

## Request for Proposals (RFP)

### “K-Startup Grand Challenge 2021”

#### 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 sixth year running, and has yielded successful results for the past 5 years in Asia. 2021 will be furnished with attractive investment opportunities and government subsidies in order to meet firms’ substantial needs especially in the post-COVID market, allowing startups to take a bolder step into the Asian market with their ideas and passion.

Key Purpose: Striving to become a linchpin in Korea 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 in ASEAN.

Thus, KICC is soliciting proposals from qualified marketing/ PR agencies to support in “**K-Startup Grand Challenge 2021**” campaign.

- Target: receiving applications at least **100 startups** from **each** ASEAN country (mainly Singapore, Malaysia, Indonesia and Thailand) from 15 April to 15 June 2021.

### 3. Scope of Services

A full range of online and offline activation 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 ASEAN countries in the most efficient and effective way, including timeline
  - Execution of suggested promotional activities
- b) Provide support to qualify potential participants during the application process
  - Suggest methodology to qualify interested participants and ensure application is received
  - Prepare adequate resources and documents to follow up on potential participants and address FAQs
  - Establish an efficient and clear tracking system to breakdown the ratio of participants from each different country
- c) Providing bi-weekly reports
  - Up to date and clear reports and analysis on processes and results
  - Post event report to include quantitative and qualitative information of the promotional activities

### 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 list of personnel assigned to this 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 1 to 2 capital cities
- Regional audition expenses including remuneration for judges
- **All prevailing taxes**

**4. Payments**

Payment %	Payment Requirements
50 %	First payment of 50% within 15 days upon a contract signed
50 %	Paid upon the quantitative evaluation of the target (the received applications is over target) and the qualitative evaluation (including final report) of the performance of the task

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

**Note: 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.**

**5. 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%

## 6. Submittal

Prospective vendors may submit electronically by email. Timeline for submission of proposal is **by 15<sup>th</sup> March 2020 (Monday), 5pm.**

Proposals may be sent electronically to

1. Ms Lee Yvonne, Marketing Manager (yvonne.lee@kicc.sg)

## 7. Selection and Notification

You will be invited for a more detailed presentation once shortlisted. Notification will be sent to the selected vendor in writing via email or phone call before end of March.