



Illustrative Mathematics

Request for Proposals:

**Market Research for PreK Mathematics Curriculum**

**PROPOSALS DUE BY: February 7, 2022**

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## Introduction

Illustrative Mathematics (IM) is a 501(c)(3) nonprofit organization with a mission to create a world where all learners know, use, and enjoy mathematics. Today, we support this mission by developing IM Certified K-12 Math curricula and professional learning. In 2021, with the release of IM K-5 Math, we achieved a complete, coherent, standards-aligned K-12 math curriculum.

To meet the diverse needs of districts, IM Certified Distribution Partners offer IM Certified curricula via a freely available open educational resource (OER) option, as well as through enhanced digital platforms and print formats for a fee. The IM Certified designation guarantees the curriculum is authored, reviewed, and updated by IM, and has the rigor, structure, and coherence as developed by the IM authors.

IM is beginning development of a prekindergarten mathematics course, with an anticipated launch date in 2024. This course will be designed for formal math instruction in the year before kindergarten. The content in this course will be informed by research-based learning trajectories<sup>1</sup>, states' early learning standards, and the kindergarten common core standards. This course will empower districts and schools to provide a coherent, aligned mathematics experience for children in the year before they begin Kindergarten.

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<sup>1</sup> E.g. National Research Council. 2009. *Mathematics Learning in Early Childhood: Paths Toward Excellence and Equity*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/12519>.

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## Project Objectives

We seek a market research firm to conduct an analysis of current math curriculum products on the market for prekindergarten. We are interested in learning more about the existing landscape of prekindergarten mathematics curricula to help inform the design of our prekindergarten course. This information will help us shape the design of the materials so that they work for teachers and students while presenting a coherent mathematical story.

## Overview of the PreK Math Market

We are interested in information about the PreK Math market in the U.S., especially:

1. Which curricula are most commonly used in early childhood settings currently?
2. Which curricula are most commonly used in California?
3. For how many classrooms are PreK Math core curriculum materials purchased?
4. How much is spent on PreK Math core curriculum materials?

## Comparison Curricula

as well as any additional products that the market research firm deems relevant:

- Bridges in Mathematics
- Everyday Mathematics
- Eureka Math/EngageNY
- Math Expressions
- My Math
- The Creative Curriculum for Preschool

We are specifically seeking to learn the following information about each curriculum:

## Market Positioning

5. What segment(s) of the market does the curriculum target?
6. What is the size of the product's penetration into the market?
7. What is the product's value proposition?

## Design

8. What do the authors claim is the instructional philosophy or organizing principle of the curriculum?
9. What are the major components and features of the curriculum contents, with a brief description or example of each. This could include:
  - a. Tangible components such as large- or small-group activities, student workbooks, teacher lesson plans, resources specifically for English learners
  - b. Ancillary or implicit components such as literacy integration, calendar math resources, science integration
10. What standards, benchmarks, or learning trajectories is the curriculum aligned to?
11. What is the format of both formative and summative assessments (one on one interview assessment, observational checklists, etc)?

## Pacing

6. How many total lessons and units are in the curriculum?
7. How long is each lesson?
  - o What is the breakdown of time spent on whole group instruction, small-group instruction, and centers?
8. How is the curriculum paced? Is there a lesson written for each day? If there is not one lesson for each day, how is it structured?
9. How often are formative and summative assessments included in the curriculum?
10. Describe any resources, materials, or tools included in the curriculum with the purpose of facilitating remote or at-home learning in the event of school closures or student absences.

## Pricing

11. What is the price of the curriculum?
12. What is included as part of the curriculum?
13. What is sold in addition to the curriculum and at what price?

## Materials

“Materials” might include:

- Teacher guides, lesson plans, etc
- Reusable student books
- Consumable student workbooks or worksheets
- Student materials “masters” intended to be photocopied
- Physical materials for students to manipulate like connecting cubes or counters
- Other artifacts like laminated cards, etc.

For each product reviewed, we would like to know:

14. What materials are provided as part of a curriculum purchase?
15. What materials are available for an additional fee?
16. What other materials are required to implement the curriculum?
  - Are these materials available to purchase through the curriculum provider?
    - If so, are these materials included in the cost?
    - If they are available as an additional purchase, what is the cost?
17. Are any materials available to purchase from an outside vendor?
  - If so, what is the cost and what materials are included?

## Deliverables

1. A detailed report of findings in electronic format (pdf, google doc, or docx) with the following sections. (See the previous section for details.)
  - Overview of PreK Math Market
  - Description of Methodology (where did the information come from?)
  - Comparison Curriculum #1–n (repeated for each product investigated)
    - Market Positioning
    - Design
    - Pacing
    - Pricing
    - Materials
  - Analysis and Recommendations
    - Table stakes for a successful PreK math curriculum (what do all products have?)
    - Differentiators (overview of each product's value proposition)
    - Opportunities (what are the unmet needs of the market?)
2. An executive summary of findings in slide deck format (google slides or Powerpoint)

To achieve these objectives, IM is now accepting bids in response to this market research RFP.

## Project Timeline

Action Item	Date	Notes
Request for Proposals release date	January 19, 2022	IM publishes RFP in different channels and on IM website
Deadline for respondent questions	January 26, 2022	1 week for respondents to ask questions or seek clarification about information in RFP
Deadline for answers to questions	January 31, 2022	A Q&A document will be emailed & published from IM to all respondents.
Proposal due date	February 7, 2022	
IM reviews proposals & selects top 3 bids	Feb 7-10, 2022	IM Proposal Review Team to review and rate each proposal based on selection criteria.
Oral (virtual) presentations from respondents	Feb 14-17, 2022	Each respondent makes a virtual presentation to the IM Proposal Review Team. Presentation should be 2 hours (presenting and Q&A).
Issuance of Notice of Award	February 21, 2022	
Anticipated Period of Performance	March 1, 2022 - April 30, 2022	



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## Budget

IM is a nonprofit organization in the education field—we rely on grants, philanthropic funding, and royalties to sustain our work. The ideal consultant is sensitive to our limited budget and will strive to provide maximal benefits with minimal non-essential work or overhead. Please provide a price proposal that details the services you will provide, not to exceed \$15,000. In the event that it is not possible to address all of the project objectives within a \$15,000 budget, please describe what could be delivered within this budget.

## Evaluation Criteria

IM will evaluate bids based on the following criteria:

- timely and detailed proposal that clearly articulates how to accomplish the project objectives
- demonstrated knowledge of and experience in the market for early childhood and K-12 education materials.
- work samples and references of work performed within the past 5 years
- proposed budget, total cost, and value of the proposal

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Proposals must be submitted by **Monday, February 7, 2022 at 5:00pm ET**. Proposals should be sent by email to Alexandra Clayton at [aclayton@illustrativemathematics.org](mailto:aclayton@illustrativemathematics.org).
- Documents should be formatted with 1" margins and use an easy-to-read font type and size (e.g. Arial size 11, Times New Roman size 12).
- Proposals should not exceed the given number of pages for each section.

Each proposal must include:

1. Cover Page (1 page)
2. Introduction and Background (1-2 pages)
3. Scope of Work (3-5 pages)
4. Work Sample (3-5 pages)
5. References (1-2 pages)
6. Timeline (1-2 pages)
7. Budget (1 page)

## Cover Page (1 page)

The cover page must include the following information:

- Date
- Name of Organization
- Name of Contact Person
- Address/City/State/Zip
- Telephone
- E-Mail
- Proposed Final Budget

## Introduction and Background (1–2 pages)

Describe the background, experience and expertise of your organization. We are interested in learning why you are responding to this RFP and why you are uniquely qualified to work on this project.

## Scope of Work (3–5 pages)

Describe how you will meet the project objectives.

## Work Sample (5–20 pages)

Provide a representative sample of work, up to 20 pages or slides, that shows your organization’s ability to achieve the project objectives. This can be an addendum or attachment to the proposal.

## References (1–2 pages)

Provide three client references, a brief description of your work with each client, and their contact information.

## Timeline (1–2 pages)

Please provide a detailed timeline of how you will achieve the desired results within the given timeframe. Include various stages and key milestones.

## Budget (1 page)

Provide a detailed breakdown of costs for the proposed work, with a total budget not to exceed \$15,000. Please use the format provided in exhibit A.

## Key Personnel (1 page)

Name of the lead firm and any sub-consultants.

1. Bios of key personnel from lead firm and sub-consultants,
2. Qualifications and technical competence of key personnel in the type of work required.

## Contact Information

Questions about this RFP should be submitted to Alexandra Clayton at [aclayton@illustrativemathematics.org](mailto:aclayton@illustrativemathematics.org) by no later than January 26, 2022. Questions and corresponding answers will be provided to all respondents on January 31, 2022.

Proposals must be submitted by **Monday, February 7, 2022 at 5:00pm ET**. Proposals should be sent by email to Alexandra Clayton at [aclayton@illustrativemathematics.org](mailto:aclayton@illustrativemathematics.org).

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## Exhibit A: Format for Submitting Budget

<b>Function (these are examples only, please modify or add to)</b>	<b>Staff Member or Subcontractor Name</b>	<b>Number of Hours</b>	<b>Hourly Rate</b>	<b>Total</b>
Research				
Copywriting				
Copy editing or professionalizing				
Project Management				
Overhead				
Other				
Other				
Other				
<b>Total Project Costs</b>				