

Proposal

March 3, 2021

Iowa State Department of Education

Computer Science Curriculum

RFP1421282045



March 3, 2021

Kelli Sizenbach, Issuing Officer Iowa Department of Administrative Services Hoover State Office Building, Level 3 1305 East Walnut Street Des Moines, IA 50319-0105

Re: RFP 1421282045 - TRANSMITTAL LETTER from CoderZ, by Intelitek

Dear Kelli Sizenbach:

We are pleased to submit the proposal accompanying this transmittal letter in response to RFP1421282045. Our team has reviewed the requirements of the RFP and we are enthusiastic about the opportunity to work with students and teachers across all of lowa.

Sincerely

Ido Yerushalmi President & CEO CoderZ, by Intelitek iyerushalmi@intelitek.com

CoderZ, by Intelitek 18 Tsienneto Road Derry, NH 03038

Phone: 1-603-413-2600 Fax: 1-603-437-2137

EXHIBIT 2 - Executive Summary

CoderZ is very excited about the opportunity to work with schools across lowa, building on the small but growing community of educators across the state that have utilized the CoderZ platform. With the CS (Computer Science) and STEM (Science, Technology, Engineering, Math) revolution in full swing, education systems throughout the world – and particularly those in Iowa – are leading the way in what we call CSTEM – the coming together of CS and STEM. Employability prospects and economic growth are now being directly linked with CSTEM education and CSTEM skills. Every industry requires its prospective employees to be tech literate at varying levels, which is why we are so pleased to respond to this Request for Proposal from Iowa.

This 6th through 8th grade response supports students at intermediate level of coding and robotics instruction and as educators across lowa grapple with the ever-changing needs for high-quality CSTEM instruction and professional development, they need curriculum partners that understand the many issues that go into implementing the right program. Our team of educators and education technology developers are confronting these and other issues head-on, including:

- Developing age-appropriate points of entry into computer science that set students up for success, no matter their background or experience.
- Delivering curriculum on a platform that is readily accessible and affordable for all students.
- Ensuring that the curriculum, programs, and supporting materials are flexible enough to succeed in any learning scenario in-class, hybrid, or fully virtual and agile enough to pivot quickly if needed.
- Supporting teachers with high-quality resources and ongoing professional development that
 demystifies subjects like coding and virtual robotics for teachers with little to no experience,
 while also providing the depth to challenge even the most experienced STEM teacher;
 regardless of their background, it is imperative that teachers see their curriculum providers as
 authentic partners in the work.

Over the past 35 years, Intelitek has led innovative and award-winning educational initiatives helping middle school, high school and post-secondary students gain crucial skills that will ensure their future employability.

Guided by its vision to make CSTEM more inclusive, CoderZ – a web-based platform through which students of all ages can learn how to code real and virtual robots - was launched by Intelitek, a world leader in STEM solutions for over 35 years. Our programs have been taught in in over 50 countries, educating students in over 40,000 schools. Educational institutions implemented our programs in various ways including – blended learning (combining theoretical learning with hands on labs) or remote learning (delivering content and simulation software exercises). We understand the changing needs of technology classrooms and design flexible solutions that meet those needs.

The flexibility and scalability of CoderZ was demonstrated by our rapid response to COVID-19 school closures. CoderZ quickly adaapted to make a portion of its curriculum freely available to affected schools, with more than 6,500 schools launching new CoderZ programs in under 90 days.

How could a program successfully roll out to so many schools, in such a short period of time? The answer to that is because it is easy. Easy to train teachers. Easy to scale. Easy to engage students. Easy to find the budgets (at such cost per student).

So, What is CoderZ?

CoderZ is a powerful, easy to use, award-winning online platform through which students learn valuable STEM skills such as coding, robotics and physical computing. CoderZ is designed for use in the classroom or through a wide range of remote learning environments.

- Students perceive the platform as a fun, gamified experience thanks to easy-to-use code editors
 and 3D virtual simulations of robots. As students run their code they get immediate feedback
 from the simulation and remain highly motivated to accomplish their missions.
- Students learn coding skills by completing missions with their virtual robot. Each mission focuses on a specific skill. The students are supported with curriculum, tips & hints, a knowledge center that contains sample code as well as through the feedback received by the simulation. The game like environment of learning ensures students are engaged and motivated to learn.
- Teachers see a timely, relevant, and highly engaging platform that aligns to standards, provides in-depth support, and delivers immediate feedback enabling personalized instruction.
- Teacher training with CoderZ is easy. Our professional development, which includes a range of
 ever-ready resources for teachers (teacher guide; pacing guide; solutions; discussion points and
 assessments) helps teachers with no coding/robotics background to feel comfortable and
 confident to teach with CoderZ.
- CoderZ has been designed to support teachers even if they have no experience in CS or STEM. The platform offers multiple types of scaffolding for teachers including, curriculum; student learning objectives; teacher guides, pacing guides, instructional guides, mission solutions, assessments, and professional development.
- The platform caters to both novices and experts, offering a simple, block based visual editor for new coders or allowing more advanced students to start working directly with Text based Java or Python code editing.
- CoderZ offers different programs to elementary, middle and high school students, as well as a virtual coding competition that generates unparalleled excitement and enthusiasm for STEM.
- CoderZ is cloud based, accessible online from the classroom or at home and puts the world of
 coding and robotics in the hands of every student. All that is required to get started is
 connectivity and a simple Chrome book.
- The CoderZ curriculum is aligned to Next Generation Science Standards (NGSS), and K-12 Computer Science Standards (CSTA – Computer Science Teachers Association).

We have reviewed the RFP, the terms and conditions, as well Contract provisions in Section 6. We are

confident that CoderZ can provide a suitable answer to the needs of the students and teachers in lowa,
and we look forward to working with teachers and students throughout the state.

EXHIBIT 3 - Proposal Terms

We guarantee that the goods and services offered in our Proposal are currently available and that all Proposal terms, including price, will remain firm for the 120 days following the submission of this Proposal.

EXHIBIT 4 – Respondent Background Information

Preference for instate Contractors: No Name, address, telephone number, fax number and e-mail address of the Respondent including all d/b/a's or assumed names or other operating names of the Respondent and any local addresses and phone numbers. Form of business entity Copy of W-9 State of incorporation, state of formation, or state of organization. The location(s) including address and telephone numbers of the Respondent's performance under the terms of this RFP. Number of employees Type of business No CoderZ, by Intelitek 8 Tsienneto Road Derry, NH 03038 Phone: 1-603-413-2600 Fax: 1-603-4437-2137 Delaware 18 Tsienneto Road Derry, NH 03038 Phone: 1-603-413-2600 Fax: 1-603-437-2137 Technology Curriculum and Training Development Ido Yerushalmi, CEO 18 Tsienneto Road Derry, NH 03038 Phone: 1-603-413-2600 Fax: 1-603-437-2137 Ido Yerushalmi, CEO 18 Tsienneto Road Derry, NH 03038 Phone: 1-603-413-2600 Fax: 1-603-437-2137 Ido Yerushalmi (CEO) 18 Tsienneto Road Derry, NH 03038 Phone: 1-603-413-2600 Fax: 1-603-437-2137 Igorial in the litek.com N/A Name, contact information and qualifications of any subcontractors who will be involved with this project the Respondent proposes to use and the nature of the goods and/or services the subcontractor would perform. Respondent's Accounting Firm Deloitte		
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Form W-9 (Rev. October 2018) Department of the Treasury Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.												
	Intelitek, Inc.												
	2 Business name/disregarded entity name, if different from above												
ge 3.	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. 4 Exemptions (codes apply only to certain entities, not individuals; see												
on pa	☐ Individual/sole proprietor or ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate					instructions on page 3):							
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Print or type. Specific Instructions on page	LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is				Exemption from FATCA reporting code (if any)								
Other (see instructions)						(Applie	s to account	s maint	tained c	utside	the U.S	S.)	
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See	18 Tsienneto Road												
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	Derry, NH 03038												
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Serv	not subject to backup withholding because: (a) I am exempt from rice (IRS) that I am subject to backup withholding as a result of a fa onger subject to backup withholding; and												
3. I am	a U.S. citizen or other U.S. person (defined below); and						en-						
4. The	FATCA code(s) entered on this form (if any) indicating that I am exe	empt from FATCA reporting	ng is corr	ect.									
you ha	cation instructions. You must cross out item 2 above if you have beer we failed to report all interest and dividends on your tax return. For real tion or abandonment of secured property, cancellation of debt, contrib- nan interest and dividends, you are not required to sign the certification	estate transactions, item 2 outions to an individual retir n, but you must provide you	does no ement ar	t ap	ply. Fo	r mor	tgage in , and ge	teres neral	t pai	d, ayme	ents	use	
Sign Here	Signature of U.S. person > /// Intelitek,	nc.	Date ▶	K	2/	10/	200	26)				
Ger	neral Instructions	• Form 1099-DIV (di funds)	vidends,	inc	luding	those	from s	tocks	s or r	nutu	ıal		
Section references are to the Internal Revenue Code unless otherwise noted. Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted			• Form 1099-MISC (various types of income, prizes, awards, or gross										
			Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)										
arter tr	ey were published, go to www.irs.gov/FormW9.	 Form 1099-S (prod 	 Form 1099-S (proceeds from real estate transactions) 										
Purpose of Form		 Form 1099-K (merchant card and third party network transactions) 											
inform	vidual or entity (Form W-9 requester) who is required to file an ation return with the IRS must obtain your correct taxpayer	 Form 1098 (home 1098-T (tuition) 	mortgag	e in	terest)	, 1098	3-E (stud	dent	loan	inte	rest)	,	
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returns	include, but are not limited to, the following.	If you do not retur	n Form V	N-9	to the	reque	ester wit	tha:	TIN,	you	migh	ηt	

be subject to backup withholding. See What is backup withholding,

• Form 1099-INT (interest earned or paid)

EXHIBIT 5 – Experience

Number of years in business	35
Number of years of experience with providing the types of services sought by the RFP.	4
The level of technical experience in providing the types of services sought by the RFP.	Very strong. The CoderZ team is comprised of educators, engineers, designers, and programmers that bring many years of proven experience in delivering and supporting solutions for schools throughout the country and around the world.
A list of all goods and/or services similar to those sought by this RFP that the Respondent has provided to other businesses or governmental entities.	N/A
Letters of reference from three (3) previous or current customers or clients knowledgeable of the Respondent's performance in providing goods and/or services similar to the goods and/or services described in this RFP and a contact person and telephone number for each reference.	Please see the Letters of Reference accompanying this proposal.

Re: Letter of Recommendation for CoderZ

I'm a sixth, seventh, and eighth grade engineering and architecture teacher at a STEAM Magnet in the Los Angeles Unified School District. I've been using CoderZ for the entirety of the 2019-20 school year as part of my Automation and Robotics curriculum as well as with my after-school robotics teams. I have also had students work with CoderZ at SkillsUSA national competitions in previous years.

I initially learned about CoderZ at the SkillsUSA National level robotics competition. My middle school students made it to the highest level of the national competition and one portion of the competition was to complete a coding task in CoderZ. I wanted to learn more about the CoderZ platform and made contact with Trevor Pope to find out about bringing CoderZ to all of my students. I was able to fund a 3 year subscription for my classroom.

I use CoderZ both in the classroom and as homework. It has been an absolute lifesaver during these times of remote learning. While in the classroom, I generally spend one class day each week reviewing a new CoderZ skill or topic, we then spend a bit of time in student pairs exploring the skill, and finally students complete the CoderZ levels at home as homework. Students are always excited when we use CoderZ in the classroom. The software provides a seamless link from online practice to hands-on robotic coding.

Scaffolding is manageable and almost effortless for the teacher when using CoderZ. The software naturally lends itself to a variety of learners. I often walk around the classroom as students explore a new CoderZ tool and provide one-to-one assistance to any student that may need extra support while the faster learners are challenged to complete more complex tasks. There is never a time when struggling students cannot get the help they need or advanced students are bored.

The students new to robotics and coding work on CoderZ to learn basic programming skills that translate to our VEX kits nicely while my advanced robotics teams are constantly finding new ways to challenge themselves by creating their own CoderZ modules and trading with fellow teams. I am quite pleased with the benefits of using CoderZ and will continue to use the platform for years to come.

Sincerely,

Sabrina Loesh, MEd, NBCT Olive Vista STEAM Magnet

Engineering & Architecture CTE Teacher/SkillsUSA Advisor/Federal Perkins & CTEIG Site Grant Manager

sabrina.loesh@lausd.net

THE **BENJAMIN** SCHOOL

June 23, 2020

Dear Sir/Madam,

I am writing to recommend the services of CoderZ as a comprehensive coding platform. I have been working with the CoderZ team for the past two academic years and have just completed our renewal for the upcoming school year. This team of professionals is hands down, the best! Why you ask? They listen. Our questions, concerns, troubleshooting needs and requests from students have all been addressed, solved and/or added to the curriculum.

As the Science Department Chairperson, it has been my responsibility to initiate and bring a computer science element to our program. The task at hand was challenging due to the fact that at the middle school level we do not have a computer science team, teacher or support staff. Adding coding to our curriculum was a leap of faith and good intentions and the CoderZ team has been everything to us! Their support and endless patience has been invaluable.

We are a small school with 250 students, all learning to code for the very first time, no experience, no formal classes and teachers without computer science skills leading the way. We embraced our motto "no one codes alone", took a leap of faith, followed the CoderZ curriculum and the rest is history. Our first year we ranked high enough to attend the "finals" for the South Atlantic Regional Championship in Virginia and came home with a first place standing. Last year we also made it to finals, our travel team consisted of all girls and we came home with a second place standing and seventh in the national rankings. I share this with you not in a bragging format, rather to prove the point that the CoderZ curriculum works! Our students are excited and I am proud to say that this program has brought out the strongest form of academic sportsmanship I have ever witnessed in twenty years of teaching.

I am confident in recommending the services of the CoderZ team. They never disappoint.

Warm Regards,

Stephanie Oster
Science Department Chair
Stephanie.Oster@thebenjaminschool.org
609-432-4343



Hasbrouck Heights Middle School

Where Tradition and Innovation Take Flight

To Whom It May Concern:

My name is Michael Binazeski and I am the Steam Teacher for Hasbrouck Heights Middle School as well as the Middle/High School Robotics Team Coach/Advisor.

I have been using CODERZ for several years and have found it to be an amazing tool to help students learn about coding and robotics. I first learned of CODERZ thru an email I had received a few years back mentioning a coding competition (CRCC) that my robotics team might be interested in. Upon signing up for the competition, we were lucky enough to get a trial version of the CODERZ software and when my team got a chance to try it out, they were hooked. Most of the team worked feverously after school and on weekends to try and finish all the levels. Their enthusiasm helped convince my Principal and Superintendent to purchase the full CODERZ software for our entire school.

Students of all academic levels truly enjoy the program and the feeling of accomplishment when they complete a level. My students with IEPS/504s enjoy the light bulb hints to help them finish a mission and especially enjoy when the get a badge for completing a level. Who would have thought students would view coding like a video game and are always looking at the leaderboard for the school to see how they are progressing compared to their friends.

What begins in class as an assessment soon becomes a passion with students realizing that as they go up in levels their coding/programming skills are also improving. The real test of CODERZ is when one student is able to help another student code a level or show where there is an error in the student's code. As a teacher I couldn't be prouder when the student becomes the teacher.

If you have any questions, please feel free to email me at binazeskim@hhschools.org

Mike Binazeski STEAM Teacher Hasbrouck Heights

EXHIBIT 6 - Termination, Litigation, and Debarment

Has the Respondent had a contract for goods and/or services terminated for any reason? If so, provide full details regarding the termination.

No.

Describe any damages or penalties assessed against or dispute resolution settlements entered into by Respondent under any existing or past contracts for goods and/or services. Provide full details regarding the circumstances, including dollar amount of damages, penalties and settlement payments.

None

Describe any order, judgment or decree of any Federal or State authority barring, suspending or otherwise limiting the right of the Respondent to engage in any business, practice or activity.

None

A list and summary of all litigation or threatened litigation, administrative or regulatory proceedings, or similar matters to which the Respondent or its officers have been a party.

None

Any irregularities discovered in any of the accounts maintained by the Respondent on behalf of others. Describe the circumstances and disposition of the irregularities. Failure to disclose these matters may result in rejection of the Proposal or termination of any subsequent Contract. The above disclosures are a continuing requirement of the Respondent. Respondent shall provide written notification to the Agency of any such matter commencing or occurring after submission of a Proposal, and with respect to the successful Respondent, following execution of the Contract.

None

EXHIBIT 7 - Criminal History and Background Investigation

CoderZ hereby explicitly authorizes the Agency to conduct criminal history and/or other background investigation(s) of the Respondent, its officers, directors, shareholders, partners and managerial and supervisory personnel who will be involved in the performance of the Contract.

EXHIBIT 8 - Acceptance of Terms and Conditions (overview)

By submitting a Proposal, Respondent acknowledges its acceptance of the terms and conditions of the RFP and the General Terms and Conditions without change except as otherwise expressly stated in its Proposal. If the Respondent takes exception to a provision, it must identify it by page and section number, state the reason for the exception, and set forth in its Proposal the specific RFP or General Terms and Conditions language it proposes to include in place of the provision. If Respondent's exceptions or responses materially alter the RFP, or if the Respondent submits its own terms and conditions or otherwise fails to follow the process described herein, the Agency may reject the Proposal, in its sole discretion.

EXHIBIT 8 - Acceptance of Terms and Conditions (agreement)

By submitting a Proposal, CoderZ acknowledges its acceptance of the terms and conditions of the RFP and the General Terms and Conditions without change except as otherwise expressly stated in its Proposal.

Acknowledgement of Acceptance:

CoderZ takes no exception to any provisions to the RFP.

Attachment #1 Certification Letter

(Date) 2/26/2021

Kelli Sizenbach, Issuing Officer lowa Department of Administrative Services Hoover State Office Building, Level 3 1305 East Walnut Street Des Moines, IA 50319-0105

Re: RFP1421282045- PROPOSAL CERTIFICATIONS

Dear Kelli Sizenbach:

I certify that the contents of the Proposal submitted on behalf of (Name of Respondent) in response to Iowa Department of Administrative Services for RFP1421282045 for a Computer Science Curriculum are true and accurate. I also certify that Respondent has not knowingly made any false statements in its Proposal.

Certification of Independence

I certify that I am a representative of Respondent expressly authorized to make the following certifications on behalf of Respondent. By submitting a Proposal in response to the RFP, I certify on behalf of the Respondent the following:

- The Proposal has been developed independently, without consultation, communication or agreement with any employee or consultant to the Agency or with any person serving as a member of the evaluation committee.
- 2. The Proposal has been developed independently, without consultation, communication or agreement with any other Respondent or parties for the purpose of restricting competition.
- Unless otherwise required by law, the information found in the Proposal has not been and will not be knowingly disclosed, directly or indirectly prior to Agency's issuance of the Notice of Intent to Award the contract.
- 4. No attempt has been made or will be made by Respondent to induce any other Respondent to submit or not to submit a Proposal for the purpose of restricting competition.
- 5. No relationship exists or will exist during the contract period between Respondent and the Agency or any other State agency that interferes with fair competition or constitutes a conflict of interest.

Certification Regarding Debarment

I certify that, to the best of my knowledge, neither Respondent nor any of its principals: (a) are presently or have been debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by a Federal Agency or State Agency; (b) have within a five year period preceding this Proposal been convicted of, or had a civil judgment rendered against them for commission of fraud, a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of antitrust statutes; commission of embezzlement, theft, forgery, falsification or destruction of records, making false statements, or receiving stolen property; (c) are presently indicted for or criminally or civilly charged by a government entity (federal, state, or local) with the commission of any of the offenses enumerated in (b) of this certification; and (d) have not within a three year period preceding this Proposal had one or more public transactions (federal, state, or local) terminated for cause.

This certification is a material representation of fact upon which the Agency has relied upon when this transaction was entered into. If it is later determined that Respondent knowingly rendered an erroneous certification, in addition to other remedies available, the Agency may pursue available remedies including suspension, debarment, or termination of the contract.

Certification Regarding Registration, Collection, and Remission of Sales and Use Tax

Pursuant to *Iowa Code sections 423.2(10)* and 423.5(8) (2016) a retailer in Iowa or a retailer maintaining a business in Iowa that enters into a contract with a state agency must register, collect, and remit Iowa sales tax and Iowa use tax levied under *Iowa Code chapter 423* on all sales of tangible personal property and enumerated services. The Act also requires Respondents to certify their compliance with sales tax registration, collection, and remission requirements and provides potential consequences if the certification is false or fraudulent.

	o requires Respondents to certify their compliance with sales tax registration, collection, and remission uirements and provides potential consequences if the certification is false or fraudulent.
Ву	submitting a Proposal in response to the (RFP), the Respondent certifies the following: (check the applicable box)
	Respondent is registered with the lowa Department of Revenue, collects, and remits lowa sales and use taxes as required by <i>lowa Code chapter 423</i> ; or
/	Respondent is not a "retailer" or a "retailer maintaining a place of business in this state" as those terms are defined in <i>lowa Code subsections 423.1(47) and (48)(2016)</i> .
the Age	pondent also acknowledges that the Agency may declare the Respondent's Proposal or resulting contract void if above certification is false. The Respondent also understands that fraudulent certification may result in the ency or its representative filing for damages for breach of contract in additional to other remedies available to ency.
Sino	cerely,
Sigr	nature
	Ido Yerushalmi, CEO 2/26/2021
Nan	ne and Title of Authorized Representative Date

Attachment #2 Authorization to Release Information Letter

(Date) 2/26/2021

Kelli Sizenbach, Issuing Officer lowa Department of Administrative Services Hoover State Office Building, Level 3 1305 East Walnut Street Des Moines, IA 50319-0105

Re: RFP1421282045 - AUTHORIZATION TO RELEASE INFORMATION

Dear Kelli:

(Name of Respondent) hereby authorizes the Iowa Department of Administrative Services ("Agency") or a member of the Evaluation Committee to obtain information regarding its performance on other contracts, agreements or other business arrangements, its business reputation, and any other matter pertinent to evaluation and the selection of a successful Respondent in response to RFP1421282045.

The Respondent acknowledges that it may not agree with the information and opinions given by such person or entity in response to a reference request. The Respondent acknowledges that the information and opinions given by such person or entity may hurt its chances to receive contract awards from the State or may otherwise hurt its reputation or operations. The Respondent is willing to take that risk.

The Respondent hereby releases, acquits and forever discharges the State of lowa, the Agency, their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references obtained by the Agency or the Evaluation Committee in the evaluation and selection of a successful Respondent in response to the RFP.

The Respondent authorizes representatives of the Agency or the Evaluation Committee to contact any and all of the persons, entities, and references which are, directly or indirectly, listed, submitted, or referenced in the Respondent's Proposal submitted in response to RFP.

The Respondent further authorizes any and all persons, and entities to provide information, data, and opinions with regard to its performance under any contract, agreement, or other business arrangement, its ability to perform, business reputation, and any other matter pertinent to the evaluation of the Respondent's Proposal. The Respondent hereby releases, acquits and forever discharges any such person or entity and their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the Respondent that it may have or ever claim to have relating to information, data, opinions, and references supplied to the Agency or the Evaluation Committee in the evaluation and selection of a successful Respondent in response to RFP.

A photocopy or facsimile of this signed Authorizat	tion is as valid as an original.
Sincerely,	
Signature	
Ido Yerushalmi, CEO	2/26/2021
Name and Title of Authorized Representative	Date