

Egypt Health Foundation	Development of tobacco treatment services Project	Developing of Online Learning Management System (LMS) Bid Reference: ToR-03-ICT-CS-4- 01
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**Terms of Reference for the procurement of
Developing Online Learning Management System (LMS)
Bid Reference: ToR-03-ICT-CS-4-01**

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1. About Egypt Health Foundation

Egypt Health Foundation has been founded on 2016. Since its establishment, the Egyptian Health Foundation has been carrying out many activities aimed at improving the quality of healthcare through training, research, and awareness, following a scientific approach under the slogan “Science for Health” for the benefit of the health sector of the Egyptian community.

The institution is registered with the Directorate of Social Solidarity in Giza under number 5826 of 2016.

2. Background

Egypt Health Foundation is implementing a national program to strengthen smoking-cessation services in the Arab Republic of Egypt, initially across five governorates — Cairo, Beni Suef, Ismailia, Fayoum and Alexandria. Under a separate procurement (Bid Reference ToR-02-ICT-CS-4-01), Egypt Health Foundation is establishing a Digital Health Smoking Cessation Platform that connects accredited clinics, qualified physicians and patients within a unified digital environment.

The success of that clinical platform depends directly on the readiness of the health workforce that will operate it. To ensure that health workers delivering cessation services are trained to a consistent, evidence-based standard — and that all newly onboarded providers meet a common competency baseline — Egypt Health Foundation intends to establish a dedicated online Learning Management System (hereinafter “the LMS” or “the Platform”) hosting two structured courses tailored to two learner audiences: general health workers, and specialist smoking-cessation providers.

The Platform will enable a branded public presence and course catalogue, Egypt Health Foundation-controlled learner registration and approval, bilingual (Arabic/English) course delivery, live sessions, structured assessment and verifiable certification, protected content delivery, and workforce-level reporting. This Terms of Reference (ToR) defines the objectives, scope, functional and non-functional requirements, deliverables, and the basis on which proposals will be evaluated.

Interested and qualified bidders (hereinafter “the Bidder”) are invited to submit technical and financial proposals to design, develop, host, populate with the two agreed courses, train users on, document and support the Platform in accordance with the requirements set out herein.

2.1 Purpose of this Document

This document sets out the requirements that the awarded contractor (hereinafter “the Contractor”) must satisfy. It is intended to be read in full and forms an integral part of the contract. In the event of any conflict between this ToR and the Bidder’s proposal, this ToR shall prevail unless a deviation is explicitly accepted in writing by Egypt Health Foundation.

2.2 Definitions and Abbreviations

Term	Definition
Platform / LMS	The Online Learning Management System delivered under this ToR, including its web front-end, administrative and instructor back-ends, courses, content and integrations.
Cessation Platform	The separate Digital Health Smoking Cessation Platform (Bid Reference ToR-02-ICT-CS-4-01) on which certified health workers will deliver services to patients.
Super Admin	The highest-privilege administrative role, responsible for approving learner registrations, managing users, courses and system-wide configuration.
Course	A structured learning unit registered on the Platform, comprising chapters, lessons, assessments and, where applicable, live sessions.
Instructor	A qualified content author or facilitator bound to one or more courses, offering recorded content and optional live sessions.
Learner	An end-user (health worker) who registers, browses courses, enrolls and completes learning, subject to Egypt Health Foundation approval.
LRS	Learning Record Store — the longitudinal record of a learner's course enrolments, activity, assessments and certifications.
SLA	Service Level Agreement governing availability, response and resolution times.
L3 Support	Level 3 support — expert/engineering-level support covering defect resolution, root-cause analysis and code fixes.

3. Project Objectives

The overall objective is to deliver a secure, scalable and user-friendly online learning platform that supports the training and certification of the health workforce for the smoking-cessation program. Specific objectives are to:

- Provide a single administrative environment in which a Super Admin can create and manage courses, learning tracks and cohorts and assign them to defined categories/governorates.
- Enable instructors to be bound to courses, publish their availability, and optionally offer live sessions.
- Allow learners to discover courses and instructors, view ratings and credentials, and enroll online subject to Egypt Health Foundation approval.
- Standardize the learning pathway through two agreed courses (a general track and a specialist track), assessments and certification.
- Maintain a complete learning-history record for each learner, including course activity, assessments, certificates and any other artefacts.
- Capture learner ratings of courses and instructors and surface them within search results.

- Publish public awareness content and guidance for smokers, aligned with the parent program.
- Provide management dashboards and analytics on the progress of learning and level of satisfaction across the workforce.
- Ensure strong security, privacy and performance, consistent with applicable data-protection requirements.
- Align with the Cessation Platform such that successful completion of the specialist course is verifiable as a prerequisite for onboarding as a service provider on that platform.

4. Scope of Work

The scope of work comprises the end-to-end delivery of the LMS and its initial courses, namely: user-experience (UX) and user-interface (UI) design; full implementation of all functional modules; development and production of the two courses; hosting and deployment; training of Egypt Health Foundation administrators and instructors; complete documentation and source-code delivery; and Level 3 support through the end of the project. Each of these is further detailed in Sections 6 to 8 (requirements) and Section 9 (deliverables).

4.1 In Scope

- Design, build, test, host, deploy and support the Platform and all modules described in this ToR.
- Development and production of two bilingual (Arabic and English) courses — Course 1 (General Track) “Smoking Cessation Essentials for Health Workers” and Course 2 (Specialist Track) “Advanced Smoking Cessation Care” — with content validated by Egypt Health Foundation-nominated subject-matter experts.
- Migration of any reference/configuration data required for go-live (e.g., governorate lists, credential types, professional roles) where provided by Egypt Health Foundation.
- Knowledge transfer, training for administrators and instructors, and complete documentation.

4.2 Out of Scope (unless otherwise agreed)

- Procurement of end-user devices, workstations and connectivity for learners.
- Provision of clinical curriculum content beyond the two agreed courses (clinical content shall be validated by Egypt Health Foundation-nominated subject-matter experts).
- Ongoing operational costs beyond the support period defined in this ToR, unless quoted separately as an option.

5. User Roles and Stakeholders

The Platform shall support, at minimum, the following roles. The Bidder may propose a more granular role model, provided all capabilities below are met and access is governed by role-based access control (RBAC).

Role	Primary Capabilities
Super Admin	Create/manage courses; assign courses to categories/tracks; approve or reject learner registrations; manage instructor onboarding and classification; configure form templates and master data; access all dashboards and analytics; manage roles and permissions.
Course / Cohort Manager	Manage course profiles, instructor rosters and availability within the assigned course(s); manage cohorts/groups; view course-level reports.
Instructor	Manage personal profile, certificates and availability; conduct recorded and live sessions; author lessons and assessments; grade submissions; view assigned learners' activity.
Learner	Register/login (subject to Egypt Health Foundation approval); browse and search courses and instructors; view ratings and credentials; enrol in / cancel enrolments; attend live sessions; view own learning record; rate courses and instructors; access awareness content.
Public / Guest	Browse public awareness pages and course catalogue landing pages without authentication.
Analyst / Manager	Access read-only dashboards and analytics on registrations, enrolments, completions, certificates and satisfaction.

6. Functional Requirements

The Platform shall provide the functional capabilities described below. Requirements are grouped by module. Each requirement is mandatory unless explicitly marked optional.

6.1 Administration and Course Management

ID	Requirement
ADM-01	The Super Admin shall be able to create, edit, deactivate and delete courses, learning tracks and cohorts.
ADM-02	Each course shall be associated with one or more categories, tracks or programmes, and the system shall support filtering and searching of courses by category/track.
ADM-03	The Super Admin shall manage master/reference data including governorates, professional roles, credential types, course categories and certificate templates.
ADM-04	The Super Admin shall manage a public content-management capability for public awareness pages (Home, About, Contact, FAQ, Terms) in Arabic and English.
ADM-05	The system shall support role-based access control with the ability to create roles and assign granular permissions.
ADM-06	The Super Admin shall be able to create and manage learning cohorts / groups and to enrol learners into cohorts, courses or tracks individually or in bulk.
ADM-07	All administrative actions (create/update/delete, publish/unpublish, approve/reject) shall be recorded in an immutable audit log capturing actor, timestamp and change details.

6.2 Instructor Management, Classification and Credentials

ID	Requirement
INS-01	Instructors shall be bound to one or more courses; an instructor's profile shall display the course(s) to which they are assigned.
INS-02	Each instructor shall maintain a professional profile including specialty, biography, languages and contact preferences.
INS-03	Instructors shall be classified (e.g., by specialty, seniority or accreditation tier) and the classification shall be visible to learners and usable as a search filter.
INS-04	Instructor profiles shall display relevant certificates and the training they have completed, with the ability to attach supporting documents.
INS-05	Instructors shall define and manage their availability for live sessions per course, including session windows, slot duration and time-zone.
INS-06	Instructors shall be able to flag availability for optional live (Zoom) sessions in addition to recorded content.
INS-07	The system shall prevent scheduling conflicts by reconciling availability across recorded content, live sessions and other courses.

6.3 Learner Registration, Search and Enrolment

ID	Requirement
LRN-01	Prospective learners shall be able to initiate a registration request from the public website, providing at minimum: full name, national ID / passport number, professional role (e.g., physician, nurse, pharmacist, community health worker), professional licence or registration number, employer / facility, governorate, email and mobile.
LRN-02	The registration form shall support attachment of supporting documents (e.g., professional licence, employer letter) subject to file-type and size limits.
LRN-03	On submission, the registration shall enter a "Pending Approval" queue visible to authorized Egypt Health Foundation users; the prospective learner shall receive an email acknowledging receipt.
LRN-04	Authorized Egypt Health Foundation users shall be able to review each pending registration, view supporting documents, and approve or reject with an optional written reason; the system shall maintain a full auditable log of decisions.
LRN-05	Upon approval, the learner's account shall be automatically activated and the learner shall receive a welcome email with login instructions; upon rejection, the learner shall receive an email with the reason and the option to reapply.
LRN-06	Approved learners shall be able to browse and search courses and instructors, filtering by category/track, specialty, classification, availability and rating.
LRN-07	Learners shall be able to view course landing pages, prerequisites and instructor credentials, and to enrol in courses for which they are eligible; the system shall handle enrolment concurrency and enforce prerequisites (e.g., Course 1 as a prerequisite for Course 2).
LRN-08	Learners shall be able to reschedule or cancel enrolments within configurable business rules, and shall receive enrolment confirmations and reminders (email/in-app).
LRN-09	The system shall prevent duplicate registrations (e.g., by national ID or email), shall flag potential duplicates to the reviewer, and shall support bulk approval and bulk import of pre-vetted cohorts.

6.4 Learning Workflow – Course Delivery, Live Sessions and Assessments

ID	Requirement
WFL-01	The Platform shall support a course model comprising: Courses → Chapters/Modules → Lessons → Activities (video lesson, reading, quiz, live session, assignment), with prerequisites at course and lesson level.
WFL-02	The Platform shall support learning-path progression such that a learner cannot advance to the next module until prior modules and their assessments are completed.
WFL-03	The Platform shall provide a unified summative assessment framework for each course, with configurable pass mark (indicatively 70%), time limits, randomization, item pools and equivalent-form generation.
WFL-04	The Platform shall support multiple item types for assessment: single-answer multiple choice, multiple-answer multiple choice, true/false, matching, short answer and essay (free text).

ID	Requirement
WFL-05	The Platform shall automatically grade objective items and route subjective items to the assigned instructor for manual grading with structured rubrics and personalized feedback.
WFL-06	The Platform shall integrate with Zoom (via the official Zoom API) so that live sessions can be scheduled, joined and reviewed from within the LMS; learners shall join with one click and the join link shall not be shareable outside the Platform.
WFL-07	The Platform shall automatically record learner attendance for live sessions (join and leave times) and ingest cloud recordings for in-Platform playback, subject to content-protection controls.
WFL-08	The Platform shall issue a digital certificate automatically upon successful completion, using a course-level template configured by Egypt Health Foundation; each certificate shall bear a unique verification code and a public verification URL.
WFL-09	The Platform shall expose a machine-readable certificate-verification endpoint (signed JSON or verifiable credential) so that the Cessation Platform can confirm Course 2 completion as a prerequisite for onboarding a health worker as a service provider.

6.5 Course Content, Content Protection and Learning Records

ID	Requirement
CON-01	The Platform shall support multiple content types including MP4 video, MP3 audio, PDF, HTML text, images, downloadable resources (subject to protection controls) and embedded external content.
CON-02	The Platform should support SCORM 1.2 (and preferably SCORM 2004 or xAPI) packages, enabling ingestion of standards-based content and reporting of learner activity.
CON-03	Instructors and content managers shall be able to author lessons through a rich-text editor with media embedding, preview lessons before publication and schedule publication.
CON-04	The Platform shall protect video and other sensitive content through digital rights management (DRM) controls, including prevention of screen recording, prevention of screenshot capture, prevention of direct download of protected media assets, and per-learner watermarking visible during playback.
CON-05	Egypt Health Foundation shall be able to designate which content is DRM-protected on a per-lesson or per-asset basis.
CON-06	The Platform shall maintain a Learning Record Store (LRS) capturing, for each learner, all course enrolments, lesson completions, assessment attempts and results, and certifications, with referential integrity between learner / course / instructor / cohort.
CON-07	Learners shall be able to view their own longitudinal learning record in chronological order, including past enrolments, completions, grades and certificates, subject to access rules.
CON-08	The system should support export of a learner's record (e.g., PDF) for the learner or authorized parties, subject to consent and access controls.
CON-09	Two courses shall be developed and produced under this contract: Course 1 "Smoking Cessation Essentials for Health Workers" (General Track) targeting all frontline health workers, indicative duration 8–12 hours; and Course 2 "Advanced Smoking Cessation

ID	Requirement
	Care" (Specialist Track) targeting physicians and counsellors who will deliver services on the Cessation Platform, indicative duration 20–30 hours, with Course 1 as prerequisite.
CON-10	All course content shall be evidence-based and aligned with WHO Framework Convention on Tobacco Control (FCTC), WHO Tobacco Cessation Guidelines and Egyptian Ministry of Health protocols; all clinical content shall be reviewed and approved in writing by Egypt Health Foundation-nominated subject-matter experts before publication.

6.6 Ratings and Feedback

ID	Requirement
RAT-01	Learners shall be able to rate a course and the instructor after an enrolment is completed.
RAT-02	Aggregated ratings shall be displayed within search results for both courses and instructors.
RAT-03	The system shall guard against abuse (e.g., one rating per completed enrolment) and provide moderation controls for inappropriate content.
RAT-04	Ratings shall feed into the analytics and satisfaction dashboards described in Section 6.8.

6.7 Public Awareness Pages

ID	Requirement
PUB-01	The Platform shall include publicly accessible pages providing awareness of the smoking-cessation programme and advice for smokers, aligned with the parent Cessation Platform where applicable.
PUB-02	Authorized editors shall be able to create and manage awareness content (articles, FAQs, resources) through a content-management capability, including course-catalogue landing pages.
PUB-03	Public pages shall be accessible without authentication and shall be optimized for search engines (SEO) and mobile devices.
PUB-04	Public content shall be available in the languages agreed with Egypt Health Foundation (Arabic and/or English), with Arabic as the default learner-facing language.

6.8 Analytics, Dashboards and Reporting

ID	Requirement
ANL-01	The back-end shall provide dashboards showing the progress of learning (e.g., registrations, enrolments, in-progress, completed, certified) over time and by category/track, governorate, course, cohort and instructor.
ANL-02	The back-end shall provide dashboards reflecting the level of learner satisfaction derived from ratings and feedback, and item-level assessment analytics (facility, discrimination, distractor analysis).
ANL-03	Dashboards shall support filtering by date range, governorate, professional role, employer/facility, course, cohort and instructor.

ID	Requirement
ANL-04	The system shall allow export of reports (CSV / PDF) and should support scheduled or on-demand report generation.
ANL-05	Analytics shall present aggregated/de-identified data by default to protect learner privacy.

6.9 Notifications and Communications

ID	Requirement
NOT-01	The system shall send registration submitted/approved/rejected notifications, enrolment confirmations, deadline reminders, assessment results, live-session invitations and reminders, and certificate-ready notifications, via configurable channels (in-app and email).
NOT-02	Live sessions shall provide a secure mechanism to launch/join the session at the scheduled time.
NOT-03	Notification templates and channels shall be configurable by authorized administrators in both Arabic and English.

7. Non-Functional Requirements

The Platform shall meet the following non-functional requirements (NFRs). These requirements are mandatory and will be assessed during technical evaluation, acceptance testing and throughout the support period. Where a measurable target is stated, the Contractor shall demonstrate compliance through testing evidence and monitoring.

7.1 Security

The Platform handles learner personal data and supporting documents (e.g., professional licences). It must be engineered to a high security standard, applying defence-in-depth and secure-by-design principles across the application, data and infrastructure layers.

ID	Requirement
SEC-01	All data in transit shall be encrypted using current, industry-standard protocols (e.g., TLS 1.2+); plaintext transport shall be disabled.
SEC-02	All sensitive data at rest, including learner personal data and uploaded supporting documents, shall be encrypted using strong, industry-standard algorithms (e.g., AES-256).
SEC-03	Authentication shall enforce strong password policies and support multi-factor authentication (MFA) at least for administrative and instructor accounts.
SEC-04	Authorization shall be enforced through role-based access control (RBAC) following the principle of least privilege; users shall access only the data and functions required for their role.
SEC-05	All access to learner records and administrative actions shall be logged in a tamper-evident audit trail (who, what, when), retained for an agreed retention period.
SEC-06	The application shall be protected against the prevailing common web vulnerabilities (e.g., the OWASP Top 10), including injection, broken access control, and cross-site scripting.
SEC-07	Secrets, keys and credentials shall be stored securely (e.g., in a secrets manager/key vault) and never hard-coded in source code or configuration.
SEC-08	Session management shall include secure cookies, idle/absolute session timeouts, and protection against session fixation and CSRF.
SEC-09	The Contractor shall apply secure software-development lifecycle practices, including code review, dependency/vulnerability scanning and remediation of identified vulnerabilities.
SEC-10	The Contractor shall conduct (or facilitate) security testing, including vulnerability assessment and penetration testing, prior to go-live and remediate critical/high findings before acceptance.
SEC-11	The system shall support security patching and timely application of updates to the operating system, runtime and third-party libraries.
SEC-12	Administrative interfaces shall be protected by additional controls (e.g., network restrictions, MFA) and shall not be exposed unnecessarily to the public internet.
SEC-13	The system shall provide secure backup and a documented disaster-recovery capability, with backups encrypted and periodically tested for restoration.

ID	Requirement
SEC-14	Rate limiting, input validation and anti-automation controls shall be applied to public and authentication endpoints to mitigate abuse and brute-force attacks.
SEC-15	The DRM controls in § 6.5 shall be treated as security features and shall be tested as part of the pre-Go-Live security assessment.

7.2 Privacy and Data Protection

Learner privacy is paramount. The Platform shall be designed and operated in line with privacy-by-design principles and applicable data-protection laws and regulations. The Bidder shall describe how its solution achieves the following.

ID	Requirement
PRV-01	The Platform shall comply with applicable national data-protection laws and regulations governing personal data; the Contractor shall document the controls implemented.
PRV-02	Personal data shall be collected and processed on the basis of a lawful purpose, applying data-minimization — only data necessary for the service shall be collected.
PRV-03	Learners shall be presented with clear consent and privacy notices, and the system shall record consent where required.
PRV-04	Access to learner records shall be restricted to the learner and to authorized Egypt Health Foundation staff with a legitimate purpose, enforced by access controls and logged.
PRV-05	Analytics and dashboards shall use aggregated and/or de-identified data by default; re-identification shall be prevented unless explicitly authorized and lawful.
PRV-06	Data residency/hosting location shall comply with Egypt Health Foundation's requirements; the Bidder shall state where data will be stored and processed.
PRV-07	Defined data-retention and secure data-disposal policies shall be implemented for personal data and uploaded supporting documents.
PRV-08	The system shall support data-subject rights where applicable (e.g., access to, correction of, and export of one's own data) through appropriate workflows.
PRV-09	Any data shared with third parties or sub-processors shall be governed by appropriate agreements; the Bidder shall disclose all sub-processors and hosting providers.
PRV-10	A documented data-breach detection and notification process shall be in place, including timelines for notifying Egypt Health Foundation.

7.3 Performance, Scalability and Availability

The Platform shall be responsive and reliable under expected load across the target learner base, with the ability to scale as the workforce grows. The following targets are indicative minimums; the Bidder shall confirm or improve upon them and substantiate them with a sizing and load-testing approach.

ID	Requirement
PRF-01	Typical interactive pages and API responses shall load within 3 seconds under normal load (e.g., 95th percentile), and search results shall return within an agreed responsive threshold.
PRF-02	The Platform shall support an agreed number of concurrent learners (to be confirmed during inception, e.g., several hundred concurrent learners) without material degradation.
PRF-03	Video streaming shall use an adaptive-bitrate approach to accommodate variable network conditions across governorates.
PRF-04	The architecture shall be horizontally scalable to accommodate growth in learners, courses and content volumes.
PRF-05	The Platform shall achieve a minimum availability/uptime of 99.5% per month (excluding agreed maintenance windows), measured and reported monthly.
PRF-06	Planned maintenance shall be scheduled during low-usage windows and communicated in advance; the system should support zero- or minimal-downtime deployments where feasible.
PRF-07	The Contractor shall implement application and infrastructure monitoring, alerting and logging, with dashboards available to Egypt Health Foundation on request.
PRF-08	The Contractor shall conduct load/performance testing representative of expected peak usage and provide the results as part of acceptance.
PRF-09	Defined Recovery Time Objective (RTO) and Recovery Point Objective (RPO) shall be agreed and met by the backup/disaster-recovery design.
PRF-10	The system shall degrade gracefully under high load and handle errors without exposing sensitive information.

7.4 Usability, Accessibility and Compatibility

ID	Requirement
USX-01	The user interface shall be intuitive, consistent and responsive across common desktop and mobile devices and modern browsers.
USX-02	The Platform should conform to recognized accessibility guidelines (e.g., WCAG 2.1 AA) to the extent practical.
USX-03	The Platform shall support Arabic and/or English as agreed, including correct right-to-left rendering where Arabic is used.
USX-04	The solution shall use maintainable, well-structured and documented code, with a clear architecture enabling future enhancement and handover.

8. Technical and Architectural Expectations

The Bidder shall propose a modern, secure and maintainable architecture and shall describe its proposed technology stack, hosting model, and integration approach. The following expectations apply:

- A clearly layered architecture (presentation, application/services, data) with documented APIs.
- Use of well-supported, current technologies and frameworks; the Bidder shall justify all key technology choices.
- Support for e-learning standards — SCORM 1.2 required, xAPI or SCORM 2004 preferred — to enable interoperability and standards-based reporting.
- A machine-readable certificate-verification endpoint accessible to the Cessation Platform (subject to authentication and access controls), so that Course 2 completion can be verified as an onboarding prerequisite.
- Source-code version control, automated build, and a clear environment strategy (development, testing/staging, production).
- Documented entity/data model and visual/architecture diagrams (delivered under Section 9).
- The intellectual property and full, documented source code of the bespoke Platform shall be delivered to Egypt Health Foundation as set out in this ToR.

9. Deliverables

The Bidder shall provide a detailed time plan and itemized cost for each of the deliverables listed below. Costs shall be broken down per deliverable to enable transparent evaluation. The summary table that follows sets out the deliverables.

#	Deliverable	Key Acceptance Outputs	Expected Date
1	UI/UX design for the Platform	Wireframes, interactive prototype, bilingual design system / style guide, approved final designs for all roles and screens.	10 business days after awarding
2	Implementation of the Platform	Fully developed, tested Platform covering all functional and non-functional requirements, including Zoom integration and DRM controls; test reports; UAT sign-off.	60–80 business days after accepting #1
3	Hosting and deployment	Provisioned environments; deployed production system; monitoring, backups and DR configured; go-live.	5 business days after #2 and #4
4	Course content development (two courses)	Course 1 (General Track) and Course 2 (Specialist Track) fully produced, SME-approved and published on the Platform; assessment items and certificate templates; bilingual Arabic/English.	60–90 business days after accepting #1 (in parallel with #2)
5	Documentation, source code and training	User guides, admin guide, training material, deployment guide, documented source code, visual and entity diagrams; training of Egypt Health Foundation administrators, content managers and instructors in Cairo.	Documentation ongoing till end of project; training within 20 business days after go-live
6	Level 3 support until end of project	L3 support per SLA from go-live until 31 August 2027; periodic support reports.	End of project (31 August 2027)

10. Time Plan and Cost Requirements

The Bidder shall submit a detailed time plan (project schedule) and an itemized cost breakdown covering all six deliverables. The project shall be completed, and support shall run, until 31 August 2027.

10.1 Time Plan

- A Gantt-style schedule showing phases, milestones, dependencies and the critical path for Deliverables 1–5, plus the support window (Deliverable 6) through 31 August 2027.

- Key milestones with planned dates, including design approval, content SME sign-off, implementation completion, go-live, training completion and documentation handover.
- Resourcing plan and the team that will be assigned to each phase (including instructional designers, media producers, developers, QA, DevOps and project management).

10.2 Cost Breakdown

Costs shall be presented per deliverable using the attached budget template Excel sheet. Bidder should be free to submit it using PDF format.

11. Bidder Qualifications and Proposal Contents

11.1 Minimum Qualifications

- Demonstrated experience delivering comparable LMS or web/mobile platforms, ideally in the health or public-sector education domain.
- Demonstrated experience in e-learning content production, including video, interactive lessons and assessments in Arabic.
- A qualified multidisciplinary team (UI/UX, software engineering, QA, DevOps/security, instructional design, video production, project management).
- Evidence of secure development and data-protection practices, and experience with SCORM/xAPI, DRM and video-conferencing integrations.
- References for at least two similar projects delivered within the last three years.

11.2 Required Proposal Contents

- Technical proposal: understanding of requirements, proposed solution and architecture, technology stack, security/privacy/performance approach, and methodology.
- Content-development proposal: instructional-design methodology, media-production plan, and SME-collaboration approach.
- Time plan and resourcing as per Section 10.1.
- Financial proposal: itemized cost per deliverable using the attached budget template.
- Team CVs, company profile, and relevant past experience/references.
- Assumptions, dependencies and any proposed deviations from this ToR (clearly flagged).

12. Evaluation Criteria

Proposals will be evaluated on a combined technical and financial basis. Indicative weightings are shown below and may be adjusted by Egypt Health Foundation in the final RFP.

Criterion	Indicative Weight
Technical solution and architecture (functional coverage)	30%
Security, privacy and performance approach	10%

Criterion	Indicative Weight
UI/UX approach and quality	10%
Methodology, time plan and team	20%
Relevant experience and references	10%
Financial proposal (cost)	20%
Total	100%

13. General Terms and Conditions

- Ownership and intellectual-property rights of the bespoke Platform and its documented source code, together with the course content developed under this contract, shall vest in Egypt Health Foundation on acceptance/payment, as detailed in the contract.
- The Contractor shall maintain confidentiality of all data and shall comply with applicable data-protection requirements at all times.
- Acceptance of each deliverable shall be subject to Egypt Health Foundation's written approval against the agreed acceptance criteria.
- Payment milestones shall be linked to accepted deliverables, as set out in the contract.
- Warranty and the agreed SLA shall apply through the support period ending 31 August 2027.
- Egypt Health Foundation reserves the right to accept or reject any or all proposals and to request clarifications.