



Request for proposals

Lead Generation and Sales Support for Start-Ups/Scale-Ups

EIT InnoEnergy

Company KIC InnoEnergy SE, acting through its Benelux co-location

Registered Office Kennispoort 6th floor · John F. Kennedylaan 2 · 5612 AB Eindhoven · The Netherlands

Phone +31 (0) 40 240 60 31 · email info@innoenergy.com · VAT-ID 8500.04.287.B.01 · Bank ABN Amro Bank

Account number 46.58.19.958 · IBAN NL44ABNA0465819958 · SWIFT ABNANL2A

EIT InnoEnergy is the trading brand of KIC InnoEnergy SE



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2. Overview of EIT InnoEnergy

EIT InnoEnergy is a European company fostering the integration of education, technology, business and entrepreneurship and strengthening the culture of innovation. The challenge is big, but our goal is simple: to achieve a sustainable energy future for Europe. Innovation is the solution. New ideas, products and services that make a real difference, new businesses and new people to deliver them to market. At EIT InnoEnergy we support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

For more information about our company please visit the following website:

<http://www.innoenergy.com/about-innoenergy/>

3. Scope of work

Within Business Creation Services Benelux we are adding value to start-ups and scale-ups to support them to create successful, sustainable businesses that bring valuable solutions to a global market. For these start-ups the following services are requested:

Using the mapped market segmentation and sales strategy to prepare and implement a plan on the following aspect:

Lot 1: Lead Generation

Set up a workshop to define the right strategy and target customer. Target customer analysis, translation of value proposition into an action plan including tools used and type of marketing techniques, ultimately resulting in a plan for success.

Active execution of the sales plan by either coaching and supporting the start-up or alternatively taking the role of business developer by generating leads and finding new clients, with the goal of coming into contact with the relevant decision makers within the set target group(s).

Activities will include (but are not limited to) visiting/calling prospects or channel partners/distributors, LinkedIn and e-mail campaigns, explaining the value proposition, preparing solutions/quotations, and closing deals.

In case of licensing of existing IP, the process is similar, but focusses on the potential partners who will use the product/service in their portfolio and will develop, manufacture and/or sell this in the market.

The activities can be seen as an execution of the sales process in close cooperation with the entrepreneurs.

Lot 2: Sales Support

Acting as agent/partner for the venture executing business development and sales activities, not as manufacturer or developer of the solutions, products, or services. Activities include kick-off sessions to get familiar with the venture's proposition. Visit potential customers on behalf of the venture, based on leads created or own network. Close deals on behalf of and in close cooperation with the ventures. This includes the following steps:

- Training, to get acquainted with the technology and the offering of the venture
- Compiling a list of prospects (within 1 week after the training)
- Defining pitch(es) for the venture per segment or even per target account
- Determine when (on which day) periodical reports will be sent and what the format of the reports will be
- Obtain approval from the venture on the prospect list, so contact persons can be added and the first activities can be started (starting in week 2 after training)
- When applicable organize a road show, consisting of a number of relevant prospects which will be visited together with the venture. In most cases, these meetings take place in 4-6 weeks after the training has taken place.

After this training and the first meetings and, when applicable, the roadshow has taken place, you will be able to manage the sales process autonomously, but always in close cooperation with and approval by the ventures.

For in depth, technical expertise, you will rely on the assistance and input of the venture. You will take responsibility for identifying the right prospects, setting meetings with these prospects, performing the qualification, obtaining background information on the key decision makers and influencers within these prospects and managing the sales cycle, until closure.

Deliverables:

1. Project plan with timing of all activities needed (including sales volume/value)
2. Deal Closing in line with the marketing & sales plan with prospect/customers.

Methodology and requirements of tender input:

1. Project proposal: effectiveness of the process & methods
2. Proven expertise based on resumes of executing staff
3. Experience with start-ups/scale-ups based on reference projects defined in years or references

Location, timing, planning, reporting:

Start date & period of implementation: the intended start date is 26-08-2022 and the period of implementation of the contract will be 36 months from this date.

In case the budget covers 1 extra year to provide support for the services presently tendered, InnoEnergy Benelux intends to extend the contract with the winner of the present supplier selection process for 1 additional year. This will be done through a direct award procedure to cover the services for 08-2025 until 08-2026. This extension is subject to financial coverage and high-quality performance of the contractor as well as a continuing need for the services but does not bind InnoEnergy to carry out this special procedure.



4. Proposal Process

4.1 Participation

- a. Participation in this proposal procedure is open to all tenderers.
- b. All participants must sign the Tenderer's declaration form attached and submit it with the proposal. Please note that the tenderer may not modify the text, it has to be submitted signed as provided by EIT InnoEnergy attached to the request for proposal document.

4.2 Submission of proposal

	DATE (Calendar dates)
Publishing RFP on website	07-06-2022
Deadline for requesting clarification from EIT InnoEnergy	20-06-2022
Deadline for submitting proposals	27-06-2022
Intended date of notification of award	11-07-2022
Intended date of contract signature	18-07-2022

Proposals must be emailed in **English** to the following address until the deadline 27-06-2022 to:

Contact name: for the attention of Ms. Yvonne van Erp

E-mail: yvonne.van-erp@innoenergy.com

The proposal shall contain:

- **the technical response to the service requested (point 3).**
- **the financial offer (the price for the services.)** The Financial offer must be presented in **Euro**. Prices must be indicated as net amount + VAT.
- **an indication of supplier's insurance coverage.** The proposal must specify whether the supplier has taken out a company liability insurance and/or professional liability insurance including the maximum amount of coverage in **Euro** per event per insurance.

Response should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer represents that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also affirms that it has read the instructions to tenderers and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

Tenderers are requested to submit with their proposal together with the filled-out Tenderers' declaration form (see point 4.1)

4.3 Validity of the proposals

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 60 days to close the contract.

Proposals not following the instructions of this Request for Proposal can be rejected by EIT InnoEnergy.

4.4 Requests for additional information or clarification

The request for proposal should be clear enough to avoid tenderers having to request additional information during the procedure. In case the tenderers are in need of additional information, please address it to the address below. **All information requested or answered may only be done through written communication – email only.** Answers will be provided via the EIT InnoEnergy call for proposal section on the website. All questions should be sent prior to deadline for requesting clarification as specified in 4.2. In case of complex or high value procurements, InnoEnergy could arrange a clarification session which will be communicated to the tenderers.

Contact name: for the attention of Ms. Yvonne van Erp

E-mail: yvonne.van-erp@innoenergy.com

EIT InnoEnergy has no obligation to provide clarification.

4.5 Costs for preparing proposals

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

4.6 Ownership of the proposals

EIT InnoEnergy retains ownership of the proposal received under this tendering procedure. Proprietary information identified as such, which is submitted by tenderer in connection with this procurement, will be kept confidential.

The potential or actual supplier should accept that during the implementation of the contract and for four years after the completion of the contract, for the purposes of safeguarding the EU's financial interests, EIT InnoEnergy may transfer the proposal and the contract of the supplier to internal audit services, to the EIT, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

4.7 Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT InnoEnergy may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit.

All information requested or answered may only be done through written communication – email only.

4.8 Negotiation about the submitted proposal

After checking the administrative compliance of the tenderers, EIT InnoEnergy can negotiate the contract terms with the tenderers. In this negotiation EIT InnoEnergy will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit.

4.9 Evaluation of proposals

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 3 of the document.

Evaluation criteria

1. Project proposal: effectiveness of the process & methods (points 30);
2. Proven expertise based on résumés of executing staff (points 20);
3. Experience with start-ups/scale-ups based on reference projects defined in years or references (points 20).

Total technical score: 70 points maximum

4. Total cost – lowest offered expert unit price shall receive the highest score, others shall be calculated in relation to that in linear equation (points 30)

Total financial score: 30 points maximum

Total maximum score: 100.

4.10 Signature of contract(s)

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure.

For the contract the Service Agreement in Annex 1 shall apply. Any change desired by the tenderer in the provisions contained in the body of this Service Agreement needs to be communicated to EIT InnoEnergy as part of the proposal of such tenderer. Background for this is that such desired changes need to be taken into account in the evaluation of the proposal. Significant changes are likely to lengthen the negotiation process, making it less likely that the Service Agreement can be signed in time.

Within 5 days of receipt of the contract from EIT InnoEnergy, the selected tenderer shall sign and date the contract and return it to EIT InnoEnergy. Upon receipt, EIT InnoEnergy shall also sign and send back to the winner one signed copy. In case the winning tenderer is unable to enter into the contract within the above-mentioned time period, EIT InnoEnergy may decide to contract the second best.

4.11 Cancellation of the proposal procedure

In the event of cancellation of the proposal procedure, EIT InnoEnergy will notify the tenderer of the cancellation. In no event shall EIT InnoEnergy be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT InnoEnergy has been advised of the possibility of damages.

4.12 Appeals/complaints

In case the tenderer believes that he/she has been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT InnoEnergy. The tenderer has 5 days to file the complaints from the receipt of the letter of notification of award.

4.13 Ethics clauses / Corruptive practices

EIT InnoEnergy reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities, or fraud. If substantial errors, irregularities, or fraud are discovered after the award of the Contract, EIT InnoEnergy may refrain from concluding the Contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). He



should inform EIT InnoEnergy immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

4.14 **Annexes**

Annex 1: Draft IE's contract Template

Annex 2: Tenderer's declaration form