Request for Proposals

Economic study on genomics, biotechnology and the biorevolution

Submission deadline: August 18, 2025 by 6:00 p.m. ET
CONTACT AND SUBMIT TO: Diana Hoyt, Executive Liaison, Office of the President, dhoyt@genomecanada.ca

INTRODUCTION

Genome Canada is issuing a request for proposals (RFP) and seeking proposals from qualified firms or consortia to conduct a high-quality study of the economic impact of **genomics and genomics-enabled biotechnology** (note: "genomics" is used throughout this document to refer to both). This study will explore how the advancement of these technologies—as part of a broader "biorevolution" in the biological and life sciences—can transform Canada's economy, competitiveness and resilience across key economic sectors. The final product will serve as a flagship publication to inform policy, investment and public understanding of these critical technologies.

ABOUT US

Genome Canada invests in and translates genomics-driven biotechnology breakthroughs into transformative health, economic and environmental solutions for Canadians. Founded in 2000, we are an independent, federally funded not-for-profit organization and national leader for Canada's genomics community that:

- **LEADS** large-scale, mission-driven genomics initiatives that translate research into real-world impact.
- **BUILDS** Canada's genomics capacity through strategic investments in research, technology and talent.
- **CONNECTS** industry, academia and government in powerful cross-sector alliances—aligning federal, provincial and private-sector investments to amplify Canada's genomics impact nationally and globally.

Genome Canada is a lead strategic delivery partner in the ***Canadian Genomics Strategy***, announced by the Government of Canada in February 2025.

Our approach: Genome Canada doesn't just fund research. We connect pieces across the genomics innovation ecosystem, steering investment toward real-world solutions to today's biggest challenges. We uniquely combine mission-driven program design, deep scientific expertise and unparalleled convening power to transform genomics from laboratory discovery into commercial, social, and environmental benefits for Canadians. Our distributed model—working through six regional Genome Centres—provides both national coordination and locally-responsive implementation that no other organization can deliver. By embedding GE^3LS* considerations from the outset we ensure research creates impact. When breakthroughs happen in Canadian genomics—whether in health care clinics, agricultural

fields, or protecting our natural resources—Genome Canada's distinctive approach to bridging science, society and sectors makes transformation possible.

**Genomics and its environmental, economic, ethical, legal and social aspects*

PROJECT OBJECTIVES

The purpose of this study is to provide a high-quality, forward-looking economic study of how genomics and the broader biorevolution it is fuelling can transform Canada's population health, economy, competitiveness and resilience. The study should:

1. Quantify the potential economic contributions of genomics across key sectors, such as health, agriculture and natural resources.
2. Explore how these technologies are enabling new capabilities, business models and productivity gains.
3. Highlight Canada's current and emerging strengths in the bioeconomy, with a focus on areas of global relevance and domestic opportunity.
4. Provide evidence-based insights to inform strategic thinking, investment decisions and public dialogue.

This work is inspired in part by global analyses such as McKinsey & Company's 2020 report, ***The Bio Revolution: Innovations transforming economies, societies, and our lives***, and seeks to develop a Canadian perspective that is similarly ambitious in scope and grounded in rigorous economic analysis.

SCOPE OF WORK

Study should include*:

- Review of **global context**, including the technological landscape, market trends and economic impacts
- **Canada-specific study (focus)**, including:
    - National landscape and capabilities
    - Economic contributions and forecasting
    - Regional and demographic dimensions
    - Sectoral deep dives
    - Recommendations on strategic opportunities for Canada

**See Appendix A for more detail*

Products:

- By Oct. 15, 2025 - **One pager or highlights** that can be shared through meetings and events, government relations and external communications.
- By Nov. 1, 2025 - **Full outline of report** components for approval by Genome Canada (date to be discussed with successful candidate).
- By March 15, 2026 - **A published report** (available virtually/downloadable and in hard copy) and **launch campaign**, including any **collateral or activities** (e.g. presentation decks, key messages, events) needed to socialize the report with **key stakeholders in government, research and innovation community, industry,**

policy leaders, media. Report dissemination plan to be confirmed based on RFP submission and discussion with successful candidate.

BUDGET

Target maximum budget for this study is $90,000 CAD, plus applicable tax.

PROPOSAL REQUIREMENTS

Proposals must demonstrate their experience with similar economic studies in the innovation, technology and science space, and the policy work/influence. The proposal must include the following:

Company information (10%)

- Overview of your company
- Team bios and team member roles in the project

Experience and qualifications (20%)

- Outline experience, highlighting specific examples with similar work
- Outline expertise and knowledge of your team related to genomics and biotechnology
- Outline how you will engage/include other necessary genomics/biotechnology expertise
- Outline your team's ability to reflect regional priorities and national scope
- Include as an appendix, samples of products specifically one pager/highlights, published report to demonstrate an example of completed deliverables
- Outline expertise and capabilities for knowledge mobilization for post-publication work
- Recent writing samples including any key differentiators about your work
- Describe team expertise and experience related to co-creation and engagement with Indigenous communities, as well as inclusion, diversity, equity and accessibility (IDEA)
- Provide two or more relevant references with contact information

Strategy and process (40%)

- Detailed overview of how you will meet the objectives for the economic study and a knowledge mobilisation plan for the final report
- Explanation and rationale of your proposed process
- Outline of your strategy (your detailed approach to the project, including research, development, and including which roles and responsibilities are in-house versus outsourced)
- Outline your process for engagement with Genome Canada and management of project with Genome Canada
- Outline your process for engagement of genomics ecosystem, including Regional Genome Centers
- Outline possible risks and mitigation strategies

Budget and logistics (10%)

- Proposed timeline from conception to publication/end products, including key decision points, checkpoints and signoffs
- Project budget (costs should be clearly identified re: portion of work to which they apply)
- Outline value for money
- Proposed billing timelines

References (20%)

All responses are to be submitted by email in PDF or MS Word format, maximum 20 pages (organized using the headlines provided above), to the email address listed in the contact information below. Appendices can be included to provide supplementary materials and will not be included in the page limit. Responses must be received no later than the response deadline specified on the first page of this document. Genome Canada is not liable for any costs incurred by the contractor in the preparation and submission of a proposal in response to the RFP solicitation.

Please note that we welcome proposed amendments or recommendations that would improve the overall impact of the report.

PROPOSAL EVALUATION

Components of the proposals will be evaluated as follows: company information (10%), experience and qualifications (20%), proposed strategy and process (including timelines and project budget) (40%), budget and logistics (10%), and references (20%).

Notwithstanding the issuance of this RFP and/or anything herein to the contrary, Genome Canada reserves the right, at its sole discretion, without liability to any respondent, to elect to discontinue the RFP process at any time before the end of the RFP process, including after a notice of award has been issued by Genome Canada but before the successful respondent has signed a formal contract.

RIGHTS OF GENOME CANADA

Genome Canada reserves the right in its sole discretion to:

- Reject any or all proposals received in response to the RFP.
- Enter into negotiations with contractors on any or all aspects of their submission.
- Cancel the RFP at any time without liability.
- Reissue the RFP without liability.

TIMELINE

Activity	**Timeline***
1. Request for Proposals issued	July 23, 2025
2. Deadline to submit questions/seek clarification	August 6, 2025
3. Answers to Question Posted	August 8, 2025

4. Proposals Due	August 18, 2025
5. Review Period	August 20-29, 2025
6. Selection notification	September 3, 2025
7. Contract signed	September 8, 2025
8. Contractor start date	September 10, 2025

*All activities due by 6:00pm EST on the given date.

Appendix A - Study requirements (detailed)

See below for more detail on the study requirements included in the scope of work.

REVIEW OF GLOBAL CONTEXT

1. **Technological landscape** – *How genomics is driving the biorevolution*
   - Key innovations in genomics, synthetic biology and biotechnology
   - Integration with AI, big data and automation

2. **Global market trends** - *Possibility of linking to McKinsey report/others*
   - Market size and growth projections
   - Leading countries and regions
   - Investment and research and development trends

3. **Global economic impacts** - *Highlighting impact on existing industries and emergence of new industries fueled by genomics/biotech*
   - Impacts on industry across sectors (health, agriculture and food, natural resources and the environment, biomanufacturing/emerging industries)
   - Productivity gains and cost savings
   - Global trade and competitiveness

CANADA-SPECIFIC STUDY (FOCUS)

1. **National landscape and capabilities**
   - Overview of Canada's genomics ecosystem, including research institutions, biotech clusters and innovation hubs
   - Relevant government policies and funding programs
   - Private sector dynamics, including startups and scale-ups

2. **Economic contributions and forecasting**
   - Current and projected GDP contributions of genomics and genomics-enabled biotechnology
   - Sector-specific impacts (health, agriculture and food, natural resources and the environment, biomanufacturing/emerging industries)
   - Employment trends, labor market transformation and skills demand
   - Export performance, trade competitiveness, and Global Foreign Direct Investment trends.
   - Scenario modeling (e.g., baseline, accelerated adoption, policy-driven growth) and long-term productivity projections

3. **Regional and demographic dimensions**
   - Provincial strengths and regional economic opportunities
   - Urban–rural dynamics and implications for economic development
   - Opportunities for Indigenous and northern communities

4. **Sectoral deep dives**

The study should include illustrative case studies on key opportunities and/or economic modeling for key sectors, such as:

- **Health**: E.g. Personalized medicine, diagnostics, biomanufacturing, public health and health security
- **Agriculture and agri-food**: E.g. Sustainability and resilience in farming and aquaculture, food security, yield improvements, disease protection/mitigation, synthetic biology (new production methods)
- **Industrial and environmental applications**: E.g. Biomanufacturing, green chemistry, circular economy, climate mitigation, sustainable resource extraction, biodiversity protection

5. **Recommendations on strategic opportunities for Canada**

Examples:

- *Pathways to global leadership in bio-innovation*
- *Strengthening public-private partnerships*
- *Investments in education, workforce development and enabling infrastructure*