**Call for a Provider - Preparatory sessions/workshop under the Sales Booster Programme**

EIT Food is looking for a provider to help us deliver the programme called Sales Booster that has been helping innovative startups explore and enter new agrifood markets in Europe.

**Application deadline:** April 24, 2023, 23:59 CEST.

*With respect to the present call, EIT Food will not provide new information that has not already been included in this document but can assist the potential applicants by explaining the contents of this document (please contact Ewa Karólewska, Project Manager on Startup Support at the EIT Food CLC North-East at* [*ewa.karolewska@eitfood.eu*](mailto:ewa.karolewska@eitfood.eu)*)*

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# Background information: EIT Food

[EIT Food](http://www.eitfood.eu/) is one of the largest and most impactful food-related initiatives worldwide. As a Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), EIT Food connects partners from leading businesses, universities and research centres across Europe. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improving global health.

EIT Food’s vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. We are building a unique network of diverse partners that provide a holistic view of the food value chain, including key industry players, agrifood startups, research centres and universities from across Europe, all working together to deliver an innovative and entrepreneurial food sector.

# Sales Booster programme - overview

## Programme objectives

In 2023, EIT Food is launching a second edition of the programme Sales Booster to help innovative agrifood startups explore and enter new markets in Europe (“the Programme”/” Sales Booster”). The Programme delivers support to two main components: 1) Training component and 2) Individual work with personal growth advisor. This is a call to identify service providers for the training component.

Sales Booster is a programme designed for two types of innovative startups:

* Agrifood startups with an impactful solution in one of [EIT Food’s focus areas](https://www.eitfood.eu/six-focus-areas);
* Startups from other sectors with an impactful solution that can be applied in the agrifood industry.

The Programme will run online between May and October 2023 (dates are subject to change). **The training component being a part of this Call for a provider will need to be delivered within a 4 weeks’ period.**

In 2023 (between May and end of July), we will select up to 10 startups to participate in this edition of Sales Booster. Before the selection, startups will be asked to indicate a preferred country in Europe where they want to expand their sales, the reasons for this choice and the availability of funds and resources to explore new markets.

The Programme will provide group support to startups, designed according to the needs of the group in terms of growth stage, product and service characteristics, and geographical markets. By the end of the Programme, each startup is expected to develop an internationalisation action plan for a chosen country.

## Eligible startups

Sales Booster is open to startups registered in one of the following countries in Southern, Central and Eastern Europe: Bulgaria, Cyprus, Croatia, Czech Republic, Estonia, Greece, Hungary, Italy, Latvia, Lithuania, Malta, Montenegro, North Macedonia, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Turkey, Ukraine, Guadeloupe, French Guiana, Réunion, Martinique, Mayotte and Saint-Martin (France), the Azores and Madeira (Portugal), and the Canary Islands (Spain).

The Programme will target mature startups with innovative solutions that can improve Europe’s food system. Selected startups should be able to demonstrate considerable results in sales, and determination as well as resources to expand within the geographical areas covered by EIT Food.

The funds for the Programme come from the [Regional Innovation Scheme](https://www.eitfood.eu/regional-innovation-scheme) (RIS), an additional stream of funding that is designed to increase the competitiveness of the so called ‘lagging’ regions of Europe.

## Programme outline

The Programme will consist of 2 components:

1. **Training component - Preparatory sessions/workshop run by the Provider.** All teams will attend preparatory 3-4-hour weekly sessions/workshops for 2 weeks run by the Provider for all participants.  We expect a chosen Provider to help us shape the final scope of Sales Booster. The final scope should include the activities mentioned below.
2. **Individual work with personal growth advisor providing business and industry coaching tailored to needs of a startup implemented by the EIT Food.** Each team will have regular one-on-one meetings with their individual growth advisor who will support their exploration process, help them to assess their needs, and develop an internationalisation action plan. Startups will also be able to request meetings with business and industry experts. **This component will be executed directly by EIT Food and is not a scope of this Call for a Provider.** If you are interested in being an individual coach / consultant for a startup you can reach to us to signal your interest by sending a CV focusing on your related skills and field of expertise in the sector.

As mentioned before, by the end of the Programme, each startup is expected to develop an internationalisation action plan for a chosen country.

# Sales Booster programme - Scope of work

The scope of the Training component includes the following tasks:

* Create the final design and schedule of the preparatory session/workshop for Sales Booster Training component together with the EIT Food team;
* Deliver online sessions/workshop that would include presentations from leading business and agrifood experts, startup founders, etc. (*minimum duration of each workshop – 3-4 hours/once a week; maximum 2 weeks).* Contents might include sales, expansion strategy, new markets discovery, preparation for expansion, etc.;
* The Programme outcomes for the teams participating in the session/workshops are expected to be development of some of the following abilities to:
  + Recognise and develop opportunities in different markets;
  + Analyse and understand the company situation (sales team, resources ...) and new markets to generate and validate internationalization actions;
  + Assess facts and evidence to decide on which markets to act (product fit, consumers patterns, regulatory aspects …);
  + Effectively lead and design an internationalization plan (resources, strategy, risks …);
  + Access and use to relevant data and facts to analyse the market;
  + Communicate the value proposal of the company for a new market (approaching potential customers, distributors, partners …)
  + Better understanding of the destination food system to develop the appropriate strategy.
* Evaluate startup applications (*2 evaluators provided by a Provider*) and facilitate EIT Food team in selecting the Programme participants (up to 10 *startups will be selected*);
* Maintain frequent communication with all Programme participants, respond to their inquiries and keep them updated about the Programme during the Online sessions/workshop period;
* Maintain frequent communication with EIT Food Programme Leads.

# What kind of provider are we looking to work with?

**Eligibility criteria:**

* Individual or Legal persons (such as companies, higher education institutes, non-governmental organisations, etc.);
* Able to sign a service agreement with the two offices of EIT Food: CLC North-East (Warsaw, Poland) and CLC South (Bilbao, Spain);
* Experience in training and supporting startups with expanding to other countries and markets;
* Network of potential sessions/workshop contributors - business and agrifood experts, startup founders, etc.
* Having an expertise in the agrifood sector;
* Fluency in English.

# Timeline

Below is an approximate timeline of the Programme. The final timeline will be determined by EIT Food together with the chosen Provider.

|  |  |
| --- | --- |
| Step | Date/period |
| Deadline for applications | April 24, 23:59 (CEST), 2023 |
| Selection results announced | May 05, 2023 |
| Signing a service agreement with EIT Food | May 05-15 May, 2023 |
| Create the final design and schedule of the Training component | by 25 May, 2023 |
| Preparatory sessions/workshop delivery | June - July 2023 |

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# Selection process

Interested and eligible organisations and individuals (see eligibility criteria in point 4) are invited to submit their applications **by April 24, 2023, 23:59 CEST** using the “Sales Booster Programme – Application Form” (see point 9 below). Please send the electronic version of the application, based on the form provided below, to: [ewa.karolewska@eitfood.eu](mailto:ewa.karolewska@eitfood.eu).

Please write in the subject line of your e-mail: “Sales Booster Programme – Application Form”.

Incomplete applications or applications submitted by ineligible individuals/organisations will be automatically rejected. Complete applications received by EIT Food will be evaluated by a committee including representatives of EIT Food using selection criteria presented in point 7.

EIT Food reserves the right to designate a provider only if the submitted applications ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results. EIT Food reserves the right to contact the applicant by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed candidates to provide the services.

All applications will be evaluated using transparent selection criteria and the results of the call will be directly communicated to all organisations and individuals participating in the call. The standstill period for appeals before contract conclusion is 2 business days. The chosen provider will be required to sign a service agreement with two offices of EIT Food – CLC North-East (Warsaw, Poland) and CLC South (Bilbao, Spain).

EIT Food will conclude a one year service agreement that will end at 31/12/2023. Nevertheless, the agreement may be renewed for a successive period of at least one year if the specific criteria, based on objectively measurable indicators set up in the service agreement are met and both parties (EIT Food & Provider) are satisfied with cooperation

In case of a renewal of a service agreement, the budget, tasks and performance targets will be defined separately for each of the respective year under the new work plan. The final renewal year is 2025.

# Selection criteria

All proposals will be evaluated considering the following criteria, related to the applicant’s profile and experience:

* + - 1. Experience in training and supporting startups with expanding to other countries and markets;
      2. Strong expertise in the agrifood sector;
      3. Network of leading business and agrifood experts, startup founders, etc.;
      4. Approach to designing and delivering the Programme;
      5. Proposed Programme budget.

Each eligible applicant can receive a maximum of 100 points. Each selection criterion will be evaluated on a scale from 0 to 20:

* 0 – not satisfactory;
* 10 – satisfactory;
* 15 – good;
* 20 – very good.

# Budget for activities

We ask that applicants establish their Programme budget for the implementation of the following tasks:

* Create the final design and schedule of the Training component - **Preparatory sessions/workshop for** Sales Booster together with the EIT Food team;
* Evaluate startup applications (*2 evaluators provided by a Provider*) and facilitate EIT Food team in selecting the Programme participants (*up to 10 startups to be selected*);
* Online sessions/workshop that would include presentations from leading business and agrifood experts, startup founders, etc. (*minimum duration of each workshop – 3-4 hours/once a week; maximum 2 weeks);*
* Maintain frequent communication with all Programme participants, respond to their inquiries and keep them updated about the Programme during the Online sessions/workshop period;
* Maintain frequent communication with EIT Food Programme Leads.

# Sales Booster Programme – Application Form

Please fill in the application form, ensuring that all fields are completed. Please submit the application in an electronic format both as PDF and editable MS Word files **by April 24, 2023, 23:59 CEST** to: [ewa.karolewska@eitfood.eu.](mailto:ewa.karolewska@eitfood.eu)

Applications that are incomplete or sent after the deadline will be rejected. Please do not provide further supporting documents and capture all relevant information in this form or clearly include all the sections below in a power point format if you prefer.

|  |  |
| --- | --- |
| **1. Name of the applicant in English (if applicable)** |  |
| **2. Name of the applicant – individual/organisation in the local language** |  |
| **3. Legal form** |  |
| **4. Office address**  **(street, city, country)** |  |
| **5. Website address** |  |
| **6. Name of contact person** |  |
| **7. Position** |  |
| **8. E-mail** |  |
| **9. Phone** |  |
| **10. Year of establishment of your organisation/years of experience** |  |
| **11. Total number of employees (if applicable)** |  |

|  |  |
| --- | --- |
| **12. Please list social media channels currently used by you (in case of individuals)/your organisation (with web addresses):** | |
| **Facebook** |  |
| **Twitter** |  |
| **LinkedIn** |  |
| **Other (please specify)** |  |

|  |
| --- |
| **13. Please provide a brief description of your organisation and its main activities (in case of organizations). In case of individual – please provide a short description of your experience** |
|  |
| **14. Please present your experience in training and supporting startups with expanding to other countries and markets.**  *Provide examples of recent projects/programmes you have designed and implemented that show your competency to deliver the Training component.* |
|  |
| 1. **Please present your expertise in the agrifood sector.** |
|  |
| 1. **Please describe your network of potential sessions/workshop contributors, i.e., leading business and agrifood experts, startup founders, etc.** |
|  |
| 1. **Please present your proposal for the delivery of the workshops, this should include:**  * *List of topics / contents for the sessions* * *Methodology (masterclass, case study review, practical exercise individually or in group, roundtable or any other)* * *Trainer/s proposed CVs / bio notes* * *Clear outcomes (used the guide of outcomes above) for each session and for the overall programme.* * *Agenda for the workshops* * *Software provided for online sessions* * *Other* |
|  |
| 1. **Please provide the total cost of service (in EUR, NET & GROSS amount).**   *Specify the basic fee and a fee per startup supported in the programme.* |
|  |
| 1. **Why are you (in case of individuals) /is your organisation interested in delivering this programme?** |
|  |
| 1. **Would you like to add any other information relevant to this call and application?** |
|  |

*By submitting this application form, I confirm that the information provided above correctly represents the scope of activities and plans of my organisation. I give consent to processing the application by EIT Food, its Co-Location Centres involved in the evaluation process, and am willing to cooperate to provide further information or documents confirming the facts presented above. If selected by EIT Food, I declare my willingness to act as a Provider of EIT Food based on the conditions described in the “Call for a Provider - Sales Booster Programme”.*

**Date, place: ……………………………………………………………………**

**Name of the person submitting the application: ……………………………………………………………………**

**Position: ……………………………………………………………………**

**Organisation submitting the application: ……………………………………………………………………**