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Artificial Intelligence (AI) Consultancy Services Proposal

PRESENTED TO:

The North Central Texas Council of Governments (NCTCOG)

Prepared by:

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Technical Proposal

Proposal Submitted by SeedX Inc.

Certificate of Offeror and Statement of Understanding

SeedX Inc. and its representatives are aware of and understand the work to be done and its desired deliverables and are delighted to submit our proposal for consideration by NCTCOG.

Thank you for your consideration, and please do not hesitate to reach out to us directly should you have any additional questions.

Executive Summary

Artificial Intelligence (AI) is revolutionizing organizational operations, enhancing efficiency, decision-making, and our team is committed to supporting public entities to implement these changes for the greater good. At SeedX Inc., we are a holistic digital and traditional marketing agency that combines technology development and business strategy. We specialize in providing tailored AI consulting services that empower public organizations to harness AI's potential while addressing their unique challenges and opportunities.

This proposal outlines our approach and the value we can deliver to NCTCOG and its associates.

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Background on SeedX Inc.

SeedX Inc. was founded in 2016 with the vision of creating end-to-end digital solutions that blend cutting edge technology with best-in-class marketing and business practices. Our team blends generalists' versatility with specialists' expertise to craft tailored solutions that meet organizations' unique needs. Since our founding, we have quickly established ourselves as market leaders, winning recognition by Forbes, ICMA, Clutch, and several business schools and working across industries and business sizes.

SeedX Inc. is a majority minority and woman-owned business. We are currently in the process of being certified by HUB.

Our Values

At SeedX, we take our organizational values seriously and want to work with people who do too. We consider ourselves explorers pushing the boundaries of design, and innovation, using technology and creative solutions to deliver impactful experiences.

Integrity

Integrity is at the heart of everything we do. We differentiate ourselves with our commitment to truth and honesty, and we firmly believe this leads to long-term stability and success. Despite short-term losses, we maintain high standards of integrity and honesty in a world where others may lie to get ahead.

Collaboration

We prioritize close collaboration with our clients throughout the project, encouraging consistent feedback and ensuring a high level of engagement. Our commitment to empowering clients with the information they need to succeed extends beyond project completion.

Beginner's Mindset

We stay ahead of the curve by approaching everything with a beginner's mindset. Our team members continuously expand their knowledge to provide you with the latest best practices in our fast-changing economy.

Exceed Expectations

We strive for perfection and exceed expectations, going above and beyond for every project. When you partner with us, you become part of the SeedX family, and we treat your project as if it were our own.

We Seek Partners, Not Clients

We prioritize quality, value alignment, and growth orientation over deal size or prestige. Choosing us means adding a dedicated team committed to your long-term success.

Key Personnel

Proposal Submitted by SeedX Inc.

The SeedX Team

At 65 people, our team is large enough to handle complex projects but small enough to act nimbly, making us an ideal partner for an organization seeking innovative solutions. We also have experience with companies and organizations of many sizes and have worked to develop our partners to achieve many different revenue milestones. We are confident that we can challenge you for years to come.

Specific team leaders leading on this project will include:

Justin Rashidi (Chief Strategy Officer, Technology)

Justin Rashidi is an award-winning marketing and business strategist with expertise in artificial intelligence and machine learning. As the Co-Founder of SeedX, Justin serves as a key advisor to innovative startups, public entities, and enterprise organizations seeking to integrate AI into their workflows or develop AI-driven technologies as core product offerings.

With a proven track record, Justin has helped hundreds of organizations scale technology products from inception to generating millions in revenue. His strategic insights and forward-thinking approach have positioned him as a leader in leveraging AI to drive business growth and technological advancement.

Under Justin's guidance, SeedX has become a trusted partner for organizations navigating the complexities of AI adoption and implementation. Whether working with cutting-edge startups or established enterprises, Justin is committed to fostering innovation and delivering measurable results that transform ideas into impactful realities.

Jorge Rubio (Senior Project Strategist, Institutional)

Jorge Rubio is SeedX's Senior Project Strategist for Institutional Organizations, overseeing collaborations with educational institutions like the Massachusetts Institute of Technology (MIT), public sector organizations, and large non-profit entities. With a distinguished background in both marketing and education, Jorge brings a unique blend of technical expertise and communication skills to his role.

Before joining SeedX, Jorge built a successful career in education and training, equipping him with the ability to simplify complex topics for diverse audiences. His analytical approach and dedication to fostering understanding make him an exceptional main point of contact for clients navigating projects involving artificial intelligence and advanced technologies.

Jorge's ability to bridge the gap between technical concepts and practical applications has proven invaluable to the organizations he supports. At SeedX, he is committed to empowering institutional clients to embrace innovative solutions, ensuring their projects are both impactful and accessible to all stakeholders involved.

Key Personnel (Continued)

Proposal Submitted by SeedX Inc.

Volodymyr Prokopiv (Chief Technology Officer)

Volodymyr Prokopiv is the Chief Technology Officer at SeedX, where he leads a talented team of full-stack developers and data engineers. An award-winning engineer, Volodymyr is dedicated to staying at the forefront of AI, data, and development practices. He ensures the team continuously learns and adopts the latest technology solutions to deliver cutting-edge innovations. His leadership drives the success of SeedX's technical initiatives, fostering a culture of growth and excellence.

Santiago Segovia (Senior AI Development Engineer)

Santiago Segovia is a seasoned AI software engineer with a decade of experience in designing and implementing cutting-edge solutions. Proficient in Python, JavaScript, AWS, LLMs, API development, and more, Santiago has a proven track record of driving innovation and efficiency. He has successfully migrated monolithic architectures to serverless solutions, spearheading automation to optimize workflows and improve scalability.

Beyond his technical expertise, Santiago is a skilled leader who has guided teams to achieve success on complex AI projects. His passion for automation, data science, and machine learning is complemented by his deep knowledge of LangChain and advanced frameworks. Santiago's experience spans diverse industries, including e-commerce, renewable energy, and government, where he has delivered impactful solutions and tangible business results.

A specialist in Retrieval-Augmented Generation (RAG), Santiago excels in prompt engineering, data synchronization, and memory-enabled AI generation. His innovative approach ensures AI systems continuously learn and adapt, providing superior outcomes for clients.

Juan Brekes (Senior Data Engineer)

Juan Andrés Brekes is an accomplished Data and Industrial Engineer with extensive expertise in data analysis, business intelligence, and data engineering. Specializing in developing data solutions, he enables organizations to make informed strategic decisions and improve operational efficiency.

Proficient in Databricks, Python, SQL, Airflow, Tableau, Data Studio, and Power BI, Juan excels in data analysis, visualization, and machine learning applications. His work focuses on ensuring AI frameworks are built on valid, clean, and compliant data that is appropriately structured for usability.

Juan not only implements robust data pipelines but also establishes processes for cleaning and structuring data through multiple layers of iteration—from raw data to structured data to production-ready data. This iterative approach ensures flexibility for revisions and adaptability to new requirements or error corrections, making his solutions both reliable and scalable. Juan's dedication to data integrity and innovation positions him as a vital contributor to advanced data-driven projects.

Key Personnel (Continued)

Proposal Submitted by SeedX Inc.

Kishayla Mukhopadhyay (Senior Data Engineer)

Kishayla Mukhopadhyay is a talented data engineer with a unique blend of technical expertise and strategic acumen in business and marketing. As a key team member, Kishayla plays a pivotal role in analyzing, understanding, and building the business case for AI applications.

Highly skilled in machine learning, large language models, and data science, Kishayla excels at transforming complex data into actionable insights. He is particularly adept at data verification, employing rigorous testing methodologies to ensure that changes in input produce causal, not merely correlated, changes in output.

With his dual strengths in data engineering and strategic thinking, Kishayla bridges the gap between technical innovation and practical business application. His work ensures that AI solutions are not only technically sound but also aligned with broader organizational goals, making him an invaluable asset to any team focused on leveraging data for meaningful impact.

Julia Potymko (Director of UX/UI Design)

Julia Potymko is an internationally recognized UX/UI designer specializing in creating intuitive web applications, websites, and mobile-optimized designs. With a deep understanding of user experience principles, Julia excels in bridging the gap between complex technology and human usability, making her an essential contributor to the success of AI applications.

While the role of design in AI might not be immediately apparent, Julia knows that without thoughtful and effective design, AI applications can become inaccessible or confusing for users. She ensures that data is presented in a clear, human-friendly way, allowing users to seamlessly interact with and understand advanced technologies.

As the leader of SeedX's UX/UI design team, Julia drives innovative solutions that prioritize both functionality and aesthetics. Her expertise in integrating data into design ensures that AI applications are not only powerful but also practical and easy to use, making her work pivotal to achieving user-centered success.

Key Personnel (Continued)

Proposal Submitted by SeedX Inc.

Jacqueline Basulto (Chief Executive Officer)

Jacqueline Basulto is the CEO and Founder of SeedX, a leading digital agency recognized for its innovative approach and impactful results. In 2020, Jacqueline earned a spot on Forbes' 30 Under 30 list as one of the top leaders in marketing and advertising. Her company has consistently been awarded by Clutch as the #1 Woman-Owned Digital Agency and the #1 B2B agency in the United States.

Jacqueline is deeply passionate about empowering businesses with the tools and resources they need to thrive in the digital age. A sought-after speaker and content creator, she frequently shares insights on business growth, online grassroots political strategy, AI, community engagement, and leadership.

Certified in AI applications by Vanderbilt University and proficient in data engineering, Jacqueline combines strategic expertise with technical knowledge to drive impactful results. She brings a visionary perspective to every project, ensuring innovation and excellence at every level of execution.

Lanny Vickery (Legal Counsel, Texas-Based Business Litigator)

With over 30 years of experience, Lanny Vickery is a seasoned civil litigation and appellate attorney based in Texas. He specializes in complex data issues, intellectual property, patent law, and business matters. Lanny has also supported several startups in Texas, providing counsel on intellectual property, data security, and ownership, helping them safeguard their innovations and establish strong legal foundations.

Lanny earned his bachelor's degree from Dartmouth College and his JD from the University of Texas at Austin. His elite education and extensive experience have made him a trusted advisor for clients navigating high-stakes legal challenges.

Known for his meticulous preparation and ability to translate complex legal issues into actionable strategies, Lanny is dedicated to delivering tailored solutions. Outside of his legal practice, he is a frequent speaker on intellectual property and data protection, contributing to the growth and security of the business community.

References

Proposal Submitted by SeedX Inc.

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Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Qualifications and General Experience

Our team is qualified and has experience to do the following:

Machine Learning: Machine Learning is a subset of artificial intelligence (AI) that enables computers and systems to learn from data, improve their performance over time, and make decisions without being explicitly programmed. Our capabilities include:

- Chatbots and Virtual Assistants
- Robotic Process Automation (RPA)
- Sentiment Analysis
- Predictive Analytics
- Personalization
- Customer Segmentation
- Anomaly Detection
- Demand Forecasting
- Logistics Optimization
- Inventory Management
- Predictive Maintenance
- Quality Control
- Talent Acquisition/Matching Profiles
- Algorithmic Trading
- Risk Assessment
- Threat Detection

Natural Language Processing (NLP): NLP is a branch of artificial intelligence that enables machines to understand, interpret, and generate human language. Our capabilities include:

- Chatbots and Virtual Assistants
- Automated Helpdesks
- Content Recommendation and Personalization
- Speech Recognition and Voice Assistants
- Text Summarization
- Document Categorization
- Job Matching
- Machine Translation
- Analysis of Large Data Sets

Deep Learning: By leveraging neural networks with multiple layers, deep learning enables systems to analyze complex patterns in large amounts of data. Our capabilities include:

- Image and Video Recognition
- Supply Chain Optimization
- Continually Optimizing Predictive Forecasting
- Recommendation Engines
- Deep learning is also involved in many of the aforementioned qualifications under Machine Learning and Natural Language Processing.

Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Qualifications and General Experience (Continued)

Our team is qualified and has experience to do the following:

Data Engineering: Data engineering involves the development, construction, and maintenance of systems and infrastructure that allow businesses to collect, process, and utilize data efficiently. Our capabilities include:

1. Data Integration

- Combining Data from Multiple Sources
- ETL (Extract, Transform, Load) Pipelines
- Data APIs

2. Data Warehousing

- Centralized Data Storage
- Data Marts

3. Data Processing and Transformation

- Batch Processing
- Stream Processing

4. Data Quality Management

- Data Cleaning and Validation
- Data Profiling

5. Big Data Solutions

- Handling Large Volumes of Data
- Data Lakes

6. Data Pipelines for Machine Learning

- Automating Data Flow
- Model Deployment

7. Data Security and Compliance

- Data Encryption and Access Control
- Audit Trails and Logging

8. Data Analytics Infrastructure

- Business Intelligence (BI)
- Data Aggregation
- Advanced Analytics Integration
- Real-Time Dashboarding and Predictive Analytics

9. Data Governance

- Data Cataloging
- Metadata Management

10. Cloud Data Architecture

- Cloud Storage and Processing
- Data Migration

Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Project-Related Experience

The following are examples of recent projects wherein our team has either provided consulting for or both planned and implemented AI and data solutions for clients.

AudioCity USA

Audio City USA, established over 30 years ago, is a leading retailer specializing in aftermarket wheels, tires, and automotive accessories. They offer a vast selection of rim and wheel brands, sizes, and finishes, catering to diverse customer preferences. Their product range includes off-road rims, lift kits, and custom color options. The company also provides financing options, such as lease-to-own plans, to accommodate various budgets.

Key Challenge:

AudioCity USA receives the majority of their sales inquiries via telephone to a team of over 50. They were unable to accurately understand the nature of the calls, how many resulted in sales, and where operations and marketing could be improved to result in more business growth.

Solution:

SeedX's solution for AudioCity USA included the following:

- Natural Language Processing: Specifically, Speech Recognition
- Machine Learning: Sentiment Analysis, Logistics Optimization
- Data Infrastructure: Data Integration with Hubspot CRM and Advertising Tools, Data Logging with Encryption for Customer Privacy, Data Storage and Flow Automation

Result:

We developed a tool to help AudioCity accurately capture the data they needed from the high volume phone calls they receive each day. In result, the company has been able to accurately analyze and understand the performance of their sales calls. This has led to the optimization of their team's workflow, improving efficiency, customer satisfaction, and sales outcomes. Furthermore, they have been able to leverage the data to create better optimized advertising campaigns, as they can now pass accurate outcome data from their telephone calls to the algorithmic tools involved in Google, Meta, and other advertising platforms' algorithmic tools.

Project-Related Experience and Qualifications

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Project-Related Experience

The following are examples of recent projects wherein our team has either provided consulting for or both planned and implemented AI and data solutions for clients.

The California Endowment

The California Endowment, established in 1996, is a private nonprofit foundation dedicated to expanding access to affordable, high-quality healthcare for underserved communities in California. It has awarded over \$2.9 billion in grants to more than 22,000 community-based organizations statewide.

Key Challenge:

The California Endowment supplies grants to over 500 entities across California each year- their impact is huge! However, they struggle to capture accurately the reach of their dollars across the state. They also were curious to understand what issues the people of California are talking about in the news, on social media, and on other communication platforms as to understand where they should be spending dollars in the future.

Solution:

SeedX's solution for the California Endowment included the following:

- Natural Language Processing: Content Analysis, Trend Analysis, Chat Bot
- Machine Learning: Sentiment Analysis, Customer Segmentation
- Data Infrastructure: Visual Data Mapping, Location-Density Mapping, Real-Time Data Rendering and Analysis

Result:

We developed a visual and text-based tool to help the California Endowment understand their reach, impact, and the topics most concerning their constituency. With our proprietary tool, they can now see how much of the state they are impacting versus the population of the region, what the most common topics being communicated about in each region are, and analyze where there are potential gaps in the foundations' grant and communications efforts.

Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Project-Related Experience

The following are examples of recent projects wherein our team has either provided consulting for or both planned and implemented AI and data solutions for clients.

Millennium Alliance

The Millennium Alliance, established in 2014 and headquartered in New York City, is a leading technology and business educational advisory firm. They focus on business transformation, executive education, and policy analysis, offering senior executives opportunities for collaboration and professional development.

Key Challenge:

1. The Millennium Alliance provides matchmaking opportunities for vendors and the members of their executive community, which is their main source of revenue. They are looking for a way to ensure that the matches they pair together are beneficial on both sides to increase client satisfaction.
2. Millennium Alliance would also like to showcase the ROI of working with their firm to vendors in a tangible, data-driven fashion.
3. Millennium Alliance is a sales-driven company that relies on quick response to inquiries. In order to increase the efficiency of their sales team, they want a near-human chatbot to be available on their website.

Solution:

SeedX's solution for these three challenges includes:

1. Machine Learning - matching profiles and data analysis, Natural Language Processing - better profile matching and content analysis, Deep Learning - Learnings from previous feedback about connections between clients and vendors
2. Visual data presentation to showcase the ROI of Millennium Alliance contracts for vendors and predictive analytics (machine learning) to help guide future investment decisions.
3. Machine Learning and Natural Language Processing to create a human-like chatbot that guides visitors on their website; this also involves Deep Learning to ensure that the chatbot is consistently improving in its understanding of the audience it is interacting with.

Result:

We are currently in the process of deploying these new tools in 2025.

Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Project-Related Experience

The following are examples of recent projects wherein our team has either provided consulting for or both planned and implemented AI and data solutions for clients.

The American Marketing Association

The American Marketing Association (AMA), founded in 1937, is a leading professional association for marketers worldwide. It offers resources such as publications, certifications, and events to support marketing professionals in advancing their careers and staying informed about industry trends. As of 2024, the AMA has over 29,000 members globally.

Key Challenge:

The AMA has been around for a long time, and so it has membership data in many different locations/systems. Navigating processing their data in order to make strong business decisions has been a complex issue for the company.

Solution:

SeedX's solution for this challenge has included:

- Data Aggregation, Complex Integration, and Warehousing
- Machine Learning - Anomaly Detection, Customer Segmentation, Predictive Analytics
- Natural Language Processing - Text Analysis, Documentation Analysis and Segmentation

Result:

The SeedX Team has been able to implement effective data and AI solutions to solve the AMA's concerns aggregating customer data. This has resulted in better business outcomes including - the creation of accurate realtime and predictive analytics, translation of information to data that can be used by advertising and CRM platforms to improve revenue outcomes, and increased qualitative information for the AMA team to better plan events and programs geared towards the needs and wants of their membership

Project-Related Experience and Qualifications

Proposal Submitted by SeedX Inc.

Project-Related Experience

The following are examples of recent projects wherein our team has either provided consulting for or both planned and implemented AI and data solutions for clients.

Strategic Government Resources (SGR)

Strategic Government Resources (SGR), founded in 1999 by CEO Ron Holifield, is a leading firm specializing in executive recruitment, interim management, and leadership development for local governments. SGR's mission is to recruit, assess, and develop innovative, collaborative, and authentic leaders to enhance local government effectiveness.

Key Challenge:

SGR plays a pivotal role in the recruitment of top-tier talent for local governments. The challenge here is two-fold: firstly, it must attract talent interested in government roles. Secondly, sorting through resumes and qualifications for open roles is a time consuming and imperfect practice.

Solution:

SeedX's solutions for this challenge have included:

- Machine Learning - matching profiles and data analysis
- Natural Language Processing - better profile matching and content analysis
- Deep Learning - Learnings from feedback about previous negative and positive experiences

Result:

The SeedX Team has consulted directly with Ron Holifield, CEO of SGR on these issues. We have suggested to leverage AI to better find and recruit potential applicants interested in local government, as one of the key issues facing the industry is lack of quality and innovative applicants. Secondly, we have discussed how to improve speed and efficiency of the organization using AI and data applications. These solutions have not been implemented yet and are still in development.

Technical Proposal

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Assessing and Identifying Opportunities for AI Integration

To assess and identify opportunities for AI integration, the SeedX team will:

1. Conduct an Organization-Wide Needs Analysis:

- Work closely with stakeholders to understand organizational goals, challenges, and existing workflows. This will likely involve in-depth personnel interviews, reviews of operations and systems management, and the review of documentation relevant to present challenges.
- Our team will then identify areas where AI can provide the most value, providing multiple potential solutions to be presented and discussed in-depth with the relevant stakeholders. We will provide pros and cons, key outcomes, and other information necessary to make initial decisions.

2. Evaluate Data Availability and Quality:

- Assess existing data sources and infrastructure to determine readiness for specific AI applications.
- Develop strategies to address data gaps.

3. Use Case Identification:

- Collaborate with departments to identify specific AI use cases tailored to public sector needs. While there are an infinite amount of applications we can pursue, here are some examples of simple AI use cases:
 - **Public Safety Response Optimization:**
 - Utilize AI to analyze real-time data from emergency calls, traffic systems, and weather reports to optimize response times and resource allocation.
 - **Citizen Engagement Tools:**
 - Implement AI-driven chatbots and sentiment analysis tools to enhance communication and engagement with citizens.
 - **Predictive Maintenance in Infrastructure:**
 - Apply predictive analytics to monitor infrastructure like roads, bridges, and utilities, enabling proactive maintenance and reducing costs.

4. Pilot Projects:

- Test AI solutions in targeted areas to evaluate feasibility and impact before full-scale implementation.

5. Stakeholder Feedback:

- Gather input from internal teams and public users to refine AI initiatives and ensure alignment with organizational goals.

6. Incorporating a 5-Year Roadmap:

- Design a detailed 5-year AI roadmap that outlines phased objectives, milestones, and measurable outcomes, with guidelines for the organization to closely follow with or without our support.
- Incorporate scalability and flexibility to adapt to evolving technologies and organizational priorities.
- Include key areas such as infrastructure upgrades, workforce training, and expanding AI applications over time.

Technical Proposal

Proposal Submitted by SeedX Inc.

Developing a Comprehensive Data Strategy Alongside an AI Roadmap

To develop a robust data strategy that complements the aforementioned AI roadmap, we will focus on four critical pillars: data quality, governance, privacy, and security. Here's our approach:

1. Data Quality:

- Assessment: Conduct an audit of existing data sources to evaluate accuracy, completeness, and relevance for AI applications.
- Enhancement: Implement data cleaning and enrichment processes to ensure high-quality inputs for AI systems.
- Standardization: Develop and enforce data standards and formats to maintain consistency across the organization.

2. Data Governance:

- Framework Development: Establish a governance framework defining roles, responsibilities, and policies for data management.
- Compliance Alignment: Ensure adherence to legal and regulatory requirements specific to public organizations, such as GDPR or local data protection laws.
- Transparency: Create mechanisms for data accountability, including documentation and audit trails.

3. Data Privacy:

- Policy Implementation: Develop and enforce policies to protect sensitive data, particularly citizen information.
- Anonymization Techniques: Use methods like data masking or aggregation to safeguard individual identities while enabling AI analysis.
- Stakeholder Engagement: Communicate privacy measures to stakeholders to build trust and demonstrate commitment to ethical AI practices.

4. Data Security:

- Risk Assessment: Identify potential vulnerabilities in data storage, processing, and transmission.
- Security Measures: Implement encryption, multi-factor authentication, and intrusion detection systems to protect data assets.
- Incident Response Plan: Develop protocols to respond to and mitigate data breaches or cyber threats effectively.

5. Integration with AI Roadmap:

- Alignment: Ensure the data strategy supports AI goals by identifying the datasets required for prioritized AI use cases.
- Iterative Development: Build the data infrastructure iteratively, enabling flexibility to adapt as new AI opportunities arise.
- Continuous Monitoring: Establish feedback loops to evaluate the performance of both the data strategy and AI solutions, making improvements as needed.

Technical Proposal

Proposal Submitted by SeedX Inc.

Ensuring Compliance with Legal Standards in Texas and Federally

To ensure that all AI implementations comply with Texas-specific and federal legal standards, we will:

1. Engage Legal Expertise:

- Collaborate with lawyers experienced in Texas state regulations and federal laws, such as the Freedom of Information Act (FOIA), grant requirements, and data privacy statutes, to ensure compliance.

2. Regulatory Alignment:

- Review and align AI initiatives with Texas' specific requirements, such as the Texas Public Information Act (TPIA), state data sharing guidelines, and sector-specific mandates.
- Ensure adherence to federal guidelines, including grant funding conditions and sector-specific AI policies.

3. Develop Comprehensive Controls:

◦ Technical Controls:

- Implement robust access controls, encryption, and audit trails to protect data integrity and prevent unauthorized use.
- Utilize AI models that prioritize transparency and explainability to meet accountability standards.

◦ Administrative Controls:

- Establish clear policies for data handling, AI usage, and ongoing compliance checks.
- Train staff on relevant legal standards and their responsibilities in maintaining compliance.

◦ Policy Controls:

- Draft policies to formalize AI use cases, emphasizing ethical AI practices, nondiscrimination, and compliance with both state and federal guidelines.

4. Proactive Monitoring and Auditing:

- Establish regular audits to verify adherence to regulatory frameworks and address emerging legal considerations.
- Monitor AI implementations for unintended biases or errors that could lead to non-compliance.

5. Documentation and Reporting:

- Maintain comprehensive documentation of AI projects to facilitate transparency and compliance with FOIA and state information requests.
- Provide detailed reports for internal and external audits as required by grant or state/federal agencies.

Technical Proposal

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Ethical AI Approach

SeedX is committed to ensuring that all AI implementations are ethical, fair, and transparent. Our ethical approach includes:

1. Fairness and Non-Discrimination:

- Conduct bias assessments during the design and deployment of AI models to ensure equitable outcomes.
- Implement fairness metrics to identify and address potential biases in algorithms.

2. Transparency and Explainability:

- Develop AI solutions with explainable models, allowing stakeholders to understand how decisions are made.
- Provide detailed documentation and training to ensure clarity in AI operations.

3. Privacy and Security:

- Adhere to strict data privacy standards, ensuring compliance with state and federal regulations.
- Use advanced encryption methods and secure data management practices to protect sensitive information.

4. Accountability:

- Establish clear accountability structures for AI operations, ensuring that human oversight remains integral.
- Regularly audit AI systems to detect and mitigate unintended consequences.

5. Alignment with Ethical Standards:

- Align all AI initiatives with widely recognized ethical frameworks, such as those proposed by the IEEE or OECD.
- Engage diverse stakeholders, including community representatives, to ensure that AI solutions address public needs ethically.

6. Continuous Monitoring and Adaptation:

- Monitor AI systems post-deployment to ensure they adhere to ethical guidelines over time.
- Adapt solutions based on stakeholder feedback and evolving societal values.

By embedding ethics into every phase of the AI project lifecycle, SeedX ensures that its AI solutions enhance public trust and deliver responsible innovation.

Technical Proposal

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Training and Capacity Building for Internal Teams

SeedX is committed to ensuring that members of the NCTCOG are equipped to effectively adopt and utilize AI tools. Our training program will focus on building both technical proficiency and strategic understanding of AI capabilities.

1. Customized Training Programs:

- Develop tailored training materials that align with the organization's specific AI applications and goals.
- Provide separate tracks for technical teams (e.g., IT and data scientists) and non-technical staff (e.g., administrators and decision-makers).

2. Hands-On Workshops: (Can Be Either Remote or On-Site)

- Conduct interactive workshops where employees can experiment with AI tools and learn their functionalities in real-world scenarios.
- Focus on use cases relevant to public organizations, such as citizen engagement platforms or predictive analytics for resource allocation.

3. Role-Based Learning:

- Provide training modules specific to various roles within the organization, ensuring that each employee understands how AI impacts their work.
- Emphasize cross-functional collaboration to foster cohesive AI adoption across departments.

4. Ongoing Support and Resources:

- Establish an AI knowledge base containing guides, video tutorials, FAQs, and best practices for staff to reference.
- Offer continuous support through scheduled Q&A sessions and online trainings as requested.

5. Ethical and Compliance Training:

- Educate employees on the ethical considerations of AI, including bias mitigation, transparency, and adherence to state and federal regulations.
- Provide practical examples to ensure compliance with laws such as the Texas Public Information Act and GDPR.

6. Evaluation and Feedback:

- Measure training effectiveness through assessments and feedback surveys.
- Adjust training programs based on employee input and organizational needs to ensure ongoing improvement.

By delivering these training services, SeedX will empower NCTCOG's teams to confidently leverage AI tools, ensuring sustainable and impactful integration.

Technical Proposal

Proposal Submitted by SeedX Inc.

Quantifying Long-Term Value and Building Business Cases for Sustained AI Investment

To quantify the long-term value AI brings to the organization and build compelling business cases for ongoing and future expenditures, we propose the following approach:

1. Defining Key Performance Indicators (KPIs):

- Collaborate with stakeholders to identify measurable outcomes aligned with organizational goals. These KPIs may include operational efficiency, cost savings, improved service delivery, or citizen satisfaction levels.
- Tailor KPIs to specific AI use cases, such as response times in public safety, predictive maintenance savings in infrastructure, or engagement metrics for citizen tools.

2. Establishing Baseline Metrics:

- Conduct a thorough analysis of current processes and performance to create baseline metrics.
- Use these baselines to compare pre- and post-implementation outcomes, quantifying AI's impact.

3. Calculating ROI:

- Evaluate direct cost savings, such as reduced resource waste or minimized downtime, and indirect benefits, such as enhanced decision-making or improved public trust.
- Incorporate long-term savings from predictive capabilities, scalability, and automation in the ROI analysis.

4. Case Studies and Success Stories:

- Highlight case studies from similar organizations that have successfully implemented AI solutions.
- Use pilot projects as internal proof-of-concept examples, showcasing immediate value to build confidence in broader adoption.

5. Scenario Modeling:

- Create financial models comparing multiple scenarios, such as no investment, incremental investment, and full AI integration.
- Present short-term gains alongside long-term projections to demonstrate sustained value.

6. Stakeholder Communication:

- Develop compelling narratives for different audiences, such as executives, policymakers, or department leaders, focusing on how AI aligns with their priorities.
- Use clear visualizations, such as dashboards or infographics, to convey data-driven insights.

7. Incorporating Risk Mitigation:

- Highlight how AI mitigates risks, such as infrastructure failures or inefficient resource allocation, contributing to cost avoidance.
- Factor in compliance benefits, reducing potential fines or legal issues through adherence to regulatory standards.

8. Feedback Loops and Continuous Improvement:

- Regularly review performance data and gather feedback to refine AI applications, ensuring they continue to deliver value.
- Demonstrate adaptability by addressing emerging needs and technological advancements.

By adopting this structured approach, [Name of Public Organization] can clearly understand the long-term benefits of AI, secure funding for future projects, and foster sustained investment in transformative technologies.

Technical Proposal

Proposal Submitted by SeedX Inc.

Project Management

Effective project management is critical to the success of AI initiatives. SeedX will:

1. Establish a Dedicated Project Team:

- Your day-to-day communications will be managed by Jorge Rubio, our Senior Project Strategist specializing in Institutional projects - those in the public sector and educational institutions.
- You will be assigned a team of experienced professionals specific to your project needs including, AI specialists, data strategists, and implementation team members.
- We will clearly define roles and responsibilities with you to ensure clarity and accountability.

2. Weekly Meetings:

- Hold weekly meetings with the organization we are working with to provide updates, address concerns, and ensure alignment.
- Use these meetings to review progress, discuss challenges, and adjust plans as needed.
- Share meeting minutes and action items to maintain transparency and track milestones.
- Our team, and your main point of contact Jorge, will also be available for day-to-day communication via email, video, or telephone.

3. Agile Methodology:

- Adopt an agile project management approach to enable flexibility and responsiveness.
- Implement iterative planning and delivery cycles to incorporate feedback and optimize outcomes.

4. Comprehensive Reporting:

- Provide detailed progress reports at each project phase, highlighting achievements, challenges, and next steps.
- Maintain open communication channels for real-time updates and support.

By maintaining consistent communication and using robust project management practices, SeedX ensures that AI initiatives are delivered on time, within budget, and to the highest standard.

EXHIBIT A**Proposed Pricing****RFP No. 2025-023**

| Item | Description | Price | Conditions |
|------|--|----------|--------------------------|
| 1 | Chief Strategy Officer, Technology | \$350/hr | N/A |
| 2 | Chief Technology Officer | \$275/hr | N/A |
| 3 | Senior Data Engineer | \$200/hr | N/A |
| 4 | Senior AI Development Engineer | \$200/hr | N/A |
| 5 | Director of UX/UI Design | \$175/hr | N/A |
| 6 | Senior Project Strategist, Institutional | \$150/hr | N/A |
| 7 | Chief Executive Officer | \$350/hr | N/A |
| 8 | Data Analyst | \$125/hr | N/A |
| 9 | Legal Consultant | \$450/hr | N/A |
| 10 | On-Site Training | \$150/hr | Per professional present |

Other Service Offerings and Pricing

| Description | Price |
|----------------------------------|-----------------|
| Marketing Strategy | \$175/hr |
| Creative Strategy | \$175/hr |
| Website (UX/UI) Design | \$125/hr |
| Website Development | \$200/hr |
| CRM Support/Implementation | \$150/hr |
| Graphic Design | \$100/hr |
| Search Engine Optimization (SEO) | \$100/hr |
| Social Media Marketing | \$100/hr |
| Media Buying/PPC | 10% of Ad Spend |

TXShare

Your Public Sector Solutions Center

REQUEST FOR PROPOSALS
For
Artificial Intelligence (AI) Consultancy Services
RFP # 2025-023

Sealed proposals will be accepted until 2:00 PM CT, **December 18, 2024**, and then publicly opened and read aloud thereafter.

SeedX Inc.

Legal Name of Proposing Firm

Jacqueline Basulto

CEO/Director of New Business

Contact Person for This Proposal

Title

+1 646 400 3071

jacqueline@seedx.us

Contact Person Telephone Number

Contact Person E-Mail Address

14400 Weldon Lane

Austin, TX

78702

Street Address of Principal Place of Business

City/State

Zip

1434 Hillside Drive

Reno, NV

89503

Mailing Address of Principal Place of Business

City/State

Zip

Jacqueline Basulto

CEO/Director of New Business

Point of Contact for Contract Negotiations

Title

+1 646 400 3071

jacqueline@seedx.us

Point of Contact Telephone Number

Point of Contact Person E-Mail Address

Acknowledgment of Addenda (initial): #1 **JB** #2 _____ #3 _____ #4 _____ #5 _____

NOTE: Any confidential/proprietary information must be clearly labeled as "confidential/proprietary". All proposals are subject to the Texas Public Information Act.

COVER SHEET

REQUIRED ATTACHMENT CHECKLIST

Please utilize this checklist to ensure that all required attachments are included with your proposal. IF AN ATTACHMENT DOES NOT APPLY, PLEASE MARK AS “**NOT APPLICABLE**” AND SUBMIT WITH THE PROPOSAL. FAILURE TO SUBMIT **ALL REQUIRED DOCUMENTS** MAY NEGATIVELY IMPACT YOUR EVALUATION SCORE.

- Page 1 - Cover Sheet
- Page 20 - Attachment I: Instructions for Proposals Compliance and Submittal
- Page 21 - Attachment II: Certification of Offeror
- Page 22 - Attachment III: Certification Regarding Debarment
- Page 23 - Attachment IV: Restrictions on Lobbying
- Page 25 - Attachment V: Drug-Free Workplace Certification
- Page 26 - Attachment VI: Certification Regarding Disclosure of Conflict of Interest
- Page 29 - Attachment VII: Certification of Fair Business Practices
- Page 30 - Attachment VIII: Certification of Good Standing Texas Corporate Franchise Tax Certification
- Page 31 - Attachment IX: Historically Underutilized Businesses
- Page 32 - Attachment X: Federal and State of Texas Required Procurement Provisions
- Page 35 - Exhibit 1: Service Designation Areas

Respondent recognizes that all proposals must be submitted electronically through [Public Purchase](#) by the RFP due date and time. All other forms of submissions will be deemed nonresponsive and will not be opened or considered.

**ATTACHMENT I: INSTRUCTIONS
FOR PROPOSALS COMPLIANCE AND SUBMITTAL**

Compliance with the Solicitation

Submissions must be in strict compliance with this solicitation. Failure to comply with all provisions of the solicitation may result in disqualification.

Compliance with the NCTCOG Standard Terms and Conditions

By signing its submission, Offeror acknowledges that it has read, understands and agrees to comply with the NCTCOG standard terms and conditions.

Acknowledgment of Insurance Requirements

By signing its submission, Offeror acknowledges that it has read and understands the insurance requirements for the submission. Offeror also understands that the evidence of required insurance must be submitted within ten (10) working days following notification of its offer being accepted; otherwise, NCTCOG may rescind its acceptance of the Offeror's proposals. The insurance requirements are outlined in Section 2.2 - General Terms and Conditions.

Name of Organization/Contractor(s):

SeedX Inc.

Signature of Authorized Representative:

DocuSigned by:

E99ADC6ADDD494...

Date: 01/07/2025

ATTACHMENT II: CERTIFICATIONS OF OFFEROR

I hereby certify that the information contained in this proposal and any attachments is true and correct and may be viewed as an accurate representation of proposed services to be provided by this organization. I certify that no employee, board member, or agent of the North Central Texas Council of Governments has assisted in the preparation of this proposal. I acknowledge that I have read and understand the requirements and provisions of the solicitation and that the organization will comply with the regulations and other applicable local, state, and federal regulations and directives in the implementation of this contract.

I also certify that I have read and understood all sections of this solicitation and will comply with all the terms and conditions as stated; and furthermore that I, _____(typed or printed name) certify that I am the _____ (title) of the corporation, partnership, or sole proprietorship, or other eligible entity named as offeror and respondent herein and that I am legally authorized to sign this offer and to submit it to the North Central Texas Council of Governments, on behalf of said offeror by authority of its governing body.

Name of Organization/Contractor(s):

SeedX Inc. _____

Signature of Authorized Representative:

DocuSigned by:

E99ADC6ADDD494...

Date: 01/07/2025

**ATTACHMENT III: CERTIFICATION
REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS**

This certification is required by the Federal Regulations Implementing Executive Order 12549, Debarment and Suspension, 45 CFR Part 93, Government-wide Debarment and Suspension, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668, 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned certifies, to the best of his or her knowledge and belief, that both it and its principals:

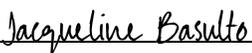
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency;
2. Have not within a three-year period preceding this contract been convicted of or had a civil judgment rendered against them for commission of fraud or 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 federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false Proposals, or receiving stolen property;
3. Are not presently indicated for or otherwise criminally or civilly charged by a government entity with commission of any of the offense enumerated in Paragraph (2) of this certification; and,
4. Have not within a three-year period preceding this contract had one or more public transactions terminated for cause or default.

Where the prospective recipient of federal assistance funds is unable to certify to any of the qualifications in this certification, such prospective recipient shall attach an explanation to this certification form.

Name of Organization/Contractor(s):

SeedX Inc.

Signature of Authorized Representative:

DocuSigned by:

E99ADC6ADDD494...

Date: **01/07/2025**

ATTACHMENT IV: RESTRICTIONS ON LOBBYING

Section 319 of Public Law 101-121 prohibits recipients of federal contracts, grants, and loans exceeding \$100,000 at any tier under a federal contract from using appropriated funds for lobbying the Executive or Legislative Branches of the federal government in connection with a specific contract, grant, or loan. Section 319 also requires each person who requests or receives a federal contract or grant in excess of \$100,000 to disclose lobbying.

No appropriated funds may be expended by the recipient of a federal contract, loan, or cooperative agreement to pay any person for influencing or attempting to influence an officer or employee of any federal executive department or agency as well as any independent regulatory commission or government corporation, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any of the following covered federal actions: the awarding of any federal contract, the making of any federal grant, the making of any federal loan the entering into of any cooperative agreement and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.

As a recipient of a federal grant exceeding \$100,000, NCTCOG requires its subcontractors of that grant to file a certification, set forth in Appendix B.1, that neither the agency nor its employees have made, or will make, any payment prohibited by the preceding paragraph.

Subcontractors are also required to file with NCTCOG a disclosure form, set forth in Appendix B.2, if the subcontractor or its employees have made or have agreed to make any payment using nonappropriated funds (to include profits from any federal action), which would be prohibited if paid for with appropriated funds.

**LOBBYING CERTIFICATION
FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS**

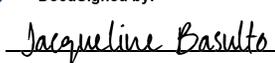
The undersigned certifies, to the best of his or her knowledge or belief, that:

1. No federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an officer or employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal loan, the entering into of any cooperative Contract, and the extension, continuation, renewal, amendment, or modification or any federal contract, grant, loan, or cooperative contract; and
2. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this federal contract, grant, loan, and or cooperative contract, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying”, in accordance with the instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers and that all sub-recipients shall certify accordingly.

Name of Organization/Contractor(s):

SeedX Inc.

Signature of Authorized Representative:

DocuSigned by:

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Date: **01/07/2025**

ATTACHMENT V: DRUG-FREE WORKPLACE CERTIFICATION

The SeedX Inc. (company name) will provide a Drug Free Work Place in compliance with the Drug Free Work Place Act of 1988. The unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited on the premises of the SeedX Inc. (company name) or any of its facilities. Any employee who violates this prohibition will be subject to disciplinary action up to and including termination. All employees, as a condition of employment, will comply with this policy.

CERTIFICATION REGARDING DRUG-FREE WORKPLACE

This certification is required by the Federal Regulations Implementing Sections 5151-5160 of the Drug-Free Workplace Act, 41 U.S.C. 701, for the Department of Agriculture (7 CFR Part 3017), Department of Labor (29 CFR Part 98), Department of Education (34 CFR Parts 85, 668 and 682), Department of Health and Human Services (45 CFR Part 76).

The undersigned subcontractor certifies it will provide a drug-free workplace by:

Publishing a policy Proposal notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the consequences of any such action by an employee;

Establishing an ongoing drug-free awareness program to inform employees of the dangers of drug abuse in the workplace, the subcontractor’s policy of maintaining a drug-free workplace, the availability of counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed on employees for drug violations in the workplace;

Providing each employee with a copy of the subcontractor’s policy Proposal;

Notifying the employees in the subcontractor’s policy Proposal that as a condition of employment under this subcontract, employees shall abide by the terms of the policy Proposal and notifying the subcontractor in writing within five days after any conviction for a violation by the employee of a criminal drug abuse statute in the workplace;

Notifying the Board within ten (10) days of the subcontractor’s receipt of a notice of a conviction of any employee; and,

Taking appropriate personnel action against an employee convicted of violating a criminal drug statute or requires such employee to participate in a drug abuse assistance or rehabilitation program.

Name of Organization/Contractor(s):

SeedX Inc.

Signature of Authorized Representative:

DocuSigned by:

Jacqueline Basulto

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Date: 01/07/2025

**ATTACHMENT VI: DISCLOSURE OF CONFLICT OF INTEREST
CERTIFICATION REGARDING DISCLOSURE OF CONFLICT OF INTEREST**

The undersigned certifies that, to the best of his or her knowledge or belief, that:

“No employee of the contractor, no member of the contractor’s governing board or body, and no person who exercises any functions or responsibilities in the review or approval of the undertaking or carrying out of this contract shall participate in any decision relating to this contract which affects his/her personal pecuniary interest.

Executives and employees of contractor shall be particularly aware of the varying degrees of influence that can be exerted by personal friends and associates and, in administering the contract, shall exercise due diligence to avoid situations which give rise to an assertion that favorable treatment is being granted to friends and associates. When it is in the public interest for the contractor to conduct business with a friend or associate of an executive or employee of the contractor, an elected official in the area or a member of the North Central Texas Council of Governments, a permanent record of the transaction shall be retained.

Any executive or employee of the contractor, an elected official in the area or a member of the NCTCOG, shall not solicit or accept money or any other consideration from a third person, for the performance of an act reimbursed in whole or part by contractor or Department. Supplies, tools, materials, equipment or services purchased with contract funds shall be used solely for purposes allowed under this contract. No member of the NCTCOG shall cast a vote on the provision of services by that member (or any organization which that member represents) or vote on any matter which would provide a direct or indirect financial benefit to the member or any business or organization which the member directly represents”.

No officer, employee or paid consultant of the contractor is a member of the NCTCOG.

No officer, manager or paid consultant of the contractor is married to a member of the NCTCOG.

No member of NCTCOG directly owns, controls or has interest in the contractor.

The contractor has disclosed any interest, fact, or circumstance that does or may present a potential conflict of interest.

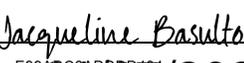
No member of the NCTCOG receives compensation from the contractor for lobbying activities as defined in Chapter 305 of the Texas Government Code.

Should the contractor fail to abide by the foregoing covenants and affirmations regarding conflict of interest, the contractor shall not be entitled to the recovery of any costs or expenses incurred in relation to the contract and shall immediately refund to the North Central Texas Council of Governments any fees or expenses that may have been paid under this contract and shall further be liable for any other costs incurred or damages sustained by the NCTCOG as it relates to this contract.

Name of Organization/Contractor(s):

SeedX Inc.

Signature of Authorized Representative:

DocuSigned by:

E9970C9ADD00491
Date: **01/07/2025**

CONFLICT OF INTEREST QUESTIONNAIRE
For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

- (i) a contract between the local governmental entity and vendor has been executed;
- or
- (ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

- (i) a contract between the local governmental entity and vendor has been executed; or
- (ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

- (1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);
- (2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or
- (3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

- (A) begins discussions or negotiations to enter into a contract with the local governmental entity; or
- (B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

- (A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);
- (B) that the vendor has given one or more gifts described by Subsection (a); or
- (C) of a family relationship with a local government officer.

ATTACHMENT VII: CERTIFICATION OF FAIR BUSINESS PRACTICES

That the submitter has not been found guilty of unfair business practices in a judicial or state agency administrative proceeding during the preceding year. The submitter further affirms that no officer of the submitter has served as an officer of any company found guilty of unfair business practices in a judicial or state agency administrative during the preceding year.

Name of Organization/Contractor(s):

SeedX inc.

Signature of Authorized Representative:

DocuSigned by:

Jacqueline Basulto

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Date: **01/07/2025**

**ATTACHMENT VIII: CERTIFICATION OF GOOD STANDING
TEXAS CORPORATE FRANCHISE TAX CERTIFICATION**

Pursuant to Article 2.45, Texas Business Corporation Act, state agencies may not contract with for profit corporations that are delinquent in making state franchise tax payments. The following certification that the corporation entering into this offer is current in its franchise taxes must be signed by the individual authorized on Form 2031, Corporate Board of Directors Resolution, to sign the contract for the corporation.

The undersigned authorized representative of the corporation making the offer herein certified that the following indicated Proposal is true and correct and that the undersigned understands that making a false Proposal is a material breach of contract and is grounds for contract cancellation.

Indicate the certification that applies to your corporation:

The Corporation is a for-profit corporation and certifies that it is not delinquent in its franchise tax payments to the State of Texas.

The Corporation is a non-profit corporation or is otherwise not subject to payment of franchise taxes to the State of Texas.

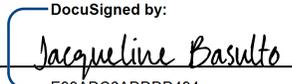
Type of Business (if not corporation): Sole Proprietor
 Partnership
 Other

Pursuant to Article 2.45, Texas Business Corporation Act, the North Central Texas Council of Governments reserves the right to request information regarding state franchise tax payments.

Jacqueline Basulto
(Printed/Typed Name and Title of Authorized Representative)

01/07/2025 (Signature below)

Signature

Date: 
E99ADC6ADDD494...

**ATTACHMENT IX: HISTORICALLY UNDERUTILIZED BUSINESSES,
MINORITY OR WOMEN-OWNED OR DISADVANTAGED BUSINESS ENTERPRISES**

Historically Underutilized Businesses (HUBs), minority or women-owned or disadvantaged businesses enterprises (M/W/DBE) are encouraged to participate in the solicitation process.

NCTCOG recognizes the certifications of most agencies. HUB vendors must submit a copy of their certification for consideration during the evaluation of their proposal. Please attach the copy to this form. This applies only to the Offeror and not a subcontractor.

Texas vendors who are not currently certified are encouraged to contact either the Texas United Certification Program, State of Texas HUB Program, or the North Central Texas Regional Certification Agency, among others. Contact:

State of Texas HUB Program
Texas Comptroller of Public Accounts
Lyndon B. Johnson State Office Building
111 East 17th Street
Austin, Texas 78774
(512) 463-6958
<http://www.window.state.tx.us/procurement/prog/hub/>

North Central Texas Regional Certification Agency
624 Six Flags Drive, Suite 100
Arlington, TX 76011
(817) 640-0606
<http://www.nctrca.org/certification.html>

Texas United Certification Program
USDOT website at
<https://www.transportation.gov/DBE>

You must include a copy of your certification document as part of this solicitation to receive points in the evaluation.

Vendor to Sign Below to Attest to Validity of Certification:

Vendor Name

Authorized Signature

Typed Name

Date

Not applicable.

We are a woman and minority-majority owned company, but we are not currently certified. We are in the process of certification.

DISCRIMINATION AGAINST FIREARMS ENTITIES OR FIREARMS TRADE ASSOCIATIONS

This contract is subject to the Texas Local Government Code chapter 2274, Subtitle F, Title 10, prohibiting contracts with companies who discriminate against firearm and ammunition industries. TLGC chapter 2274, Subtitle F, Title 10, identifies that “discrimination against a firearm entity or firearm trade association” includes the following:

- A) means, with respect to the entity or association, to:
 - I. refuse to engage in the trade of any goods or services with the entity or association based solely on its status as a firearm entity or firearm trade association; and
 - II. refrain from continuing an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association; or
 - III. terminate an existing business relationship with the entity or association based solely on its status as a firearm entity or firearm trade association.

- B) An exception to this provision excludes the following:
 - I. contracts with a sole-source provider; or
 - II. the government entity does not receive bids from companies who can provide written verification.

The entity identified below, through its authorized representative, hereby certifies that they have no practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association; and that they will not discriminate during the term of the contract against a firearm entity or firearm trade association as prohibited by Chapter 2274, Subtitle F, Title 10 of the Texas Local Government Code.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

DocuSigned by:

 E99ADC6ADDQD494...
Jacqueline Basulto

SeedX Inc.

1/7/25

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 2274, Subtitle F, Title 10.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

BOYCOTTING OF CERTAIN ENERGY COMPANIES

This contract is subject to the Texas Local Government Code chapter 809, Subtitle A, Title 8, prohibiting contracts with companies who boycott certain energy companies.

TLGC chapter Code chapter 809, Subtitle A, Title 8, identifies that “boycott energy company” means, without an ordinary business purpose, refusing to deal with, terminating business activities with, or otherwise taking any action that is intended to penalize, inflict economic harm on, or limit commercial relations with a company because the company:

- I. engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy and does not commit or pledge to meet environmental standards beyond applicable federal and state law; and
- II. does business with a company described by paragraph (I).

The entity identified below, through its authorized representative, hereby certifies that they do not boycott energy companies, and that they will not boycott energy companies during the term of the contract as prohibited by Chapter 809, Subtitle A, Title 8 of the Texas Local Government Code.

The Contractor or Subrecipient hereby certifies that it does comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

DocuSigned by:
Jacqueline Basulto
 E99ADC6ADDD494...

NAME OF AUTHORIZED PERSON:

Jacqueline Basulto

NAME OF COMPANY:

SeedX Inc.

DATE:

1/7/25

-OR-

The Contractor or Subrecipient hereby certifies that it cannot comply with the requirements of Chapter 809, Subtitle A, Title 8.

SIGNATURE OF AUTHORIZED PERSON:

NAME OF AUTHORIZED PERSON:

NAME OF COMPANY:

DATE:

EXHIBIT 1: SERVICE DESIGNATION AREAS

| Texas Service Area Designation or Identification | | | |
|---|--|---|--------------------------------|
| Proposing Firm Name: | SeedX Inc. | | |
| Notes: | Indicate in the appropriate box whether you are proposing to service the entire state of Texas | | |
| | Will service the entire state of Texas | Will not service the entire state of Texas | |
| | <input checked="" type="checkbox"/> | <input type="checkbox"/> | |
| | If you are not proposing to service the entire state of Texas, designate on the form below the regions that you are proposing to provide goods and/or services to. By designating a region or regions, you are certifying that you are willing and able to provide the proposed goods and services. | | |
| Item | Region | Metropolitan Statistical Areas | Designated Service Area |
| 1. | North Central Texas | 16 counties in the Dallas-Fort Worth Metropolitan area | ALL |
| 2. | High Plains | Amarillo Lubbock | ALL |
| 3. | Northwest | Abilene Wichita Falls | ALL |
| 4. | Upper East | Longview Texarkana, TX-AR Metro Area Tyler | ALL |
| 5. | Southeast | Beaumont-Port Arthur | ALL |
| 6. | Gulf Coast | Houston-The Woodlands-Sugar Land | ALL |
| 7. | Central Texas | College Station-Bryan Killeen-Temple Waco | ALL |
| 8. | Capital Texas | Austin-Round Rock | ALL |
| 9. | Alamo | San Antonio-New Braunfels Victoria | ALL |
| 10. | South Texas | Brownsville-Harlingen Corpus Christi Laredo McAllen-Edinburg-Mission | ALL |
| 11. | West Texas | Midland Odessa San Angelo | ALL |
| 12. | Upper Rio Grande | El Paso | ALL |

(Exhibit 1 continued on next page)

(Exhibit 1 continued)

| Nationwide Service Area Designation or Identification Form | | | |
|---|--|---|------------------------------|
| Proposing Firm Name: | SeedX Inc. | | |
| Notes: | Indicate in the appropriate box whether you are proposing to provide service to all Fifty (50) States. | | |
| | Will service all fifty (50) states | Will not service fifty (50) states | |
| | <input checked="" type="checkbox"/> | <input type="checkbox"/> | |
| | <p>If you are not proposing to service to all fifty (50) states, then designate on the form below the states that you will provide service to. By designating a state or states, you are certifying that you are willing and able to provide the proposed goods and services in those states.</p> <p>If you are only proposing to service a specific region, metropolitan statistical area (MSA), or City in a State, then indicate as such in the appropriate column box.</p> | | |
| Item | State | Region/MSA/City (write "ALL" if proposing to service entire state) | Designated as a Service Area |
| 1. | Alabama | ALL | |
| 2. | Alaska | ALL | |
| 3. | Arizona | ALL | |
| 4. | Arkansas | ALL | |
| 5. | California | ALL | |
| 6. | Colorado | ALL | |
| 7. | Connecticut | ALL | |
| 8. | Delaware | ALL | |
| 9. | Florida | ALL | |
| 10. | Georgia | ALL | |
| 11. | Hawaii | ALL | |
| 12. | Idaho | ALL | |
| 13. | Illinois | ALL | |
| 14. | Indiana | ALL | |
| 15. | Iowa | ALL | |
| 16. | Kansas | ALL | |
| 17. | Kentucky | ALL | |
| 18. | Louisiana | ALL | |
| 19. | Maine | ALL | |
| 20. | Maryland | ALL | |

| | | | |
|-----|----------------|-----|--|
| 21. | Massachusetts | ALL | |
| 22. | Michigan | ALL | |
| 23. | Minnesota | ALL | |
| 24. | Mississippi | ALL | |
| 25. | Missouri | ALL | |
| 26. | Montana | ALL | |
| 27. | Nebraska | ALL | |
| 28. | Nevada | ALL | |
| 29. | New Hampshire | ALL | |
| 30. | New Jersey | ALL | |
| 31. | New Mexico | ALL | |
| 32. | New York | ALL | |
| 33. | North Carolina | ALL | |
| 34. | North Dakota | ALL | |
| 35. | Ohio | ALL | |
| 36. | Oregon | ALL | |
| 37. | Oklahoma | ALL | |
| 38. | Pennsylvania | ALL | |
| 39. | Rhode Island | ALL | |
| 40. | South Carolina | ALL | |
| 41. | South Dakota | ALL | |
| 42. | Tennessee | ALL | |
| 43. | Texas | ALL | |
| 44. | Utah | ALL | |
| 45. | Vermont | ALL | |
| 46. | Virginia | ALL | |
| 47. | Washington | ALL | |
| 48. | West Virginia | ALL | |
| 49. | Wisconsin | ALL | |
| 50. | Wyoming | ALL | |

End of Exhibit 1