

28 October 2024

**MS. CARLA MONICA Y. ALIPIT**  
Associate Research Director  
Organic Intelligence Consulting, Inc.  
Blk 19 Lot 6 Downhill St., Hilltop Subd.  
Brgy. Dolores, Taytay, Rizal  
(02) 8721-9762  
[hello@organicintelligence.com.ph](mailto:hello@organicintelligence.com.ph)

### Notice of Award

Dear Ms. Alipit:

This is to inform you that your bid which was opened on 27 August 2024 for the **Consulting Service for the Development and Production of Tatak Pinoy Act (TPA) Promotional Video (Bidding No. 24-024)** for the amount of **Three Million Four Hundred Eighty Thousand Nine Hundred Sixty Pesos (PhP3,480,960.00)**, is hereby accepted, subject to the approval of your contract. You may coordinate with **Undersecretary Rafaelita M. Aldaba** of the Competitiveness and Innovation Group (CIG) of this Department for the implementation of this project.

You are hereby required to provide within ten (10) days from receipt hereof the performance security in the form and in the amount prescribed by Section 39 of Republic Act No. 9184, otherwise known as the "Government Procurement Reform Act", and its implementing rules and regulations, as well as enter into a contract with DTI. Failure to provide the performance security or to enter into contract shall constitute sufficient ground for cancellation of the award and forfeiture of the bid security. You must submit the performance bond to the DTI-BAC Secretariat at G/F Trade and Industry Building, 361 Sen. Gil Puyat Avenue, Makati City.

Congratulations, and we look forward to a mutually beneficial working relationship with **Organic Intelligence Consulting, Inc.**

Very truly yours,

  
**ATTY. AGATON TEODORO O. UVERO**  
Assistant Secretary  
Head of Procuring Entity

Conforme: \_\_\_\_\_  
Date: \_\_\_\_\_

### BIDS AND AWARDS COMMITTEE

## BIDS AND AWARDS COMMITTEE

### RESOLUTION NO. 196, s. 2024

#### A RESOLUTION RECOMMENDING AWARD TO ORGANIC INTELLIGENCE CONSULTING, INC. FOR THE CONSULTING SERVICE FOR THE DEVELOPMENT AND PRODUCTION OF TATAK PINOY ACT (TPA) PROMOTIONAL VIDEO (BIDDING NO. 24-024)

**WHEREAS**, the Department of Trade and Industry – Bids and Awards Committee (DTI-BAC) conducted a public bidding for the **Consulting Service for the Development and Production of Tatak Pinoy Act (TPA) Promotional Video**, pursuant to the Implementing Rules and Regulations (IRR) of Republic Act No. 9184 (Government Procurement Reform Act), with an Approved Budget for the Contract of **Three Million Five Hundred Thousand Pesos (PhP3,500,000.00)** with Purchase Request No. 75371;

**WHEREAS**, the DTI-BAC caused the mandatory publication/posting of the invitation to bid for the said project on the following channels as prescribed by the IRR of RA 9184: PhilGEPS website, DTI website as well as in conspicuous places within and outside DTI premises;

A copy of the PhilGEPS posting is hereto attached, marked as Annex “A”, and made an integral part hereof;

**WHEREAS**, two (2) sets of eligibility documents were submitted before the deadline on 08 July 2024 by the following bidders:

1. **Organic Intelligence Consulting, Inc.;** and
2. **CESC.AB TALISMAN Inc.;**

**WHEREAS**, the DTI-BAC opened the bid on 08 July 2024 via Zoom, using the mandatory principle of “pass/fail” or the presence/absence of eligibility documents, the DTI-BAC provisionally declared **all bidders** as **eligible** for submitting complete eligibility documents subject for evaluation of the Technical Working Group (TWG);

A copy of the minutes of the meeting is hereto attached, marked as Annex “B”, and made an integral part hereof;

**WHEREAS**, the DTI-BAC issued Bid Bulletin Nos. 1, 2 and 3 to announce amendment in the bidding documents prior to the Pre-bidding Conference;



The copies of Bid Bulletin Nos. 1, 2 and 3 are hereto attached, marked as Annex "C", and made an integral part hereof;

**WHEREAS**, the TWG that was created for the project reported to the DTI-BAC on 29 July 2024 the results of the short listing that it conducted as follows:

- |   |   |             |
|---|---|-------------|
| 1. <b>Organic Intelligence Consulting, Inc.</b> | - | <b>80%</b>  |
| 2. <b>CESC.AB TALISMAN Inc.</b>                 | - | <b>100%</b> |

**WHEREAS**, the cut-off score for inclusion in the short list is sixty percent (60%);

A copy of the evaluation is hereto attached, marked as Annex "D" and made an integral part hereof;

**WHEREAS**, the short-listed bidder was approved pursuant to BAC Resolution No. 154, s. 2024, and Notices of Eligibility and Short Listing were sent *via* electronic mail on 01 August 2024 to **Organic Intelligence Consulting, Inc.** and **CESC.AB TALISMAN Inc.**;

The copies of the BAC Resolution, and Notices, are hereto attached, marked as Annex "E", and "F", and made an integral part hereof;

**WHEREAS**, the DTI-BAC conducted a Pre-bidding Conference on 05 August 2024, using the Zoom video conferencing platform, pursuant to GPPB Resolution 09-2020, and participated by the following short-listed bidders:

1. **Organic Intelligence Consulting, Inc.**; and
2. **CESC.AB TALISMAN Inc.**;

A copy of the Minutes of the Meeting is hereto attached, marked as Annex "G", and made an integral part hereof;

**WHEREAS**, the DTI-BAC issued Bid Bulletin No. 4 to announce amendment in the bidding documents prior to the Opening of Technical Documents;

A copy of Bid Bulletin No. 4 is hereto attached, marked as Annex "H", and made an integral part hereof;

**WHEREAS**, the DTI-BAC conducted the mandatory Opening of Technical Documents on 19 August 2024, using the Zoom video conferencing platform, pursuant to GPPB Resolution 09-2020 which was participated by the following short-listed bidders:

1. **Organic Intelligence Consulting, Inc.**; and
2. **CESC.AB TALISMAN Inc.**;

**WHEREAS**, the DTI-BAC opened the bid on 19 August 2024, using the mandatory principle of "pass/fail" or the presence/absence of technical documents, the DTI-BAC provisionally declared **all bidders as eligible** for submitting complete technical proposal and subject for evaluation of the Technical Working Group;

A copy of the Minutes of the Meeting is hereto attached, marked as Annex "I", and made an integral part hereof;

**WHEREAS**, the TWG that was created for the project reported to the DTI-BAC on 26 August 2024 the results of the technical evaluation that it conducted as follows:

- |   |   |            |
|---|---|------------|
| 1. <b>Organic Intelligence Consulting, Inc.</b> | - | <b>70%</b> |
| 2. <b>CESC.AB TALISMAN Inc.</b>                 | - | <b>64%</b> |

**WHEREAS**, the cut-off score for the technical proposal is sixty percent (60%);

A copy of the evaluation is hereto attached, marked as Annex "J", and made an integral part hereof;

**WHEREAS**, on 27 August 2024, the DTI-BAC presented the result of the technical evaluation, followed by the opening of the financial envelopes with a weight of 0.15, and calculated as follows:

NAME OF BIDDER	Financial Proposal	Financial Score
Organic Intelligence Consulting, Inc.	PhP3,480,960.00	94.92
CESC.AB TALISMAN Inc.	PhP3,304,000.00	100.00

**WHEREAS**, total weighted technical and financial scores were calculated as follows:

NAME OF BIDDER	Technical	Financial	Total
Organic Intelligence Consulting, Inc.	59.50	14.24	73.74
CESC.AB TALISMAN Inc.	54.40	15.00	69.40

The copies of the Minutes of the Meeting and Score Sheet/Abstract of Bids are hereto attached, marked as Annex "K" and "L", and made an integral part hereof;

**WHEREAS**, in a letter dated 27 August 2024 which was sent *via* electronic mail from CESC.AB TALISMAN Inc., clarifying if the submitted technical documents of Organic Intelligence Consulting, Inc. is in accordance with the rules for the submission of bids particularly the signing of documents;

A copy of the letter is hereto attached, marked as Annex "M", and made an integral part hereof;

**WHEREAS**, on 13 September 2024, the DTI-BAC sent a reply to the said inquiry of CESC.AB TALISMAN Inc.;

A copy of the reply is hereto attached, marked as Annex "N", and made an integral part hereof;



**WHEREAS**, pursuant to Sec. 34.2 of the Revised Implementing Rules and Regulations of RA 9184, and in order to conduct the Post Qualification, a "Notice of Highest Rated Bid" was sent to and received by **Organic Intelligence Consulting, Inc.** on 18 September 2024;

A copy of the Notice is hereto attached, marked as Annex "O", and made an integral part hereof;

**WHEREAS**, a post-qualification was conducted on 19 September 2024;

A copy of the post-qualification report is hereto attached, marked as Annex "P", and made an integral part hereof;


**WHEREAS**, upon careful examination, validation and verification of the following: (1) eligibility documents, (2) technical and financial proposals, (3) evaluation of the TWG, and (4) evaluation of the company site, the bid submitted by **Organic Intelligence Consulting, Inc.**, was found to be responsive and compliant.


**NOW, THEREFORE**, we the Members of the Bids and Awards Committee **RESOLVE**, as it is hereby **RESOLVED**:

- 1) To declare **Organic Intelligence Consulting, Inc.** as the bidder with the **Highest Rated and Responsive Bid** for the "**Consulting Service for the Development and Production of Tatak Pinoy Act (TPA) Promotional Video**"; and
- 2) To recommend to the Head of Procuring Entity (HOPE) to award the contract for the **Consulting Service for the Development and Production of Tatak Pinoy Act (TPA) Promotional Video** for a total contract price **Three Million Four Hundred Eighty Thousand Nine Hundred Sixty Pesos (PhP3,480,960.00)** to **Organic Intelligence Consulting, Inc.**

**RESOLVED** at Makati City this 2<sup>nd</sup> day of October 2024.

  
**KRISTIAN R. ABLAN**  
Assistant Secretary  
Chairperson


  
Digitally signed by  
Cruz Joel  
Reyes  
**JOEL R. CRUZ**  
Director  
Vice-Chairperson

  
Digitally signed  
by Maria  
Asuncion  
Cruzada  
**MARIA ASUNCION H. CRUZADA**  
Director with reservation  
Member

**Consulting Service for the Development and Production of Tatak Pinoy Act (TPA) Promotional Video**  
**(Bidding No. 24-024)**

2<sup>nd</sup> day of October 2024

  
**ROBERT ALVIN T. ARCEO**  
*Director*  
*Member*

  
**NEIL P. CATAJAY**  
*Director*  
*Member*

Catajay Neil  
Pinuela

Approved by:

  
**ATTY. AGATON TEODORO O. UVERO**  
*Assistant Secretary*  
*Head of Procuring Entity*