

• LONDON N

request for proposals

for the development of business.london

CONTENTS

INTRODUCTION

1. BACKGROUND	4
2. OPERATION OF BUSINESS.LONDON	6
3. WHAT WE ARE SEEKING	7
4. CONTRACTING/ STRUCTURAL OPTIONS	8
5. CALL FOR PROPOSALS	8
6. PROPOSAL DOCUMENTATION	10

INTRODUCTION

London is the number one business destination in the world.

The city attracts more overseas companies to set up here than any other European city, has more \$1billion international subsidiaries than any other global city, is home to more European HQs than any other city in Europe and has the fastest growing tech hub in Europe.

These facts coupled with London's reputation as a leading global city for tourism, culture and events puts London in an inviable position, with the eyes of the world upon it.

London is a city that likes to lead the way. Whether it's the 2012 Olympic and Paralympic Games, the first truly digital Games, or London's burgeoning tech scene giving the city one of the world's most innovative technology clusters, London is at the heart of where great things start.

And now once again London is at the forefront of innovation by becoming one of the first cities in the world to launch its own domain name – Dot London.

We are inviting you to be part of this internet revolution and start a unique association with the best big city on the planet.



1. BACKGROUND

LONDON & PARTNERS

London & Partners is the official promotional company for London. We promote London and attract businesses, events, congresses, students and visitors to the capital. Our aims are to build London's international reputation and attract investment and visitor spend, which create jobs and growth.

We are a not-for-profit public-private partnership, funded by the Mayor of London and a network of commercial partners. We work to maintain and strengthen London's position as one of the most popular visitor destinations in the world. We run marketing and PR campaigns domestically and internationally to encourage prospective visitors to book a trip, as well as managing our flagship website visitlondon.com and a host of supporting digital channels.

Find out more at londonandpartners.com

GENERIC TOP LEVEL DOMAINS (GTLDS)

The Internet Corporation for Assigned Names and Numbers (ICANN) has a mission to ensure a stable and unified global Internet. Until late 2013, there were only 22 generic Top Level Domains (gTLD) on the Internet. Examples of gTLDs include .com, .org, .net, and .gov. In June 2011, ICANN's Board of Directors authorised the launch of the New gTLD Program.

An application window opened on 12th January 2012 and ICANN received 1,930 applications for new gTLDs. Applications were received for new gTLD's from major brands, (e.g. .bmw, .microsoft); cities and regions (e.g. .london, .paris, .nyc) and for generic terms (e.g. .luxury, .online). The first new gTLDs went live in October 2013 and sales of new domains commenced in November 2013. Dot London is part of the first wave of new top-level domains which will change the naming system of the Internet forever.

DOT LONDON

With the support of the Mayor's office and the UK government, London & Partners is operating a new generic Top Level Domain (gTLD) Dot London on behalf of London. We aim to create a world-class, innovative and trusted top-level domain for London that will be operated for the benefit of Londoners and London businesses.

Dot London Domains Ltd (DLD) is a wholly owned subsidiary of London & Partners created specifically for the management of Dot London. It has its own Board chaired by a non-executive member of the London & Partners Board. DLD has entered into a contract with the ICANN to be the Registry Operator for Dot London.

The announcement of Dot London has received extensive media coverage since November 2013.

The launch period for Dot London ran between 29th April and 31st July 2014. During this time London based entities receive priority status to apply for domain names. A media and advertising campaign ran throughout this period to raise awareness amongst London businesses and encourage registrations. As of June 2015, over 63,000 Dot London domain names have been registered.

Leading businesses and international brands are among those that have registered Dot London domain names. They include:

- The Landmark Hotel
- The Royal College of Art
- ZSL London Zoo
- Techhub.london

- Meantime.london
- Symphonyorchestra.london
- Brunch.london
- Scoffandbanter.london
- ExCeL.london
- Skygarden.london
- Thecommitments.london
- quins.london
- Richardburr.london
- Sketch.london
- Cath Kidston and many more.

They joined Dot London pioneers such as Fortnum & Mason, the London Symphony Orchestra and Metro Bank as some of the first business to secure a Dot London address.

For more information about Dot London please visit:
www.domains.london

BUSINESS.LONDON

In addition to establishing the new Dot London registry and making domains available for registration, London & Partners has retained a number of key domains which can bring value to the city. These include a number of generic terms associated with the tourism industry including hotels.london which has gone live in partnership with booking.com. Plus wider terms including business.london which we believe could be of great value and we are seeking proposals from partners to be involved in this exciting and unique opportunity.

“ London & Partners are seeking proposals from potential partners for the development of business.london ”

2. OPERATION OF BUSINESS.LONDON

MARKET OPPORTUNITY

London & Partners is seeking proposals from potential partners for the development of business.london.

OBJECTIVES

The objectives for the venture are:

- Generate significant revenue for London & Partners (to then reinvest in the promotion of London) and the chosen partner
- Market London as the best business destination through the promotion of the city's wide reaching business offer and ecosystem
- Demonstrate the effectiveness of the Dot London top level domain and how London is leading the way in this internet revolution
- Offer an online service that has a clear and official connection with London and is more relevant to the end user when searching for business information in the city

OPERATING MODEL

We are open to considering a range of different operating models for business.london. We would need any proposals to clearly state how the site would be commercially viable. We are particularly interested in ideas that can utilise not only the domain but the other assets of London & Partners (see the next column).

LONDON & PARTNERS ASSETS

OFFICIAL STATUS

We believe that there is value in adopting the official London branding that London & Partners use to promote the city and Dot London. There is also the opportunity to claim the 'Official' status on the platform and in marketing campaigns to demonstrate an association with the city. This will not only give the site relevance to the end user but will also give it a unique positioning in the market.

Official London branding can be seen on the websites we operate: visitlondon.com, londonandpartners.com and dotlondondomains.london. As part of your proposal we would like your view on how business.london could align with London's brand.

PARTNERS

London & Partners has a wide range of partners across the capital that we work with when promoting the city and helping overseas companies set up here, as well as a large client database of overseas companies who have set up business here. Our partners and clients are diverse and cover both the private and public sector, from the Mayor of London and the City of London Corporation to the big professional service providers.

Many of our partners may have an interest in business.london and we could help facilitate those conversations to add value to the site.

3. WHAT WE ARE SEEKING

OPERATING PARTNER

We are seeking a partner with significant experience in the field to work with us to develop business.london.

The partner should have proven:

- Capability and capacity to run a substantial and profitable business on the domain business.london
- Technical systems or know how to support such a venture, or the ability to demonstrate relevant innovation
- Existing, or the ability to rapidly develop, commercial relationships with a wide range of entities across London

INVESTMENT

We believe significant investment will be required to develop and market business.london in order to deliver a substantial ongoing revenue stream. We would prefer to choose a single operating partner who is willing to commit the appropriate funds and resources required to achieve this. However, we are open to the option of seeking a significant third party investment into the venture.

4. CONTRACTING/ STRUCTURAL OPTIONS

COMMERCIAL OPTIONS

We are open to proposals regarding how the commercial operation of business.london may be structured.

Options may include:

- A fully independent joint venture business
- A revenue share arrangement
- A commission based arrangement
- A fixed fee lease of business.london
- Guaranteed levels of income to London & Partners

Term of any agreement is expected to be five years through this would be subject to discussion with preferred partner. Proposals should clearly detail all options you would consider and make clear your preferred structure, together with details of how you see the arrangements working.

5. CALL FOR PROPOSALS

ELIGIBILITY CRITERIA

In order to submit a proposal you should be a legally constituted entity with a minimum of three years filed accounts. For shortlisted entities we will undertake a financial assessment which would include reviewing filed accounts and a credit score.

TIMETABLE

The following is the timetable for this call for proposals and expected timetable for selection and contracting:

ACTIVITY	FIRM TIMETABLE	ESTIMATED TIMETABLE
Issue of Call for Proposals	01/09/15	
Registration of Interest and intent to respond	25/09/15	
Question and Answer webinars / conference calls	w/c 28/09/15 and w/c 05/10/15	
Proposals due	30/10/15	
Evaluation of responses		02/11/15 – 20/11/15
Discussions with shortlisted parties		23/11/15 – 04/12/15
Negotiations and contracting with preferred party		07/12/15 – January 2016
Preparations for launch		Beginning 2016

SUBMISSION PROCESS

The submission process will be run on the following web address: londonandpartners.com/tenders Please register your interest through the website by 25th September 2015. You will then have the chance to ask questions before submitting your proposals. If you have any questions regarding this RFP you can contact Liz Roopanarine at LRoopanarine@londonandpartners.com

EVALUATION CRITERIA

The criteria we will use to evaluate the proposals are:

- Commercial offer and potential to generate substantial revenue over the medium term
- Fit with our objectives and strategic fit between the organisations
- Innovation
- Credentials and experience of partner organisation

LEGAL / DISCLAIMERS

London & Partners reserves the right to reject one, some or all of the responses submitted in response to this Request for Proposals. London & Partners reserves the right to take the responses it regards as most favourable as a basis for further negotiation with the respondent.

The respondent and London & Partners (each a "Party") agrees that it will not at any time, either during or after the process, without prior agreement, divulge any information in relation to all or any of the other party's affairs or businesses or any fact or matter relating to this proposal process and each of the parties shall use its best endeavours to prevent the publication or disclosure of any information concerning the business of the other party or any of their dealings, transactions or affairs.

Neither this Request for Proposals nor any response is intended to constitute an offer to any party. There shall be no contract between London & Partners and any respondent unless and until a separate written legally binding agreement is executed by both parties.

London & Partners shall not be responsible for any costs incurred by respondents in complying with this Request for Proposals or in any subsequent discussions or negotiations.

6. PROPOSAL DOCUMENTATION

GUIDE TO STRUCTURE OF PROPOSALS

The following would be useful for you to include in your proposal:

1. Details of applying entity

- Company details, parent company if applicable, details of similar activities, key roles, any potential conflicts of interest

2. Operating model

- Proposals for operating business.london
- Service and technological innovation
- Plans to maximise the opportunities presented by London & Partners assets

3. Marketing

- Description of approach to marketing business.london

4. Schedule

- Indication of the expected timeframes from agreement to operation of business london
- Key milestones

5. Commercial

- Structural / contacting options and preferred option
- Indications of revenue/equity share or other commercial proposals

6. Financial

- Initial projections for potential turnover and profits for first three years
- Indication of investment that partner will make into marketing the domain and/or potential views on raising third party investment

7. Risks

- An assessment of the risks associated with launching the domain and any plans for how to mitigate these

London & Partners

6th Floor

2 More London Riverside

London SE1 2RR

lroopnarine@londonandpartners.com

londonandpartners.com/tenders