-materials orders, the Payments under Time- and-Materials and Labor-Hour Contracts at FAR 52.212-4 (MAR 2009) (ALTERNATE I – OCT 2008) (DEVIATION I – FEB 2007) applies to time-and- materials orders placed under this contract. For labor- hour orders, the Payment under Time-and-Materials and Labor-Hour Contracts at FAR 52.212-4 (MAR 2009) (ALTERNATE I – OCT 2008) (DEVIATION I – FEB 2007) applies to labor-hour orders placed under this contract. 52.216- 31(Feb 2007) Time-and- Materials/Labor-Hour Proposal Requirements—Commercial Item Acquisition As prescribed in 16.601(e)(3), insert the following provision:

- (a) The Government contemplates award of a Time- and-Materials or Labor-Hour type of contract resulting from this solicitation.
- (b) The offeror must specify fixed hourly rates in its offer that include wages, overhead, general and administrative expenses, and profit. The offeror must specify whether the fixed hourly rate for each labor category applies to labor performed by—
 - (1) The offeror;
 - (2) Subcontractors; and/or
 - (3) Divisions, subsidiaries, or affiliates of the offeror under a common control.

PAYMENT TERMS

2.0% quantity or volume discount for each task order or Blanket Purchase Agreement (BPA) with an awarded value that meets or exceeds \$200,000.00. If a task order or BPA with the original awarded value of \$199,999.99 or below has increased to meet or exceed \$200,000.00 because of a modification awarded by the federal customer agency, then 2.0% quantity or volume discount is applied to all follow-on invoices for the respective task order or BPA.

PROMPT PAYMENT TERMS

2.0% within 10 days, Net 30 days

The Service Contract Act Labor Standards (SCLS)

The Service Contract Act Labor Standards (SCLS), also referred to as Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories/services have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SC labor category titles and the applicable WD number.

Failure to do so may result in cancellation of the contract.