



ITALIAN TRADE AGENCY

Ufficio Seoul

ANNEX 1

OPEN CALL FOR BIDS

Procurement of acceleration services for the Global Startup Program 2023 in Seoul under art. 7 section 2, letter b) of Ministerial Decree no. 192/2017 (MD 192/2017) CIG: 98721346B1

TECHNICAL SPECIFICATION

GLOBAL START UP PROGRAM – 4th EDITION

This document constitutes an **integral part of contract** and contains a detailed description of the requested services, duration of the contract, applicable penalties and termination rules.

The contracting Authority for the purpose of this Invitation to Bid is the Italian Trade Agency-Seoul Office (ITA Seoul).

SPECIFICATION OF REQUIREMENTS

Defined below are indicative requirements to fulfill the need of the Italian Trade Agency during the lifetime of the project. This definition is not exhaustive and the successful bidder must ensure that the service provided meets the needs of the Agency in a cost effective and timely manner.

1. Evaluation and selection of startups

The Korean accelerator will be entrusted of evaluating Italian startups that have chosen to enter Korea by verifying the congruence of the project presented with the acceleration program and online interview for the final selection.

Following criteria will be used for evaluation and clearness of business plan in Korea must be a key factor for success:

- Business Model
- Clarity of target market and sales strategy
- Suitability for overseas expansion
- Global Business Capabilities
- Overseas business plan
- Professionalism of the participating personnel and the will to promote the project

Number of startups admitted: **up to 10 (maximum)**

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2. Acceleration Program in Korea

Period: **8 weeks** (approximately from **October to November 2022**)

Availability of a venue to host startups during the whole acceleration program.

A space that can accommodate all Italian start-ups, it should be equipped with all the equipment necessary for office work, such as computers, printers, desks and chairs etc. Offices in public buildings are preferred, and should be located close to accommodations of Italian companies and easily accessible by subway or bus.

Program definition

- 1) Analysis (in-depth interviews)
- 2) Strengthen Startup (IR consulting, pitch coaching, lectures, mentoring, business practice, cross cultural communication)
- 3) Into Market (business meetings with potential investors and partners, pitching event/Demo Day)
- 4) Widen Network (companies visiting, networking events)

Detailed requirements

- Training sessions, mentoring activities: **half day for 3-4 days a week**
- Pitching & Demoday sessions: **at least 2 events (1 Pitching, 1 Demoday)**
- Business Meetings: **at least 8 meetings per each startup**
- Networking events: **at least 4 events**
- Company's visits to major Korean innovative entities: **at least 2 visits**

3. Tutoring services

A tutoring service is requested by selecting and appointing a qualified and experienced **Program Tutor** for the **whole duration of the acceleration program** in Seoul, ensuring at least **8 hours daily service from Monday to Friday**, with **additional hours**, when necessary, for **pitching** or **networking** events.

The tutor has a fundamental role in correctly **monitoring the acceleration program**.

In particular, he/she shall ensure:

- daily communication between startups, accelerator and ITA Seoul Office;
- daily monitoring of all the activities carried out by the startups;
- collection of startup reports (startups are required to fill in a synthetic diary of activities for each week of the journey and a final overall report);

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- regularly reporting to ITA Seoul Office of any problems.

The company participating in the bid should submit the CV in English of the proposed tutor.

4. Reporting

Weekly report: the activities carried out by the group as a whole and for the individual startup, which also include the following numerical indicators:

- **number of collective pitching events**
- **number of individual meetings with investors / partners**
- **number of group company visits**
- **number of networking events**

Final report: the inclusion of the aforementioned overall numerical indicators for the entire acceleration period.

Final invoicing report: accelerator shall submit a detailed report of all costs sustained at the completion of the services.

Economic Offer shall be submitted through Annex 3, please follow instructions as provided in the art. 7 of the Open Call for Bids.

Ferdinando Gueli
Italian Trade Commissioner in Seoul

Legal representative of bidding company:

(to be signed and stamped for acceptance)

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