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GLOBAL STARTUP PROGRAM - Call for bids

1. GENERAL RULES AND OBJECT OF THE TENDER

ITA-Italian Trade Agency/Trade Promotion Section, Embassy of Italy – Tokyo (hereafter called "ITA Tokyo Office") is looking for an incubator/accelerator to entrust the task of organization of the abroad phase of "GLOBAL STARTUP PROGRAM second edition" (hereafter called "the Program") for 6 Italian startups, for the duration of 8 weeks in the period September 2020/July 2021.

The initiative aims at fostering access to the market through strategic partnering and interaction among the local and international ecosystem (Investors, mentors, well established corporate, entrepreneurs etc.). The incubators/accelerators will have to come up with a formative program in order to ease the direct access to local stakeholders and to sectoral events/exhibitions. Sectors of interest are: ICT (artificial intelligence, cyber security, fintech, blockchain, big data, e-commerce, AR/VR, video games, services, infrastructures and telecommunications), robotics and industry 4.0, aerospace, automotive (future mobility), life sciences, smart agriculture and foodtech, circular economy, smart cities and domotics (home automation).

In case the current sanitary situation does not allow the physical setting of the Global Startup Program, the incubator must be able to implement an online version, performing all the required tasks (mentoring, coaching, networking, pitching etc.) remotely. A specific technical proposal for the online version must be provided.

MAIN GUIDELINES OF THE PROJECT:

Elaboration of a project that must comply with the following conditions:

- **6 startups** (one staff each for one start-up sent to Japan in case the event is held physically).
- The implementation period shall be **between October 2020 and July 2021** (starting

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date TBC) for a total **duration of 8 continuative weeks**. (The duration can be shortened due to force majeure. The final payment will be negotiated between ITA Tokyo Office and the selected company if the period is shortened, although due consideration will be given to the fixed cost required to implement this program.)

- Standard non-disclosure agreement will be signed between ITA Tokyo Office and the selected incubator.
- The incubator must submit a draft strategy and a schedule for the Program.
- The incubator will be consulted during the process to select the Italian startups coming to Japan for the Program.
- For the physical setting, the incubator must provide one working space for each startup at its facility.
- For the online setting, the incubator must be able to provide an internet platform useful to realize all the pitch events, b2b meetings, etc, necessary to realize the Program.
- The incubator must arrange and provide mentoring in the form of seminars/lectures to educate the participants about Japanese business culture and Japanese market. The incubator must provide information about general issues (legal issues, patenting procedures, taxes etc.) to the participants.
- The incubator must arrange at least 10 matchmaking meetings per startup with local investors.
- The incubator must hold, promote and pay the cost of at least 2 pitching events every 4 weeks for all startups **including the logistics cost of the participants**. (Attendees are to be invited by the incubator and ITA Tokyo Office.) The pitching events need not to be for Italian startups only and can be held anywhere within Japan. Total of at least 100 investor participants must be generated. The names, titles, organizations, e-mail addresses, etc. of the investors must be recorded in the final report, compiled by the incubator at the end of the program, for the promotional activities of ITA Tokyo Office. If necessary, an ITA Tokyo Office staff will join the matchmaking meetings to justify the record of personal information according to Privacy Protection Law.
- The incubator can include any other unique proposal/tool to enhance the value added for the Startups and/or general interest to Italian startups. The incubator can include the list or the number of investor companies including venture companies and private equities, etc. that the incubator worked with in startup events in the past. The incubator can opt to commit for larger number of matchmaking meetings and/or participants to events, etc.



- The incubator must share market information (competitors, market researches, ecosystem information, new deals, updates etc.) to the startups on weekly basis.
- The incubator must create and develop a customized strategy for each startup.
- The incubator must assign at least one full-time tutor (having at least native Japanese language and fluent English language skills) being in charge of the following activities, also through the online platform provided by ITA Tokyo Office:
 - a) Assistance (also linguistic where necessary) to the participants during the Program including meetings with local counterparts;
 - b) Recording of participants daily attendance to the program.
 - c) Compilation of a weekly report about the activities conducted by each participant and by the whole group (the format of these reports is going to be provided by ITA);
 - d) Compilation of a monthly report to be shared with ITA Rome Office (the format of this reports is going to be provided by ITA);
 - e) Provide emergency service such as accompanying to a hospital with English speaking doctor as needed.
 - f) Reporting any problem or issue to ITA Offices in Rome and in Tokyo.
- At the end of the program, the incubator must, within 2 weeks from the final day of the program, submit a final report, including:
 - a) A detailed account of all activities held during the program.
 - b) An evaluation of each startup based on their attendance of the seminars, their performance during the pitching events, meetings and networking sessions, their ability to adapt their projects to the Japanese market etc.
 - c) A list of all contacts generated during the program, including names, titles, organizations, e-mail addresses, etc.

2. BID BASED VALUE

The **MAXIMUM amount available** for the above-mentioned task - **organization of the abroad phase of "GLOBAL START-UP PROGRAM"** - is **Yen 10.500.000, tax included.**

In case Program is held virtually, ITA will recognize the total amount reduced by 30% from the proposed amount.

The responsible for the bidding procedures is the Head of ITA-Italian Trade Agency/Trade Promotion Section of the Embassy of Italy, Tokyo – Ms. Erica Di Giovancarlo.

3. TERM AND METHODS FOR SUBMISSION OF BIDS

A) The offer proposal and cost estimate, written in English, **shall arrive by 12:00 a.m. (Tokyo time) of September 8th, 2020** to ITA-Italian Trade Agency/ Trade Promotion Section, Embassy of Italy - Shin Aoyama West Bldg. 16th Floor, 1-1-1, Minami Aoyama, Minato-ku, Tokyo 107-0062.

Applications for participation arriving after the stated time limit will not be considered, even if dispatched before the expiry date concerned.

Since ITA Tokyo Office will not accept more than one offer per firm, participating companies must submit one, and only one, offer. Bids that are incomplete, multiple, under condition or partially expressed, will not be accepted.

Incubators intending to send their offers, if not already registered, must register in the "ITA Tokyo Office Suppliers' Register" (a link to the relevant webpage can be found on the Tokyo ITA website: http://www.ice-tokyo.or.jp/new/albo_fornitori).

B) The offer must be put in a sealed envelope, on which shall be clearly written the **name of the sender** and the **subject of the contract**, as follows:
(*name of the sender*)

<<Do Not Open: bid for the exhibition "GLOBAL START-UP PROGRAM">>

The sealed envelope must contain three envelopes which are also sealed, identified as follows:

= > Envelope No. 1 "TENDER DOCUMENTATION"

Inside it must include:

1. This letter;
2. Letter of intent, with the following statement:
"The undersigned firm agrees to perform the job in compliance with the clauses, charges, conditions and descriptions provided in the letter of invitation from ITA Tokyo Office in the special specifications of the lease, in the copies and technical specifications". *In this envelope no economic information must be mentioned.*

All the above listed documents must be signed by the legal representative of the bidding company, stamped with the company seal (社判) and dated on each page, as an acceptance of the terms contained therein, and returned to ITA Tokyo Office.

= > Envelope No. 2 "TECHNICAL BID"



The Program must be the same for physical or online version. The Technical Bid must include:

1. Draft of program strategy and following information as options:
 - A. any other unique proposal/tool to enhance the value added for the Startups and/or general interest to Italian startups;
 - B. the list or the number of investor companies including venture companies and private equities, etc. that the incubator worked with in startup events in the past;
 - C. the incubator can opt to commit for larger number of matchmaking meetings and/or participants to events, etc.;
2. Draft schedule of the program;
3. Layout of the co-working space to be provided to the participants;
4. English CVs of the expected mentors;
5. The quality of the platform for the online version of the Startup Program in case of health emergency.

All the above listed documents must be signed by the legal representative of the bidding company, stamped with the company seal (社判) and dated on each page.

= > Envelope No. 3 "ECONOMIC BID"

Inside it must be included a comprehensive quotation of any burden and expense.

In case of a discrepancy between the numerical figures with respect to the written description in words, the figure considered the most advantageous for ITA Tokyo Office.

The offer should include a detailed breakdown cost of each supplied item.

The total amount should include the following services:

- a) The amount based on a total of 6 startups and the percentage of reduction for each one should miss.
- b) Co-working space and utilities costs.
- c) Lecturing staff at the mentoring seminars.
- d) Logistic and organizational work and payment regarding the networking events.
- e) Transportation and accommodation fees for the participants during the event(s) held outside Tokyo.
- f) Matchmaking service costs.
- g) Providing the presence of staff-members able to communicate in English.
- h) Tutor's fee.

In the negotiation process, selected firm will be invited to this office as soon as possible after having been notified.

All the above listed documents must be signed by the legal representative of the bidding company, stamped with the company seal (社判) and dated on each page.

4. THE EVALUATION PROCESS

According to the Ministerial Decree 192/2017 of the Italian Ministry of Foreign Affairs, the Selection Committee will select the offer obtaining the highest score according to the “most economically advantageous offer” (or “best value”) criterion. This criterion, set forth in article 11 of Ministerial Decree 192/2017, has been chosen due to the very specific characteristics of the offers to be received and the high quality standards required.

ITA Tokyo Office has the authority to award the contract even if only one bid has been submitted, provided it to be deemed valid and worth accepting. Moreover, ITA Tokyo Office has the authority not to award the contract, if it deems appropriate to exercise the right of self-protection and if the Selection Committee finds that the bids received do not comply with the technical and financial contents set forth herein.

The “most economically advantageous offer” is to be determined by applying the following formula (Paragraph VI, nr. 1 of the Guidelines ANAC nr. 2/2016):

$$P_i = \sum_n [W_i * V_{ai}]$$

where:

P_i = score of the i-th bid;

n = total number of requirements

W_i = weight or score attributed to the (i) requirement;

V_{ai} = coefficient of the performance of offer (a) with respect to requirement (i) that varies between zero and one.

In practical terms:

the score of the technical offer will be calculated by multiplying the average of the grades expressed from 0 to 1 by the total score (maximum 70 points):

GRADE CONVERSION TABLE	ASSOCIATED VALUE
Excellent	1.00
Very good	0.75
Good	0.50
Poor	0.25
Inadequate	0

The selection of the “best value” will be made through a process that involves assigning up to 100 points based on the following elements and associated values:



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<i>Assessment elements</i>	<i>Max Points</i>	<i>Max Points</i>
Technical bid:		
Program strategy and other proposals to improve and enrich the experience of Italian startups	15	
Flexibility concerning networking events' dates	5	
Size and quality of co-working space/ quality of online platform (for online version only)	5	
Previous experience of startup-incubation project with private companies	10	
Previous experience of startup-incubation project with governmental agencies	10	
Previous experience of online startup events	10	
Investment for startups realized	20	
Investors involved in startup-incubation projects	5	
Max Total		80
Economic bid:		20
TOTAL		100

If any bids are below the minimum requirements set forth in the technical specifications, the score assigned in the evaluation for each single criterion will be equal to 0. In order to be admitted to the evaluation of the Economic Bid, the Technical Bid has to meet the minimum requirement of 50 points out of 80

Regarding the Economic offer, by using the Linear Interpolation formula, a variable coefficient from zero to one is assigned.

The price scoring shall be calculated according to the following formula:

$$C_i = R_a / R_{max}$$

where:

C_i = coefficient attributed to the i-th competitor;

R_a = percentage reduction in the offer of the i-th competitor;

R_{max} = percentage reduction of the lowest bid

In practical terms:

the score of the Economic offer will be calculated by multiplying the total awarded score (maximum 20 points) by the quotient of the competitor's discount offer and the most convenient discount offer.

Abnormally low bids (Article 69 of the Directive 2014/24/EU)

Low tenders are considered 'abnormal' if the scores relating to the price and to the other elements being assessed are both at least equal to or higher than four fifths of the



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maximum score that can be attributed (Article 13, paragraph 1, point b of the Decree No. 192 - November 2nd, 2017).

The contract will be awarded by ITA Tokyo Office to the Company submitting the economically most advantageous offer.

The proposals of the bidding companies may be made more clearly understandable and "visible" by means of whatever documentation deemed necessary for their evaluation, to be used as documents for participation to the bid.

The proposals of the bidding companies **will be opened and evaluated on:**

- **Public Session, September 23rd, 2020, at 10:00am:** opening of the offers. It will be ascertained that the envelopes contain envelope A. "Tender Documentation", envelope B. "Technical Bid" and envelope C "Economic Bid". During the same session, the content of envelope A "Documentation" will be checked and reviewed. Any incomplete, irregular or incorrect contents in envelope A "Documentation" will be ascertained and notified to the offering company. Pursuant to Art. 83, Par. 9 of Legislative Decree No. 57/2017, the offering company will be given a deadline for the presentation of the correct documentation.

The deadline will be September 24th, 2020, at 12:00pm

- **Public Session, September 24th, 2020, at 3:00pm:** opening and checking the content of envelope B "Technical Bid".

The Selection Committee consists of members appointed by the Director of ITA Tokyo Office, in quality of Sole Responsible of the Procedure for ITA (RUP). The Committee will decide at its discretion and without appeal.

- The Committee will meet in one or more **Closed Sessions** (from September 24th, following the Public Session), to review and evaluate the content of envelope "B – Technical Bid", assigning a score to each item up to a total of 80. Companies that fail to reach at least a total of 50 will not be admitted to the third phase concerning the evaluation of the Economic bid.

The Committee will meet again on the next public session, as follows:

- **Public Session, September 28th, 2020, at 3:00pm:** opening and checking of envelope C. "Economic Bid". A score will be assigned to each bid and results will be put on record. Finally, the Commission will award the tender.

The three public sessions will be held at the Italian Trade Agency (ITA) - Trade Promotion Section, Embassy of Italy - Shin Aoyama West Bldg. 16th Floor, 1-1-1, Minami Aoyama, Minato-ku, Tokyo 107-0062 – Japan

The sessions may be attended only by one authorized representative from each bidder.

The bidder provider with the highest overall score (which is the sum of all partial scores based on each criterion) will be the successful bidder. In case of bids with the same total score in the final list, ITA Tokyo Office will request a better proposal and subsequently, if necessary, the contract will be awarded by drawing lots.

At the end of the session, after opening all the Economic bids, a final list will be compiled and the temporary winning company declared, subject to the submission of all requested documentation.

ITA Tokyo Office will formally communicate the result of the tender to the successful bidder, asking them to provide:

- the documentation proving compliance with the established requirements to participate in the bid;
- the documentation that is necessary to sign the contract.

5.CONTRIBUTION FEE EXEMPTION

The companies participating in the bid have been exempted from paying any contribution fee (Decr.MAECI 192/17).

6.GUARANTEE FEE

In order to guarantee the execution of the contract, the winning company should pay a “guarantee fee”, for an amount equal to the 10% of the contract value, within 15 business days from the protocol date of the contract. The fee will be released and returned to the winning company after ITA TOKYO OFFICE confirms that the winning company has duly provided the services in accordance to the contract.

7. PENALTIES

For each day of delay in starting the Program activity, the contractual penalty will be applied for an amount equal to 1 per thousand of the contract value for each day of delay, with a maximum of 10% of the contract value.

8. RIGHT TO TERMINATE THE CONTRACT

ITA Tokyo Office reserves the right to terminate the contract if the Contractor does not comply with the contract provision.

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9. OBLIGATIONS OF ITA Tokyo Office

ITA Tokyo Office agrees to pay the incubator as follows:

- 30 % at the signing of the contract and after receiving a proper invoice;
- remaining 70% within one month after the acceptance of monitoring final report, when all works and services have been completed, and after receiving a proper invoice.

10. COMPETENT JURISDICTION:

Any controversy that should arise between the parties involved in this contract will be resolved in a spirit of mutual goodwill.

Should an amicable solution not be possible, the parties agree to submit to the arbitration of the International Chamber of Commerce.

11. KEEP NOTICE

This selection could be suspended, postponed and/or cancelled at any moment and for any reason by ITA Tokyo Office at its full discretion, without generating any moral or legal commitment towards all the participants, including those have sent their bid for the selection.

Furthermore, if, due to the worsening the current sanitary situation, it shall not be possible to implement the program during the last months of 2020 and the first half of 2021, ITA Tokyo Office shall require the selected incubator to realize the online version of the Program.


Erica Di Giovancarlo
Head of the Trade Promotion Section
Embassy of Italy - Tokyo