

**CALL FOR EXPRESSION of INTEREST from:
Georgia's Innovation and Technology Agency (GITA)**

For provision of services:

- 1. Learning platform design and development.**
Ref. No. NDICI-GEO-NEAR-455-058-003
- 2. Creating AI Assistant and integrating into the learning platform.**
Ref. No. NDICI-GEO-NEAR-455-058-004

**Deadline for receipt of applications is on January 20, 2025 at 18:00 hrs,
Local Time.**

Please note that this call for expression of interest is made within the framework of a market survey and imposes no obligation on GITA to initiate a procurement procedure.

GITA is not liable for any compensation to applicants whose applicants are not accepted. Nor is it liable if it decides not to initiate a procurement procedure.

1. Executive Summary.

GITA may launch a simplified procedure for the provision of above-mentioned services.

GITA will invite a minimum of three service providers of its choice to participate in the procedure. This call for expression of interest aims at identifying interested service providers.

2. Timetable

	DATE	TIME*
Deadline for submission of applications	20/01/2025	18:00 local time
Invitation to tender (provisional date)	February 2025	-

3. PROJECT DESCRIPTION.

The AnITa project is an EU-funded initiative designed to revolutionize education for the next generation under the Do IT in Georgia program. The project aims to address the growing demand for individuals skilled in advanced digital skills while also challenging stereotypes and barriers that hinder female participation in IT. In scope, the project will create a digital learning environment, using interactive learning tools with big involvement from AI technologies.

Learning platform design and development involves three key components (Ref. No.: NDICI-GEO-NEAR-455-058-003):

1. Develop a scalable learning platform capable of offering project-based distance learning for both theoretical and practical skills development;
2. Adapt an existing LMS platform or creating a new one, with gamification elements; and
3. Develop an AI-based analytics system (AnITa Analytics).

Platform Focus:

- Provide interactive, online courses for 1000 students, with potential for future scaling;
- Offer personalized, project-based online courses and distance learning opportunities for both theoretical and practical skills development;
- Establish a user-friendly digital environment with tailored educational content.

Capacity Building:

- Provide guidance and resources for teachers, content creators, and system administrators;
- Maintain the platform for future modules and features.

Flexible Learning Paths:

- Support both instructor-led and self-guided learning;
- Facilitate interactive learning and communication between teachers and students;
- Ensure personalized learning paths through AI tools (AnITa chatbot).

Creating AI Assistant and integrating into the learning platform (Ref. No. NDICI-GEO-NEAR-455-058-004):

1. Developing a chatbot (AnITa Chatbot) to assist students, answering their queries about educational resources, using Open Source, large language model (LLM), in at least Georgian and English languages;
2. Providing assistance to both students and the project team, based on data collected and processed by the AI analytics tool (AnITa Analytics) within the educational platform;
3. Developing visual content, including project brand books, an animated avatar of the AnITa Chatbot, a comics/story based on the AnITa persona, and more.

The key objectives of the assignment are to:

- Develop and integrate an AI-powered character (AnITa) into the AnITa learning platform. The character should serve as a guide and personal mentor, adapting to students' needs and providing continuous support throughout the learning process. AnITa will assist with navigating modules, providing feedback, and offering personalized suggestions based on students' progress and performance;
- Create a dynamic, interactive virtual assistant using cutting-edge AI technologies, including natural language processing (NLP) and machine learning (ML), to ensure responsive, human-like interactions. The AI assistant will be able to:
 - Answer student questions;
 - Suggest appropriate learning materials;
 - Evaluate students' progress and offer personalized suggestions based on LMS

analytics tool (Anita Analytics).

- Develop a customizable character design with a relatable and approachable persona that students can connect with. AnITa's character will serve as a motivational figure, especially for young women, helping them to navigate the challenges of STEM education and technology careers;
- Collaborate with educational specialists and AI experts to ensure the character's interactions align with educational goals and deliver value to the learning process. The AI assistant will provide feedback on progress, and suggestions for improvements based on students' performance;
- Pilot and test the character's functionality in real-world settings to ensure technical robustness and user satisfaction. Feedback from both students and instructors will be gathered to improve the character's interactions, responsiveness, and overall effectiveness in guiding students through their learning paths;
- Train educators and administrators on how to leverage the AI character as a teaching tool. This will include using the character for instructional support, feedback, and personalized learning path creation;
- Incorporate multilingual support (e.g., Georgian, English) to ensure the AI assistant can interact with a wide range of students, adapting to different cultural contexts and language needs.

4. CONDITIONS OF PARTICIPATION

A. Eligibility

Participation is open to all legal persons participating either individually or in a grouping (consortium) of tenderers which are established in a Member State of the European Union, in an official candidate country, or in a country or territory of the regions covered and/or authorised by the specific instruments applicable to the programme under which the contract is financed (Georgia). Participation is also open to international organisations. The participation of natural persons is governed by the specific instruments applicable to the programme under which the contract is financed.

B. Selection of service providers/suppliers to be invited to tender.

1. Applicants shall submit proof documents (e.g. certificate of completion, letter of references) related to at least 2 (two) major “**projects/contracts**” that they have successfully performed since January 1, 2019.
2. On the basis of the applications received, at least 3 candidates will be invited to submit detailed tenders if a procurement procedure was to be launched.

Service provider may express their interest in either or both assignments.

APPLICATION

5. Deadline for receipt of applications

Deadline for receipt of applications is on 20 January 2025 at 18:00 hrs, Georgian Time. Any application received after this deadline will not be considered.

Applications must be submitted in English exclusively to the GITA:

At the email: ANITA@gita.gov.ge

The Service title and the publication reference (see item 1 above) must be included in the email subject line and must always be mentioned in all subsequent correspondence with GITA.

Applications submitted by any other means will not be considered.

6. Information meeting.

Applicants may attend an online information meeting scheduled for **January 15 2025 at 15:00** hrs.

Instructions for attendance: Meeting will be held online, via MS Teams -

https://teams.microsoft.com/l/meetup-join/19%3ameeting_Y2EyNzQ1N2MtODkzOS00Njk3LTlmMmQtYTlznThlNTY4NTFk%40thread.v2/0?context=%7b%22Tid%22%3a%22bb6d61f8-3dc2-47a3-8a9f-893496260105%22%2c%22Oid%22%3a%22ef9652bd-c645-4d61-83d7-9b67ff9f93e5%22%7d

CALL FOR EXPRESSION of INTEREST

Title of the service:

Reference: NDICI-GEO-NEAR-455-058-XXX

1 SUBMITTED by (i.e. the identity of the Candidate)

	Name(s) of legal entity or entities making this application	Nationality ¹
Leader ²		
Member		
Etc ...		

2 CONTACT PERSON (for this application)

Name	
Organisation	
Address	
Telephone	
Fax	
e-mail	

3 EXPERIENCE

Please complete a table using the format below to summarize the major projects/contracts for “.....” carried since January 1, 2019 by the legal entity or entities making this application. **Please provide proof documents for at least two projects/contracts³ (e.g. certificate of completion, letter of reference...)**

Ref no 1	Project/contract title							
Name of legal entity	Country	Overall project value (EUR) ⁴	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
...
Detailed description of project/contract						Type of services provided		
<i>Narrative description of the project, links, presentations...</i>								

Ref no 2	Project/contract title							
Name of legal entity	Country	Overall project value (EUR) ⁵	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
...
Detailed description of project /contract						Type of services/provided		
<p><i>Narrative description of the project, links, presentations...</i></p>								

Ref no 3	Project/contract title							
Name of legal entity	Country	Overall project value (EUR) ⁶	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
...
Detailed description of project/contract						Type of services provided		
<i>Narrative description of the project, links, presentations...</i>								

Signed on behalf of the Candidate:

Name	
Signature	
Date	

¹ Country in which the legal entity is registered

² Add / delete additional lines for consortium members as appropriate. **Note** that a sub-contractor is not considered to be a consortium member for the purposes of this application form. Subsequently, the data of the subcontractor must not appear in the data related to the professional capacity. If this application is being submitted by an individual legal entity, the name of that legal entity should be entered as 'Leader' (and all other lines should be deleted).

³ If a service provider expresses interest in both assignments, they must provide at least two project references for each.

⁴ Effect of inflation will not be taken into account.

⁵ Effect of inflation will not be taken into account.

⁶ Effect of inflation will not be taken into account.