



**Call for proposals for the implementation of the
ENI CBC MED INTECMED Mentoring programme Project in Egypt**

**TERMS OF REFERENCE
ENI CBC MED Strategic projects**

Project Titles	B_A.2.1_0063 – Acronym: INTECMED
Programme	ENI CBC Mediterranean Sea Basin
Financing	90% European Union
Contracting authority	The Confederation of Egyptian European Business Associations (CEEBA_
Service provider to be selected	Mentoring
Location of the contract	Egypt
Procedure	Competitive negotiated procedure



1. INTRODUCTION

INTECMED "*Incubators for innovation and technology transfer in the Mediterranean*" is a project funded by the European Union under the ENI CBC MED program. INTECMED is part of the field of support for education, research, technological development and innovation (Promotion of the Economy and Social Development). It is a collaborative project between Greece, Spain, Egypt and Tunisia, with the aim of promoting innovation, transferring knowledge and linking the research to industry in the Mediterranean region. INTECMED will accelerate the deployment of an integrated innovation ecosystem to support technology transfer and the release to market of the results of the research in these countries of the Mediterranean zone. The project will use a methodology that will be implemented through the creation of regional alliances, innovation spaces, mentoring programs and actions networking, where investors and innovators have the opportunity to exchange their ideas and collaborate on real business cases. Please check out the website: <https://enicbcmed.eu/projects/intecmed>

Intecmed's mentoring program is one of the tools to support the implementation of actions to support researchers' entrepreneurship, developing a shared vision on how to support the creation of new businesses by bridging the gap between academic knowledge and business development. Through mentoring and development of competences and skills in business planning and entrepreneurship, the commercialization of research results of 48 entrepreneurs and researchers in the 4 will be promoted countries participating in the project (12 business ideas per country).

The 12 business ideas selected in Egypt in the frame of the INTECMED project will participate in a mentoring program, focused on strengthening the entrepreneurial skills and competencies that are necessary to define/refine a valid business idea and transform it into a successful business.

The INTECMED mentoring program will provide a set of business tools aimed at supporting and advising participants over a period of 6 months, as well as the opportunity to access the funding offered for the 3 best initiatives at the end of the program in each country.

2. OBJECT OF THE CONTRACT

One of the key deliverables of INTECMED is the implementation of the mentoring program for the entrepreneurs participating in the project. In order to ensure the proper implementation of the program and preparation of the business plans, the purpose of the tendered contract is technical assistance for selected 12 start-ups, provision of services and the coordination, management and monitoring of the mentoring program for 12 participants that will take place in Alexandria for the period of 6 months, between July and December 2022.

The tentative schedule of the actions described is as follows (subject to possible changes on project level):

DECEMBER 2021 – MAY 2022	JULY 2022 – DECEMBER 2022	DECEMBER 2022	JANUARY 2022 – JUNE 2023
SELECTION OF 12 PROJECTS INNOVATIVE	IMPLEMENTATION OF THE PROGRAM MENTORING	SELECTION OF 3 PROJECTS FEATURED	EXECUTION OF ACTIVITIES FINANCED

This general objective of the tendered contract is the implementation of the following services:

- Coordination of the mentoring programme including monitoring of the results obtained by the mentored projects
- Individual tutoring of the 12 selected programme participants
- Program of joint training actions in 4 key areas of specialization: business and finance, sales, product development and legal aspects.
- Specialized advisory program adapted to the needs and maturity of each project.

3. JOB DESCRIPTION

The successful bidder must carry out the necessary tasks to ensure the proper functioning and implementation of the mentoring program providing the following services:

SERVICE 1: INDIVIDUAL TUTORING AND MONITORING, AND COORDINATION OF THE PROGRAM.

Service Number 1 refers to the contractor appointing one or two tutors responsible for the tutoring of the 12 participants in the program individually, providing:

Support and guidance throughout the acceleration process, reporting the individual objectives and achievements obtained by each project after the mentoring program

Coordination, management and monitoring of the mentoring program as a whole. The tutor (s) will be the reference for the participants in the INTECMED mentoring program for the implementation of their business plans. The tutor(s) will accompany the leaders of the projects in a continuous and personalized way, determining their needs, their objectives, the achievements obtained and the achievement of KPIs, adapting the necessary training according to each project to establish a solid business plan.

This professional will perform the following functions:

- Monitoring of the mentoring program as a whole in coordination with the Confederation of Egyptian European Business Associations (CEEBA) in order to comply with the objective and general philosophy of the project, the established planning and



expected results.

- Adjustment and coordination of all actions and activities of the program, including the coordination of expert mentors and trainers for the provision of their corresponding services or actions, planned individually for each project.
- Tutoring and continuous direct contact with the 12 participants in the program.
- Monitoring of the evolution of the progress of the projects as a result of the activities integrated in the mentoring program

The requirements of the role of the proposed mentor(s) by the successful bidder during the mentoring implements, among others, the following points in regards to the coordination of the mentoring program:

- Main point of communication and contact for participants of the program.
- Definition and supervision of the contents to be offered during the training sessions of service
- Coordination and supervision of training actions, ensuring the coherence of the subjects taught and the different activities.
- Coordination of the pool of mentors for the training of participants.
- Monitoring of resources, including counseling hours assigned to each project/initiative (service 3).
- Corrective actions in the training itinerary or in the objectives themselves if it were necessary.
- Management of the pool of mentoring hours of the participants, at the level of content (appropriate themes, coherence with objectives, etc.) and operational (management of the agenda of meetings with mentors, accounting of hours, etc.)
- Make available communication channels and tools to answer questions and participant issues (email, phone, Microsoft Teams, Slack, etc.)
- Transfer doubts and questions from the participants to the expert mentors specific if necessary after filtering and classification.
- Budget management of all actions to be developed during the program
- Management and final review of documents, deliverables and reports.
- Design, promotion, participation and support in communication and networking actions related to the project that are carried out in the space and in online format at the level national and international: welcome and closing events, networking events between incubated projects, pitch

On the level of each project:

- Initial Evaluation of participants, identifying challenges and needs
- Establish specific and individual objectives for each initiative
- Implementation of an action plan and continuous evaluation process

- Support in the elaboration of the business plan and preparation of the project leaders
- Support in the elaboration of the deliverables to be prepared by the participants throughout the mentoring program, with special emphasis on the final business plan.
- attend extra tutoring sessions on request of the participant
- Periodic update of the objectives and suggestion of actions for their fulfillment
- Monitoring of the overall quality of the actions and the KPIs to be complied with.
- Evaluation of performance, participation in the program and good use of resources.
- Preparation of biweekly reports of the evolution of each project, which may coincide with more elaborate deliverables foreseen in the detailed planning below
- Participation in the final evaluation of the resulting business plans and selection of winning initiatives
- Preparation of a final report

Within the individualized tutorials per project, the tutor will develop, at least, **7 sessions per project** (face-to-face or online) of about **2 hours of duration** following the following proposed itinerary:

Session 1: Initial evaluation: Initial meeting for the analysis and initial evaluation and diagnosis of the degree of maturity of each initiative, identification of the main needs and the establishment of the individual objectives of the participants throughout the programme and definition of the preliminary action plan to be carried out within the framework of the same. The presentation of the mentors and the working documents will be carried out, as well as the methodology to support the implementation of the business plans.

Associated deliverable: action plan and milestones per project.

Session 2: Continuous evaluation: Monthly monitoring and follow-up meeting (continuous evaluation), according to intermediate milestones and always focusing on the final objectives, valuing the points of blocking and analyzing the solutions to solve them. The implementation of the action plan will be validated, the need for possible rectifications to it and the next steps to be undertaken in the short term will be established.

Associated deliverable: progress report and upcoming actions.

Session 3: Coaching: support in the elaboration and supervision of the first deliverables to be carried out by the incubated projects: the definition of the business model and the presentation of the *Business Model Canvas*.

Associated deliverable: Business Model Canvas per project.



Session 4: Continuous evaluation: Monthly monitoring and follow-up meeting (continuous evaluation), according to intermediate milestones and always focusing on the final objectives, valuing the points of blocking and analyzing the solutions to solve them. The implementation of the action plan will be validated, the need for possible rectifications to it will be identified and the next steps to be undertaken in the short term.

Associated deliverable: progress report and upcoming actions.

Session 5: Coaching: Includes mentoring and support in the development and supervision of program deliverables such as the study and validation of the technological offer and market analysis of the project, the value proposition and the preparation of investment documents (one pager).

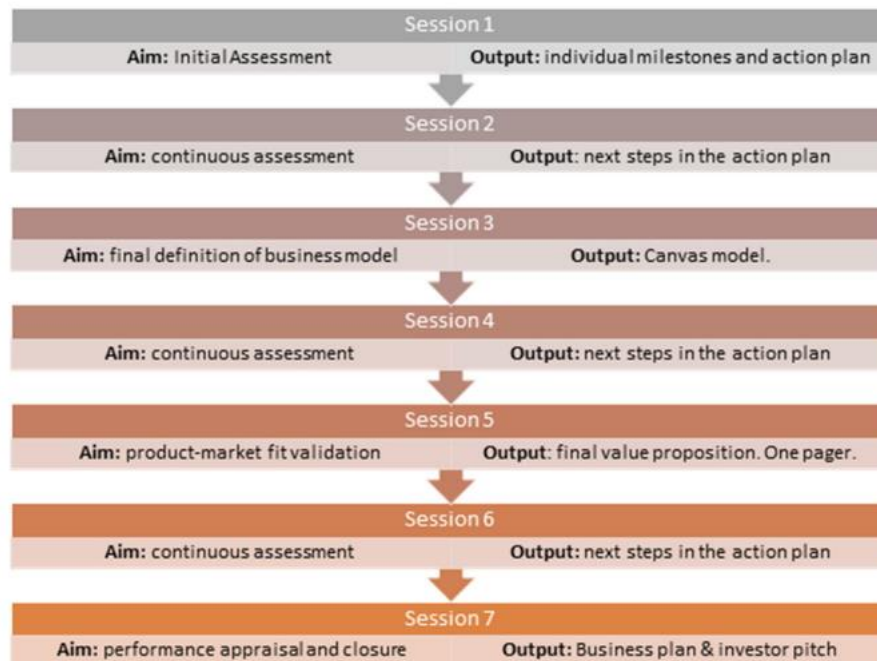
Associated deliverable: elaboration of the value proposition and one pager.

Session 6: Continuous evaluation: Monthly monitoring and follow-up meeting (continuous evaluation), according to intermediate milestones and always focusing on the final objectives, valuing the points of blocking and analyzing the solutions to solve them. The implementation of the action plan will be validated, the need for possible rectifications to it will be identified and the next steps to be undertaken in the short term.

Associated deliverable: progress report and upcoming actions.

Session 7: Coaching: mentoring and support in the elaboration and supervision of the final version of the business plan of the entrepreneurship, including the financial plan of the same and the preparation of investment documents for use in the presentation of the initiative in different forums (*pitch deck*). This final version of the action plan will be the document with which the projects will compete for the prizes.

Associated deliverable: final version of the business plan and *pitch deck*.



Proposed itinerary of tutoring sessions

After each session, the tutor(s) will fill out a brief report or minutes that will include, among others, the following aspects:

- Fulfillment of the objectives and milestones marked in the period.
- Results obtained according to the action plan.
- Next steps and updating the action plan and milestones, if necessary.
- Summary of the action at the level of monitoring of the program (attendance control, additional tutoring sessions requested, update of the schedule of hours, participation in communication and networking actions, etc.).

Between each report or minutes associated with a session of those described above, the preparation of the biweekly monitoring reports described in the requirements section of the tutor.

Tutor Responsibility Deliverables:

For each initiative, in collaboration with each project team

- Initial action plan and milestones to achieve Business Model Canvas
- Value proposition and one Final version of the business plan and pitch deck
- Progress reports on each initiative, following follow-up sessions
- Fortnightly reports on participation and evolution of projects
- Final report



The model documents and reports to be implemented in the mentoring program will be prepared by the tutor for approval by the CEEBA team.

Suggested profile of the Tutor:

- Senior profile with a university degree related to the areas to which this assignment refers. Significant professional experience closely related to the expectations and scope of the jobs described.
- Perfect command of the English and Arabic language.
- A minimum of 5 years of professional experience in supporting entrepreneurs or in business coaching are required, in particular for promoters of innovative projects, valuing more extensive experiences.
- Additionally, the tutor(s) must have geographical availability for the development of activities in face-to-face format in the incubation space, located in Alexandria, with flexibility to adapt to work sessions in virtual format.
- Previous experience in project management and entrepreneurship programs (acceleration processes, business development, technology transfer) will be valued. , etc.).
- Experience/training in specific tools for the definition of business models, value proposition and business plans, good computer knowledge and skills analytics.
- Good knowledge of the process of evaluating the results of the research. The curriculum vitae of the candidate has to be provided.

Proposal to be submitted :

1. Curriculum Vitae of the candidate
2. Methodology proposed for the execution of the works described, including:
 - a) Programme management and coordination
 - b) Tutoring plan, contents and tools for its correct management
 - c) Proposal to revitalize the space (*networking* events, communication actions, etc.).
 - d) Methodology designed for the construction of the business plan, including minimum contents that will be developed.

SERVICE 2: PROGRAM OF JOINT TRAINING ACTIONS IN 4 KEY AREAS OF SPECIALIZATION: BUSINESS AND FINANCE, SALES, PRODUCT DEVELOPMENT AND LEGAL ASPECTS.

The INTECMED mentoring program is based on 4 main pillars (business and finance, product, sales and legal support) that make up the main blocks of the itinerary training and that respond to the main barriers to the commercialization of technological products and services. One of the objectives of the program is to train the 12 teams of the selected projects in these areas to implement their business plans.

The preliminary training itinerary to be designed and taught by the experts includes in the following modules (minimum content on which the training proposal of the tenders received):

Module 1: Financial Strategy and financing of an innovation project

- Definition of the Business Model
- Value Proposition
- Product-Market
- Commercial Experimentation Business plan and financial
- Business plan and financial forecasting
- Attracting investors and public financing

Module 2: Legal study of an innovative project

- Founding a company
- Collaboration Agreements and Contracting
- Intellectual Property
- Data protection and confidentiality management

Module 3: Technical and organizational study of an innovative project

- Prototyping: Models and demonstrators
- Competitor analysis, the differential value
- Product Development: LEAN and AGILE Methodologies
- Basic Operations Planning : Main Processes

Module 4: Business strategy of an innovative project

- Value proposition: *Pains & Gains*.
- Market segmentation: target customers. Main actions in the market. Communication: Initial approach
- Sales strategies, sales channels, demand generation, prospecting, specific tools, etc.

The **assistance required** shall include:

Appointment of a qualified expert(s) in the field of knowledge of each of the pillars, who will be responsible for coordinating the delivery of the different sessions of training.

Design and preparation of the training material and delivery of **3 training sessions for each of the 4 pillars** (12 sessions in total) with a **duration of 2.5 hours per session** (30 hours in total).

2 sessions per month are proposed under online modality, which will be recorded through the tool or platform used for the teaching. The specific content of the sessions will be adapted to the needs, characteristics and maturity of the participants and will be validated by the tutor. The interaction and active participation of attendees will be encouraged by means of online



tools such as Mentimeter, Mural and the inclusion of exercises, questionnaires, case studies, etc. Additional training resources such as bibliographic references, links of interest, examples of good practices, fact sheets, templates and models should be included.

An **evaluation report** of the training sessions will be designed and included to evaluate the knowledge acquired, which will be validated by the tutor.

Development of satisfaction surveys on the training actions to be completed by students.

Close collaboration is required between the experts responsible for the training programme and with the programme tutor.

Establishment of a **preliminary calendar of the 12 sessions** within the framework of the mentoring program and the objectives pursued, according to the availability of the experts and in collaboration with the tutor.

Final report on the implementation of training activities.

Deliverables:

- Training material designed (theoretical content and practical cases/exercises)
- Session evaluation reports
- Calendar of meeting
- Recording of training sessions
- Final report, which will include the description of the activity carried out and the results obtained.

Suggested profile: The intervention of experts with degrees and demonstrated experience in the specific field or area of knowledge is required, as coordinators of the thematic modules, although some timely collaboration with additional experts is possible to deliver specific sessions. Trainers must prove at least **2 years of professional experience as a trainer** and perfect command of the English and Arabic language. Previous experience in training actions for researchers and entrepreneurs, experience in the development of business plans, evaluation of innovative projects, is required. Previous experience as trainers in entrepreneurship and acceleration programs will be valued, as well as knowledge of group work techniques and dynamization. The Curriculum Vitae of the candidates must be provided.

Proposal to be submitted :

- 1) Curriculum Vitae of the trainers responsible for each module and experts involved
- 2) Content and methodology proposed for the execution of the work described.
- 3) Coordination with the functions of the tutor (service 1).

SERVICE 3: SPECIALIZED ADVISORY PROGRAM ADAPTED TO THE NEEDS AND MATURITY



OF EACH PROJECT.

The specialist counselling programme includes a **package of 20 hours of individualised training** in fields or areas of interest previously agreed between the tutor and the entrepreneur of **according to the needs, characteristics and degree of maturity of the projects.**

The following requirements must be met:

1. Designation of a pool of qualified expert mentors in fields of interest for the initiatives. The tenderer will propose a **pool of qualified experts**, accrediting their professional profile and experience through Curriculum Vitae. Given the variety of subjects that accelerated business projects can deal with, it is not possible to forecast all specific needs that will need to be addressed. They could require the same in this sector; however, we understand that, at least and among others, there would be demand, in addition to the 4 pillars of the training itinerary in areas such as:
 - marketing and communication
 - sources of funding
 - internationalization
 - markets
 - new digital technologies (AI, blockchain, IoT, robotics, etc.).
2. Planning and scheduling of tutoring sessions together with the tutor.
3. Review prior to the sessions of the documents provided by the tutor regarding the current situation of the company and the main needs and doubts raised, so that the sessions are productive and efficient.
4. Design and Delivery of **individualized tutoring sessions** in person or under online modality (**20 hours per project**) in cooperation with the tutor and entrepreneurs, aimed at improving skills/ abilities in different areas of interest for each project.
5. Development of satisfaction surveys on the advisory actions to be completed by the project teams.
6. Preparation of reports of each session and a final report per initiative.
7. Integration of the impact of the sessions in the reports to be prepared by the tutor as a follow-up of the projects.

Deliverables:

- List of experts and topics made available to entrepreneurs
- Execution and evaluation reports of each session.
- Final report, which will include the description of the activity carried out and the results obtained

Suggested Profile:

- Experience demonstrated by each mentor in the specific field or area of knowledge of at least 2 years of professional experience as a trainer, consultant or in an executive role.
- Previous experience in training actions, conferences, dissemination activities, etc.



- Previous experience in programs and initiatives as a mentor for entrepreneurs will be valued. An overview of the Curriculum Vitae of the proposed experts must be provided.

Proposal to be submitted :

- List of experts, topics they cover and review of the Curriculum Vitae
- Methodology proposed for the execution and coordination of the work described.
- Coordination with the functions of the tutor (service 1)

3. DEADLINES FOR IMPLEMENTATION

Total term (in months): 6 months from the formalization of the contract. The contracting entity is obliged to comply with the contract within the total period set for the realization of the same, as well as the partial terms or extensions, which, where appropriate, could be established under agreement with CEEBA.

The start and duration of the execution may be modified as a result of changes in the execution of the INTECMED project.

4. CONTRACT PRICE

Maximum total amount: € 34 400 (excluding VAT).

5. CAPACITY AND SOLVENCY

Bidders must have full capacity to act and must have the business or professional qualification required to perform the services and requirements that constitute the subject matter of the contract.

CEEBA may seek clarification from the bidding entity on the technical or professional solvency or require it to submit other complementary documents.

6. AWARD AND PROCESSING PROCEDURE

The integrated service contract shall be awarded by open procedure. The evaluating body for tenders shall be CEEBA.

7. EVALUATION CRITERIA FOR TENDERS

The tenderer with the highest score shall be chosen in accordance with the following criteria:

Criterion 1 : Profile and previous experience of the tutors, trainers and the mentor pool. Maximum 35 points.

Criterion 2. Technical content. The methodology offered and the fulfillment of all the objectives and scope of the work will be assessed. Maximum 35 points.

Criterion 3. Improvements made to the description of the work carried out. Maximum 10 points.

Criterion 4. Price offered. Maximum 20 points. It will be assigned automatically by applying



the following formula:

where:

$$Puntos X = \frac{Pc - Px}{Pc - Pb} + 20$$

X points = points earned by offer X

Pc = more expensive offer price

Px = offer price X

Pb = previous cheaper offer

8. SUBMISSION OF TENDERS

The tender of this contract will be exclusively electronic, so that the presentation of the offers and the practice of the notifications and communications derived from the The award procedure shall be carried out by electronic means.

The presentation of the offers will be made through the mail info@ceeba.org within the indicated period. Proposals submitted by non-electronic means or those submitted after the deadline will not be accepted.

Deadline for receipt of tenders: 7th of July 2022

9. FORM OF PRESENTATION

Bidders must submit a report in English with the methodology and resources to meet the requirements and scope of the required work described herein. The tender shall specify the names and professional qualifications of the staff responsible for carrying out the provision of the various services. The Curriculum Vitae of the profiles of tutors and trainers proposed as candidates will be provided as annexes, as well as a summary of the Curriculum Vitae of the advisors and other experts at the disposal of the program.

10. SUBCONTRACTING

The works must be executed directly by the contracting entity or, where appropriate, must indicate the part of the contract that they plan to subcontract, indicating its amount (referring to the basic tender budget) and the name or business profile defined by reference to the conditions of technical solvency of the subcontractors to those that are going to be entrusted with their realization.

In case of violation of the conditions established to proceed with the subcontracting, as well as the lack of accreditation of the suitability of the subcontractor person or entity, the following consequences are established: penalty of 100% of the amount of the subcontract.



11. CONTRACTOR SELECTION AND AWARD

CEEBA will be the body in charge of the evaluation of the tenders submitted. If it observes defects or omissions that can be corrected in the documentation provided, it will communicate it by electronic means, granting a period of 3 calendar days for the bidders correct or correct it by submitting the appropriate documentation electronically, under warning of definitive exclusion of the bidder if within the period granted does not proceed to the correction of said documentation.

CEEBA will evaluate all the information and documentation provided electronically by the tenderer in time in accordance with the award criteria indicated and will submit the corresponding reasoned manner proposal for best tender and award of contract, to be notified by electronic means directly to the contracting entity and to the other tendering entities .

12. CONFIDENTIALITY

It is attributed confidential to all information to which they have access during the execution of the contract. The contractor, the mentor of the mentoring program, as well as the experts responsible for the training actions have the obligation to maintain confidentiality of any documents and any information relating to the programme and the business initiatives led by the participants. They may not publish or disclose information generated within the framework of INTECMED's mentoring program without the consent of CEEBA and the consortium. To this end, the selected entity will sign confidentiality agreements after the award of the contract, and will ensure that the terms are respected by all persons involved in the development of the service.

13. INTELLECTUAL PROPERTY

Unless otherwise provided in the contractual document, the services to be provided and the making available of products protected by an intellectual property right or industrial will be associated with the transfer of this to CEEBA. The works that constitute the object of intellectual property will be understood as expressly transferred exclusively to CEEBA and the INTECMED consortium, except in the case of pre-existing rights, in which the assignment may not be exclusive. This assignment will not affect these pre-existing rights, but will apply to the works or products resulting from the contract.

The rights to the results obtained, in particular copyright and other intellectual or industrial property rights, during the execution of the works are property exclusive to CEEBA and the INTECMED consortium, which may use and publish, assign or transfer them, without geographical or other restrictions, except in the cases where intellectual or industrial property rights already exist

The contractor shall have the obligation to provide in computer and audiovisual support to CEEBA all the data, records, processes and procedures used during the preparation of the works.



14. LEGAL ASPECTS

Contracts involving the processing of personal data shall fully respect Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April of 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and which repeals Directive 95/46/EC (General Data Protection Regulation) (hereinafter, RGPD), Organic Law 3/2018, of December 5, of protection of personal data and guarantee of digital rights (hereinafter, Law 3/2018) and other applicable regulations in force in the field of data protection.