# Mississippi State University
# Notice of Proposed Sole Source Purchase

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):

Annual renewal of iMotions Support and Upgrade – Academia for the College of Business's existing iMotions software licenses, for December 31, 2026 through December 30, 2027. Quote Q-45007, dated October 16, 2026. Includes software updates and technical and scientific support.

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:

The renewal supports continued use of the College of Business's existing iMotions research software. iMotions enables researchers to design studies and collect, synchronize, visualize, and analyze behavioral and physiological data within one platform. Integrations include eye tracking, facial expression analysis, galvanic skin response detection, electroencephalogram sensors, and other biosensors. The requested purchase maintains the existing iMotions licenses and their vendor support and updates.The lab requires a platform that connects multiple research modalities and integrates their data in real time so that researchers can interpret the measures collectively. iMotions provides this capability within a single research environment. All research conducted in the lab since its founding has used the iMotions platform, making continued access to the software and its support essential to maintaining established research procedures and consistency across studies. An alternative would need to provide equivalent integration while preserving these procedures and the comparability of research results. Without these capabilities and continued platform support, the lab could not conduct its research in the same manner.

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

iMotions, Inc., 141 Tremont Street, 8th floor, Boston, MA 02111. The supplied agreement identifies iMotions as the licensor and states that the software and license keys are proprietary to iMotions and its licensors. This purchase renews support and upgrades for the existing iMotions software. The required purchase is continued licensing, support, and updates for this specific proprietary platform. All research conducted in the lab since its founding has relied on iMotions to connect multiple research modalities and integrate their data in real time for collective interpretation. Another software platform would not renew the existing iMotions licenses or provide the platform's proprietary updates and support needed to continue these established research procedures. Accordingly, iMotions is the required source for this renewal, subject to confirmation that the renewal is available only directly from iMotions rather than through an authorized reseller.

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

$27,080.10, excluding tax, for one year. Quote Q-45007 describes this as a 15% yearly support and upgrade fee. The renewal includes continuous software updates, bug fixes, technical support, and customer success guidance. The quote expires December 31, 2026.

The estimated cost is $27,080.10, excluding applicable taxes, for the annual iMotions Support and Upgrade renewal covering December 31, 2026, through December 30, 2027. This price is consistent with the amounts the College of Business has paid in previous years for this renewal. The fee provides continued software updates, bug fixes, technical and scientific support, and customer success assistance for the lab's existing iMotions platform. Given the comparable historical cost and the services necessary to maintain the platform used throughout the lab's research, the amount is considered reasonable.

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 available documentation includes iMotions quote Q-45007 and its support and upgrade description. The department reviewed the proposed renewal price against amounts paid in previous years and determined that it is consistent with historical pricing. The department also considered the need to maintain the integrated research platform used for all lab research since its founding. The required purchase is the renewal of existing iMotions licenses, support, and proprietary software updates; purchasing another platform would not fulfill that specific renewal requirement and would require a separate assessment of compatibility and research continuity.

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 Services, Chief Procurement Officer

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.

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