

# **Request for Proposals (RFP)**

## **“2025 KICC ICT Growth Programme”**

### **1. Background**

The Korea IT Cooperation Centre in Singapore (KICC), which opened on 11 July, 2014, serves as NIPA's strategic hub to promote vibrant 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 under to the Ministry of Science and ICT that is responsible for supporting IT companies and professionals.

### **2. Introduction**

The ICT GROWTH programme, funded by the Korean government, aims to support promising Korean ICT companies with high growth potential. KICC Singapore aims to support the entry of high-growth companies into the ASEAN and Oceania markets and lay the foundation for the global development of future unicorns.

To this end, KICC Singapore invites proposals from qualified respondents with a strong entrepreneurial network and proven track record in business acceleration to partner in the design and implementation of the **2025 KICC ICT Growth Programme**.

### **3. Programme Overview**

KICC Singapore is seeking a partner to collaborate and co-lead a twenty-nine week ICT Growth Programme, where participating startups can successfully adapt their product/service/organisation to thrive in the ASEAN and Oceania market. The features of the programme are as follows :

#### **a. Participants**

There will be approximately **11 participating companies** selected through a competitive process. The programme will include a maximum of **2 participants from each company**.

#### b. Programme Budget

The maximum estimated budget for the programme is **SGD 470,000**. The programme budget is subject to adjustment depending on the number of participants.

The budget should cover **all costs necessary** to coordinate the programme, such as professional labour costs, travel costs (flights and accommodation for participants), provision of office environment (office space and supplies), events and any other costs. Alternative arrangements may be planned and proposed within the relevant budget and may be implemented with KICC approval due to unforeseen business circumstances.

#### c. Schedule

The programme is expected to run **from May to November 2025**, approximately **29 weeks**. It includes a 1-week mentoring session in Korea and a 2-week market immersion programme in Singapore. The 2-week market immersion programme must be arranged to include 1 or 2 additional countries in ASEAN or Oceania besides Singapore.

### 4. Scope of work

A full range of online and offline activation activities will be required, including but not limited to the following:

#### a. Programme Planning

- Provide a detailed proposal on how to enter the ASEAN and Oceania market in the most efficient and effective way, including a timeline
- Propose a local business development methodology for participating companies
  - In-depth training programmes in collaboration with local partners such as innovators, organisations, etc. (including government regulations & policies, local business processes and localisation support programme)
  - Local mentors related to each company's business and local business model
  - 2 local IR events (Singapore and additional country) schedule and investor liaison
  - Matching business partners related to each company's business, such as local channel, distributor, reseller, buyer (**more than 5 times per company**), local business discovery and joint operation model, etc.

## **b. Programme Execution**

- Assign at least one full-time(100%) dedicated staff member(project manager, partner, etc.) to the programme. Korean speaking staff will be preferred
- Develop a detailed itinerary covering all activities in Korea, Singapore and additional countries
- Organize export-led workshops covering topics such as market trends, market entry strategies and global business operations(All expert workshops and training materials must be recorded and provided to KICC, allowing them to make the content publicly accessible)
- Arrange one-to-one mentoring sessions with industry leaders, focusing on areas like investment, marketing, regulatory compliance and product-market fit
- Conduct one-to-one market access strategy consultations tailored to the needs of each participating company
- Provide in-depth go-to-market strategies(or product market fit strategies) for each participating company prior to their 2-week market immersion programme
- Facilitate meetings with local stakeholders such as investors, regulators and ecosystem players
- Ensure venues are equipped for workshops, training, networking events and consultations
- Manage travel arrangements(flights and accommodation) for participants
- Prepare appropriate resources and documentation to support the participating companies

## **c. Proof of Concept(POC)**

- Achieve at least one local proof of concept

## **d. Reporting**

- Preparation and submission of weekly reports evaluating the participants' contributions and their weekly progress on every following Tuesday
- Post-event report including quantitative and qualitative indicators such as feedback on the participants' activities and results per company

**e. Offline Events**

- Propose, plan and execute at least 2 offline events(Singapore and additional country) to conclude the programme(exhibitions, Demo Day, IR, etc.)

**f. Post-programme Support**

- Establish a continuous local business support system after the end of the programme

**g. Additional Proposals**

- In addition to the scope of the tasks previously presented, additional or extra proposals or ideas for programmes can be made to provide participants with advanced business development to enter the ASEAN and Oceania market
- In case of unavoidable circumstances such as COVID-19, if the programme operation method or content is changed and additional programme planning is required, the Agency may propose additional programmes upon the request of KICC

**5. Proposal Requirements (minimum requirements)**

**a. Company Profile**

- Company name, contact person and contact information: include address, office and mobile phone numbers, email address and web address
- Statement of ownership and list the majority and minority shareholders
- List of subcontractors if any. Provide company name, contact person details and intended percentage of work to be performed by each subcontractor

**b. Qualifications**

- Provide a brief description of your company, including its founding and history, number of employees, areas of service, and awards or other forms of recognition
- Provide a description of your work process

**c. Experience and Ability to Perform the Work**

- Provide examples of relevant work
- Provide at least 2 customer references

- Provide a list of personnel who would be assigned to the programme along with their qualifications and experience
- d. **Pricing**  
Provide a detailed cost of services including all possible expenses and taxes. The proposal should include itemised services, times and numbers, unit prices and total price in a reasonable accounting format. Assumptions used in cost projections, such as the hourly rate per staff member/partner in the programme, should be included.

## 6. Agreement on Promotional Materials Conditions

Once appointed, the vendor must comply with the following conditions for promotional materials related to the ICT Growth Programme.

### a. Branding and Design

- The vendor must ensure that all promotional materials prominently display NIPA as the main organising agency
- All designs must strictly adhere to NIPA's branding guidelines and identity

### b. Approval Process

- The vendor must submit all promotional artwork to KICC Singapore for approval prior to production
- Vendors must fully comply with the specified branding requirements prior to commencing production

## 7. Payments

Payment (%)	Payment Requirements
50~70 %	First payment of 50% within 15 days of signing the contract
50~30 %	Paid upon the quantitative evaluation of the target and the qualitative evaluation of the performance of the task

*Note: The Supplier (agency) may counter-propose alternative payment terms subject to KICC's approval. KICC will also require the suppliers to provide a guarantee that the project will be carried out and completed after partial payment in the form of a letter of guarantee from the company and a cheque from the company for the same amount.*

## 8. Evaluation Criteria

Proposals will be evaluated according to the following criteria :

### a. Content & Feasibility

- Understanding of the project objectives/ scope/ completeness of the proposal
- Project timeline
- Proposed methodology

### b. Understanding & Execution

- Understanding of local market & trend, market analysis, marketing strategies, etc.
- Operating networks (partners)
- Human resource input

### c. Experience & Expertise

- ICT marketing, matching experience in relevant B2B solutions
- Reputation of the company, based on references
- Expertise of personnel
- Relevant experience and qualifications of the event project team personnel assigned to the project

### d. Pricing

- Reasonableness of pricing, fee structure and cost estimate

Evaluation Criteria Weighting for each:

Content & Feasibility	Understanding & Execution	Experience & Expertise	Pricing
30%	30%	30%	10%

## 9. Submission

Prospective vendors may submit their proposals via email. The deadline for submission of proposals is **15 April 2025 (Tuesday), 10am(SGT)**.

Proposals may be submitted electronically to

1. Alicia Han, Deputy Programme Director ([ahan@nipa.kr](mailto:ahan@nipa.kr))
2. Changyeol Yum, Head of the Singapore Centre ([yumcy@nipa.kr](mailto:yumcy@nipa.kr))

## 10. Selection and Notification

The selected provider will be notified in writing by email or phone call **by April**.