

## Request for Proposals (RFP)

### “K-Startup Grand Challenge 2018”

#### 1. Background

Korea IT Cooperation Center in Singapore (KICC), which opened on July 11, 2014, serves as a NIPA’s strategic hub for boosting vigorous business opportunities between Korea and ASEAN countries in the ICT industry. The National IT Industry Promotion Agency of Korea (NIPA) is a non-profit government agency affiliated to the Ministry of Science and ICT in which is responsible for providing support to IT enterprises and professionals.

#### 2. Introduction

K-Startup Grand Challenge is its third year running, and 2018 will be furnished with better investment opportunities and government subsidies in order to meet firms’ substantial needs, allowing startups to take a bolder step into the Asian market with their ideas and passion.

Key Purpose: To promote vigorous collaboration and exchange of ideas between domestic and foreign startups. Striving to become a linchpin for supporting startup establishments where new ideas merge and collide, leading to new creations.

Role of KICC: To attract promising startups to participant and perform impartial selection processes during the auditions.

Thus, KICC is soliciting proposals from qualified marketing/ advertising agencies to support in “**K-Startup Grand Challenge 2018**” campaign.

- Target: receiving at least **500 startups** from the ASEAN and Asia Pacific region (mainly Singapore, Malaysia, Indonesia, Thailand, Australia and New Zealand) from April to June 2018.
- To select 60 to 80 teams will be selected for face-to face Regional auditions in 4 ASEAN countries (Singapore, Malaysia, Indonesia and Thailand) following the Online Evaluations

### **3. Scope of Services**

A full range of professional event management services is required, including but not limited to the following:

- a) Creating awareness and promoting the challenge to promising startups
  - Provide a detailed proposal on how to promote the challenge to Asia Pacific and ASEAN countries in the most efficient and effective way, including timeline.
  - Execution of suggested promotional activities
- b) Planning and coordinating of event logistics for regional auditions in 4 ASEAN countries.
  - Scheduling of auditions (face-to face & online)
  - Soliciting of suitable audition venues in Singapore, Malaysia, Indonesia and Thailand
  - Recommend a list of local panel of judges for the Regional Interviews in the 4 ASEAN countries (of which 5 judges will be selected) and to provide remuneration.
  - Planning and execution of the regional auditions. Budget to include food, transport for airport – hotel, remuneration for judges and any miscellaneous costs)
- c) Providing bi-weekly reports
  - All marketing activities updates
  - Progresses of the challenge
  - Post event report that compiled the quantitative and qualitative information of whole event management

### **4. Proposal Requirements (minimum requirements)**

- a) Company profile
  - Name of the company, contact person and contact information: provide address, office and mobile number, email address and web address
  - Statement of ownership and list the majority and minority owners
  - List of subcontractors if applicable. Provide company name, contact person details and intended percentage of work to be performed by any subcontractor
- b) Qualifications
  - Provide a brief description of your company; including its founding and history, number of employees, service areas, and awards or other forms of recognition
  - Provide a description of your work process

- c) Experience and ability to perform this work
- Provide examples of relevant work
  - Provide minimum of 2 client references
  - Provide the list of personnel who would be assigned to the project along with their credentials and experience

d) Pricing

Provide cost of services in details including any possible costs and taxes

- Professional labor costs.
- All necessary costs when promoting the challenge.
- Any promotional materials.
- Venue for auditions whereby it will be held at 4 capital cities.
- Regional audition expenses including remuneration for judges.
- Travel expenses for coordinating of in-country auditions.

## 5. Payments

Payment %	Payment Requirements
60 %	First payment of 60% within 15 days upon a contract signed
20 %	Paid upon the application recruiting target of 400 is achieved
20%	Paid upon the received applications is over 500+ and a final report on the project is submitted to KICC

Marketing agency may counter proposed alternative payment requirements which is subject to KICC's approval.

KICC also require suppliers to provide surety that the project will be undertaken and completed after partial payment are given in the form of company's Letter of Guarantee and company's cheque of equivalent amount.

## 6. Evaluation Criteria

Evaluation of submitted proposals performed under the following criteria:

- ◆ Relevant experience and qualifications of the event project team personnel assigned to the project
- ◆ Fee structure, cost estimation
- ◆ Project schedule
- ◆ Proposed methodology
- ◆ Ability to communicate with KICC staff
- ◆ Overall evaluation of team's ability to accomplish the project
- ◆ Understanding of the project objectives/ scope/ completeness or proposal
- ◆ Reputation of the firm, based on references and visit

Evaluation criteria and weight for each:

Proposal	Experience/Reputation	Timeline	Pricing
40%	30%	20%	20%

## 7. Submittal

Prospective vendors may submit electronically by email and 3 sets of hardcopies in person. Timeline for submission of proposal is **by 1<sup>th</sup> April 2018 (Sunday), 12pm.**

Proposals may be sent electronically to

1. Mr Cho Mok Eun, Deputy Director (mecho@nipa.kr)
2. Ms Lee Yvonne, Marketing Manager (yvonne.lee@kicc.sg)

## 8. Selection and Notification

Notification will be sent to the selected vendor in writing via email and phone call.