



Digital Twin RFP Template

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RFP title: Digital Twin for [PROJECT NAME]

Issuer: [DEVELOPER / COMPANY NAME]

RFP date: [DATE]

Submission deadline: [DATE + TIME + TIMEZONE]

Contact: [NAME, ROLE, EMAIL]

Confidentiality: [NDA required / not required]



Project overview

[1–2 paragraphs: what the project is, where it is, what is being sold, and the purpose of the digital twin.]

Purpose of this procurement

The goal is to select a partner to deliver a Digital Twin that supports the sales and marketing strategy for [PROJECT NAME] and can be deployed in the specified channels. The Digital Twin must be defined and delivered with clear scope boundaries, acceptance criteria, and a change control process to prevent scope creep.

1. Role of the Digital Twin in the Sales Strategy

1.1 Business goal

The Digital Twin is a component of our holistic sales and marketing strategy. Its purpose is to accelerate decision-making and improve conversion across the specified channels. It is not a standalone add-on product.

1.2 Success outcomes

Bidders must explain how their proposed solution supports the outcomes below and how each outcome will be measured (qualitative or quantitative).

Target outcomes (select and adjust):

- Increase qualified leads captured from the Digital Twin experience
- Improve unit discovery, shortlisting, and comparison
- Improve meeting efficiency for sales teams (fewer repeated questions, faster decisions)
- Increase engagement and recall during showroom and event activations
- Improve follow-up quality by capturing buyer intent and viewed content

1.3 Boundaries

- The Digital Twin is a sales enablement tool, not a full operational platform.
- Anything not explicitly listed as "In Scope" is considered out of scope unless agreed via Change Request.

2. Required Delivery Approach (Must Be Explicit)

Important: The delivery approach strongly impacts cost, achievable quality, and hosting model. Proposals are only comparable when the approach is the same.

2.1 Selected approach (choose one)

Primary approach (choose one):

- Web (browser-first)



- Showroom / events (premium visuals, guided storytelling)
- Hybrid (one core twin reused across web and showroom/events, with channel-specific adaptations)

2.2 Channels and devices

Required channels and devices:

- Web: [desktop / mobile / both]
- Showroom: [touch kiosk size, LED wall size, PC specs if known]
- Events: [number of devices, tablets/kiosks, connectivity expectations]
- Other: [VR / AR / none]

2.3 Channel scope rule

Bidders must clearly list what is included per channel. Any additional channel beyond the selected approach must be provided as a priced option.

3. Scope Overview

3.1 In-scope scope categories

Bidders must confirm which items are included and provide a clear list of exclusions.

Core scope (typically in scope):

- Interactive application aligned to the selected delivery approach
- 3D assets pipeline and optimization for target platforms
- UI/UX suitable for the target audience and operational context
- Content integration (copy/images) using a defined structure
- Basic analytics events (optional, specify)
- Deployment support and handover documentation

3.2 Out-of-scope by default (unless explicitly included)

- Full ERP functionality including payments, invoicing, procurement, HR, salaries, accounting, billing workflows
- Unlimited interior modeling or "full city" modeling outside defined boundaries
- Major rework caused by late or revised source inputs (handled via Change Request)
- Ongoing hosting and maintenance contract (unless separately awarded; forecast still required)



4. Inputs and Source Materials (Based on What You Can Provide)

Important: Scope and timeline depend on available source materials. This RFP includes an inventory of what the issuer can provide now.

4.1 Inputs inventory

See **Appendix A: Inputs Inventory** for the list of available and missing materials.

4.2 Inputs gap report requirement

Within **XX business days** of kickoff, the vendor must deliver an **Inputs Gap Report** listing missing or contradictory items, risks, and a mitigation plan.

4.3 Source input change rule

Any rework caused by new, late, or revised source inputs after the agreed baseline will be handled via Change Request.

5. Integrations (CRM/ERP Only Where They Add Sales Value)

5.1 Integration boundary

The Digital Twin integrates with CRM and ERP only where it provides clear sales value (lead capture, availability visibility, pricing display rules, interest tracking). The Digital Twin is not required to implement ERP functions such as payments, invoicing, HR, salaries, procurement, accounting, or billing workflows.

5.2 Integration requirements

See Appendix C: Integration Matrix.

5.3 Integration pricing rule

Bidders must price integrations as separate options:

- Base build (no integrations)
- CRM integration (light)
- ERP read-only sync (light, sales-only fields)
- Optional advanced analytics or dashboards

6. Investment Environment and Context (Define It to Prevent “City Scope”)

6.1 Environment baseline (choose one)

- Map context (geo-based)
- Whitebox district (sales-first)



- Cinematic layer (drone/photogrammetry inserts)

6.2 Environment boundaries

Bidders must define:

- **Hero Radius:** [meters/km] around the project with higher detail
- **Background Radius:** [meters/km] around the project with simplified surroundings
Everything outside these radii is out of scope unless priced as an option.

6.3 Drone footage (if applicable)

- Provided by issuer: [yes/no]
- Usage rights confirmed: [yes/no]
- Update expectations: [one-time / periodic]

See Appendix D: Environment Modes and Rules.

7. Use Cases and Acceptance Criteria (Definition of Done)

7.1 Use-case driven scope

The scope will be managed through use cases and acceptance criteria. Feature requests that do not map to approved use cases are treated as options or change requests.

7.2 Use case catalogue

See Appendix B: Use-Case Catalogue.

7.3 Acceptance and testing

Bidders must provide a clear approach to:

- QA and performance validation for target devices
- UAT support and fix cycles
- Sign-off gates per phase

8. Delivery Plan and Phases (Includes 3D Asset Production)

Bidders must propose a plan aligned to these phases and include a timeline with key milestones.

Phase 0: Alignment (estimated 1–2 weeks)

- Confirm approach (web/showroom/hybrid)
- Confirm environment baseline and boundaries



- Confirm MVP use cases and acceptance criteria
- Deliver Inputs Gap Report

Phase 1: 3D Asset Production (estimated [2–8] weeks depending on scale)

- Create/clean/optimize 3D assets based on available source materials
- Deliver a first "asset baseline" suitable for integration into the application
- Confirm visual boundaries (what will and will not be modeled)

Phase 2: MVP Build (estimated [4–8] weeks)

- Implement agreed MVP use cases
- Deliver MVP build for review and iteration

Phase 3: Launch Package (estimated [2–4] weeks)

- Final content integration and approvals
- Hardening for target devices (kiosk reset flows, stability)
- Final performance validation
- Go-live support

Phase 4: Handover (estimated 1 week)

- Operator training and playbook
- Admin/content update guide (if CMS exists)
- Warranty period and escalation path

9. Hosting and Maintenance Cost Forecast (To Avoid Surprises)

Hosting and maintenance may be contracted separately, but costs must be forecasted up front so there are no surprises after launch.

Requirement

Bidders must provide a 12-month forecast of hosting and maintenance costs based on stated assumptions:

- Estimated monthly visitors and peak concurrency
- Target regions
- Average session length
- Update frequency (content and inventory)



- Support hours and response expectations

See Appendix E: Hosting and Maintenance Forecast Template.

10. Governance and Review Process (Prevent Feedback Chaos)

10.1 Product owner and feedback rules

- A single Product Owner will approve scope, priorities, and acceptance.
- Feedback must be provided as one consolidated list per review cycle within **[X] business days**.
- Feedback outside the consolidated list is treated as backlog for the next cycle.

10.2 Documentation and training

Bidders must provide:

- Operator playbook (restart, reset, daily checklist, escalation)
- Content update guide (if applicable)
- Handover training session(s)

11. Change Control (Scope Creep Becomes Priced Options)

Requirement

All scope changes after the MVP scope sign-off must use a formal Change Request process.

See Appendix F: Change Request Template and Process.

Bidders must include:

- Rate card for changes
- SLA for delivering impact analysis within **[X] business days**

12. Proposal Format (Required Structure)

Bidders must submit proposals in this structure:

1. Executive summary (what you propose and why)
2. Confirmation of delivery approach and channels
3. Environment baseline and boundaries
4. Inputs assumed and initial risks



5. Use cases covered in MVP and what is excluded
6. 3D asset production approach and assumptions
7. Integrations approach and options pricing
8. Delivery plan and timeline
9. Hosting and maintenance cost forecast
10. QA/testing approach and acceptance plan
11. Risks and mitigations
12. Assumptions and exclusions (one page minimum)
13. Commercials (fixed price, options, rate card)
14. Team and relevant references

13. Evaluation Criteria

Proposals will be evaluated using the criteria below:

- Fit to sales purpose and customer journey
- Clarity of scope boundaries and exclusions
- Realism of inputs assumptions and gap handling
- Quality of delivery plan and risk management
- Technical fit to the selected approach
- Cost and transparency of options
- Hosting and maintenance cost clarity
- Relevant portfolio and team capability



Appendix A: Inputs Inventory

Fill this based on what you can provide now.

Site and context

- Site boundary: [available / not available]
- Masterplan/zoning: [available / not available]
- Geolocation reference: [available / not available]
- Surroundings data (GIS/city model): [available / not available]
- Drone footage: [available / not available]
- Drone usage rights confirmed: [yes/no]

Architecture

- Plans/elevations/sections: [available / not available]
- Unit mix and unit plans: [available / not available]
- Area schedule: [available / not available]
- Finish schedule/material palette: [available / not available]
- Brand guidelines: [available / not available]

Sales

- Pricing rules (ranges ok): [available / not available]
- Payment plans: [available / not available]
- Inventory rules (public vs sales-only): [available / not available]

Marketing

- Amenity descriptions: [available / not available]
- Image library/renders: [available / not available]
- Key selling points by persona: [available / not available]



Appendix B: Use-Case Catalogue (Example)

Modify and confirm MVP use cases.

UC ID	Use case	Primary user	Acceptance criteria
UC-01	Explore masterplan	Buyer/Sales	loads within [X] seconds; POIs; navigation; language toggle
UC-02	Amenities	Buyer	approved copy/images appear; locations highlighted
UC-03	Unit search and filters	Buyer/Sales	filter by type/size/price band; follows inventory rules
UC-04	Unit comparison	Buyer	compare up to [N]; differences visible
UC-05	Shortlist	Buyer	persistent shortlist; export/share
UC-06	Lead capture	Buyer	form works; CRM receives lead and interest
UC-07	Guided tour mode	Sales	scripted tour; reset flow; kiosk-safe UI



Appendix C: Integration Matrix

System Purpose		Direction	Data included	Frequency	In scope
CRM	Lead capture and interest tracking	Twin to CRM	lead fields, source, units viewed, shortlist	[real-time/daily]	[Required]
ERP	Sales-only visibility	ERP to Twin	availability flag, price band, unit status	[daily]	[Optional]
CMS	Content updates	CMS to Twin	amenity copy/images, POI content	[manual]	[If used]



Appendix D: Environment Modes and Rules

Baseline mode: [Map context / Whitebox / Cinematic]

Hero Radius: [X]

Background Radius: [Y]

In scope:

- [define what will be modeled in each radius]

Out of scope:

- [full city detailed modeling outside radii]
- [interiors unless explicitly included]

Drone footage (if applicable):

- Source: [issuer/vendor]
- Usage rights: [confirmed/unknown]
- Update policy: [one-time/periodic]



Appendix E: Hosting and Maintenance Forecast Template

Bidders must provide a 12-month forecast with assumptions:

Assumptions

- Monthly visitors: [X]
- Peak concurrent users: [Y]
- Regions: [KSA/GCC/global]
- Average session length: [minutes]
- Update frequency: [monthly/quarterly]
- Support coverage: [business hours/extended/24-7]

Forecast

- Hosting estimate: [monthly and annual]
- Monitoring/logging: [monthly and annual]
- Support and minor updates: [monthly and annual]
- Key drivers and cost sensitivity: [short explanation]



Appendix F: Change Request Template

CR-#

Requested by:

Date:

Description (what and why):

Linked use case:

Vendor impact analysis

Effort (days):

Schedule impact:

Cost impact:

Risks/dependencies:

Approval (Product Owner):