

Mississippi State University
Notice of Proposed Sole Source Purchase
245-83

Mississippi State University anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Commodity or commodities to be purchased (make, model, description):

Custom white label app for Meta AppLab, PICO platforms, and WebVR.

2. Explanation of the need to be fulfilled by this item(s), how is it unique from all other options, and why it is the only one that can meet the specific needs of the department:

Our funded proposal requires a white-label VR application to house and manage 360° video content for immersive agricultural tours. The application must allow for content management, offline access, analytics, and a secure, branded user experience. Think Digital is the only vendor capable of providing this solution because they own the proprietary codebase required for the app. Their platform includes a pre-existing content management system (CMS) and VR video optimization tools that ensure seamless performance across devices. This solution is uniquely suited to the university's needs because it enables full control over 360° video content while offering scalability for future enhancements.

3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):

The vendor for this purchase is Think Digital Studios, represented by CEO Kat Bidstrup and Founder Tim Gentle. Think Digital is the sole provider of this white-label VR application because the underlying codebase and proprietary frameworks are exclusive intellectual property owned by the company. No other vendor can access or modify this technology to deliver an equivalent solution

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

The estimated cost for the Mississippi Ag VR application is \$8,000, which includes design, development, CMS setup, testing, training, and deployment to Meta AppLab and PICO platforms. This cost is reasonable because Think Digital is leveraging an existing, field-tested framework rather than developing an entirely new application, reducing overall development time and expenses. Additionally, the cost includes an initial 12-month hosting subscription, ensuring

ongoing support and platform stability. Comparatively, custom-built VR applications of this nature often exceed this price range.

5. Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

The department has assessed the market for alternative vendors and determined that Think Digital is the only company that can provide this specific VR application due to their ownership of the required proprietary software. Other VR development firms would need to build a similar system from scratch, resulting in significantly higher costs and extended development timelines. Additionally, Think Digital has offered a cost-effective solution by leveraging their existing codebase, making this option the most efficient and economical choice

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jennifer Mayfield, CPPO
Director of Procurement & Contracts
jmayfield@procurement.msstate.edu
Subject Line must read "Sole Source Objection"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, MSU determines that the commodity in the proposed sole source request can be provided by another person or entity, then MSU will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If MSU determines after review that there is only one (1) source for the required commodity, then MSU will appeal to the Public Procurement Review Board. MSU will have the burden of proving that the commodity is only provided by one (1) source.