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Procurement Department
www.pbcgov.org/purchasing

NOTICE OF SOLE SOURCE PROCUREMENT

Dated: 9/5/2025

PALM BEACH COUNTY PROCUREMENT DEPARTMENT
50 SOUTH MILITARY TRAIL, SUITE 110
WEST PALM BEACH, FLORIDA 33415-3199

TITLE: Brainfuse Online Tutoring Service, Term Contract

BUYER: Johnny Joseph

This Notice is issued in accordance with the applicable procurement ordinance, Section 2-54 (f)(2) and policies, to inform the public of the decision to proceed with a Sole Source Procurement process for the acquisition of the following goods/services:

General description of Goods/Services

Description	Brainfuse is a company that provides online tutoring services and is based in United States. They provide services to a number of government entities, including, but not limited to; public libraries, K-12 schools, institutions of higher education, various branches of the military, and other sundry government agencies.
Estimated Quantity	N/A
Estimated Value	\$60,000.00
Contract Duration	Initial one (1) year contract with four (4) one-year renewal option

Any objections to this sole source procurement must be submitted in writing to the procurement office by **September 19, 2025**. If no objections are received by the deadline, the procurement process will proceed as planned.

For any inquiries or further clarification, please contact:

Contact Name: Johnny Joseph
Phone Number: (561) 616-6828
General Email Address: jjoseph@pbc.gov or PUR-Procure-Solicit@pbc.gov
Posting Period: 09/5/2025 THROUGH 09/19/2025

This notice is issued in compliance with applicable procurement laws, regulations, and procedures.

A blue ink signature of Melody Thelwell.

MELODY THELWELL, PROCUREMENT DIRECTOR

A blue ink signature and the date "9/5/25".

SIGNATURE / DATE

FR, SEP 5 2025 PM 1:45

STAMP HERE:

July 19, 2025

Reginald Bryant
Palm Beach County Library System
3650 Summit Boulevard
West Palm Beach, Florida 33406

RE: Sole Source Letter for Brainfuse HelpNow and JobNow

Dear Reginald:

As many of our features and services are unique, this letter is to provide documentation that no other company provides our combination of mutually reinforcing academic services.

SUMMARY: With HelpNow and JobNow, patrons receive help from expert online tutors and job coaches from any home or library computer. Pursuant to our basis for Sole Source qualification for HelpNow and JobNow, our live experts' instruction and curricula are geared to state standards. This allows us to offer tutoring sessions to your students that are aligned with Florida Department of Education standards. Unlike other homework help and career help/resume services that require patrons to formulate a question prior to receiving assistance, HelpNow and JobNow offer a range of services to meet a range of needs. Collectively the modules of HelpNow and JobNow are not available from any single online homework help or career assistance service provider. All Sole Source elements are noted below. The modules of HelpNow and JobNow are:

1. **SKILLS-BUILDING LESSONS (Sole Source)** Tutors utilize our library of state-aligned lessons to help students master key academic skills.
2. **24-HOUR INTENSIVE WRITING LAB (Sole Source)** Writing instructors provide constructive feedback and other assistance within 24 hours of the submission of a paper.
3. **MICROSOFT OFFICE HELP (Sole Source)** Patrons can log-on with a tutor and receive help using Microsoft Word, Excel, and PowerPoint.
4. **PROPRIETARY TEST CENTER (Sole Source)** Student can take a compressed online assessment test. They may then log-on with a tutor to address areas of weakness based on assessment results.
5. **VIRTUAL STUDY ROOM (Sole Source)** Access to proprietary online study room for peer-to-peer or group study.
6. **BRAINWAVE (Sole Source)** Ability to record and save Virtual Study Room interaction for future playback.
7. **FLASHBULB LIBRARY (Sole Source)** Access to library of electronic flashcards designed for multiple subjects and skill levels. Student/patron may convert card set to electronic games and activities at the push of a button.

8. **CLOUDPACK (Sole Source)** Online storage and mobile access to multiple elements of HelpNow and JobNow.

9. **ADULT LEARNING CENTER**

a. **GED Test Prep**

- i. Access to online resources
- ii. Access to live tutors
- iii. Access to live tutor driven skills building lessons **(Sole Source)**
- iv. Access to practice tests

b. **US Citizenship Test Prep**

- i. Access to online resources
 - 1. Includes San Diego County created A/V module **(Sole Source)**
- ii. Access to live tutors
- iii. Access to practice tests

c. **Resume Writing Lab**

- i. Access to online resources
- ii. Access to downloadable resume templates (multiple formats)
- iii. Access to Resume Writing Lab – Resume writing specialists critique, provide feedback and guidance **(Sole Source)**
- iv. In order to assist patrons interacting with employers that require digital resumes rather than hardcopy, the lab provides resumes in multiple mainstream electronic formats upon request i.e. MS Word, Text, and PDF. **(Sole Source)**
- v. Access to resume writing specialists for real-time review

d. **Career Resource Links**

10. **CONVENTIONAL HOMEWORK HELP:** Students receive live homework assistance from a Brainfuse-certified tutor.

11. **FULL SPANISH SPEAKING SERVICE:** Spanish-speaking tutors are available coextensively (same subjects and hours of availability) with our English speaking tutors.

12. **TEST PREP MODULE** (SAT, ACT, GED, GRE, ASVAB).

The Brainfuse platform and its related services are protected under the copyright laws of the United States and the trade secret laws of several states. Brainfuse employs industry-standard measures, both legal and technical in nature, to protect its investment in the Brainfuse platform and services.



PATRON PRIVACY AND DATA SOVEREIGNTY ASSURANCE: As the only U.S.-owned tutoring provider servicing libraries, we are uniquely positioned to guarantee that all operations and data will remain under U.S. jurisdiction. As a result, we can maintain patron privacy and compliance with domestic data protection regulations, without risk of foreign government intervention.

We hope that this information assists the Palm Beach County Library System. If I can be of further assistance, please do not hesitate to contact me.


Sincerely,

A handwritten signature in black ink, appearing to read "AS", is positioned above the printed name.

Alex Sztuden
Director
866.272.4638
asztuden@brainfuse.com



INTEROFFICE MEMORANDUM

TO: MELODY THELWELL, PURCHASING DIRECTOR
FROM: DOUGLAS CRANE, LIBRARY DIRECTOR 
SUBJECT: SOLE SOURCE
DATE: 07/19/2025

The Library System requests a sole source term contract from Brainfuse.

Based upon our expertise and a comprehensive search of the market place, Brainfuse is the only sole provider of their Online Tutoring platform. Brainfuse offers libraries features and services that are unique, no other company provides this combination of mutually reinforcing academic services.

Brainfuse:

- The exclusive authorized dealer for HelpNow and JobNow, no other company provides their combination of mutually reinforcing academic tutoring services.
- Sole source provider that can provide a number of enterprise features, no other online platform that is available for purchase would provide patrons the many unique services of HelpNow and JobNow.

For the above documented reasons the Library requests R George & Associates Inc. be considered for approval as a sole source procurement.

cont

INTER-OFFICE COMMUNICATION
PALM BEACH COUNTY

DATE: September 5, 2025

TO: Melody Thelwell
Director

THRU: Bridget Williams *BBW*
Purchasing Manager

FROM: Johnny Joseph
Buyer

RE: SOLE SOURCE JUSTIFICATION (EXTENDED TERM)

The user department has stated that Brainfuse is the ONLY product / source of service that will meet the County's need for online tutoring services. Based on staff's knowledge of the marketplace, we believe this to be an accurate assessment.

It has also been determined and attested to by Alex Sztuden, Director, Brainfuse (manufacturer) that they are the ONLY source of supply for the above referenced product / service (see attached).

We anticipate that the circumstances justified by this sole source request is valid up to the next 60 months (maximum 60 months).

PURCHASING APPROVAL:

Based on the information provided to me, including the manufacturer's certification that they or their representative are the sole provider of this good or service, the user's certification that this is the only good or service which will suffice their needs, and a justifiable expectation that these conditions will not change in the foreseeable future, I hereby approve the sole source acquisition of the subject good or service for a period not to exceed sixty months. The user department is responsible for monitoring the marketplace and, if the above described sole source conditions change, discontinue use of this sole source justification and procure the goods or services competitively.



Melody Thelwell, Director

9/5/25
Date

c: Reginald Bryant, Library County