Call for a Subcontractor- Sales Booster Programme

EIT Food is looking for a partner to help us deliver Sales Booster – a new programme that will help innovative startups explore and enter new agrifood markets in Europe.

Application deadline: May 26, 2022, 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 Yulia Bodnar, RIS Startup Support Manager at EIT Food CLC North-East - yulia.bodnar@eitfood.eu).

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1. Background information: EIT Food

EIT Food 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.

2. Sales Booster programme - overview

2.1.   Programme objectives

In 2022, EIT Food is launching a new programme Sales Booster to help innovative agrifood startups explore and enter new markets in Europe (the Programme/Sales Booster).

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;
- Startups from other sectors with an impactful solution that can be applied in the agrifood industry.

The Programme will run online between September 5 and mid-November 2022 (dates are subject to change). The minimum length of the programme should be two months.

In 2022, we will select up to 10 startups to participate in the first 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 tailored support to each startup considering their growth stage, current needs, and geographical markets. By the end of the Programme, each startup is expected to develop an internationalisation action plan for a chosen country.

2.2.   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 this project come from the Regional Innovation Scheme (RIS), an additional stream of funding that is designed to increase the competitiveness of the so called 'lagging' regions of Europe.

2.3.   Programme outline

We expect a chosen Subcontractor to help us shape the final scope of Sales Booster. The final scope should include the activities mentioned below.

All teams will attend 2-hour weekly sessions/workshops run by leading business and agrifood experts, fellow startup founders, EIT Food partners, and alumni.

Each team will have regular one-on-one meetings with their personal 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.

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

3. Sales Booster programme - Scope of work

The scope of the project includes the following tasks:

- Create the final design and schedule of the Sales Booster programme together with the EIT Food team;
- Evaluate startup applications (*2 evaluators provided by a Subcontractor*) and facilitate EIT Food team in selecting the Programme participants (*up to 10 startups*);
- Deliver online workshops that would include presentations from leading business and agrifood experts, startup founders, etc. (*minimum duration of each workshop – 2 hours; maximum 8 workshops*).* Contents might include: sales, expansion strategy, new markets discovery, preparation for expansion, etc.);
- Assign a growth advisor to each startup who will conduct regular one-on-one sessions to support their exploration process and help them assess their needs (*maximum 8 sessions with each startup**);
- Connect startups with business coaches and/or industry experts;
- Connect startups with relevant organisations/companies from the Subcontractor's network;
- Help startups develop an internationalisation action plan for a chosen country in Europe;
- Maintain frequent communication with all Programme participants, respond to their inquiries and keep them updated about the Programme;
- Maintain frequent communication with EIT Food Programme Leads and update them on startups' progress;
- Conduct the final session with each startup (together with the EIT Food team) to summarise their Programme journey and advise them on their next steps.

the number of online workshops and growth advisor sessions provided in this scope of work is the maximum number. Please specify in your application the number of workshops and sessions that you believe would be appropriate for this Programme.

4. What kind of partner organisation are we looking to work with?

Eligibility criteria:

- Legal persons (such as companies, incubators or accelerators, higher education institutes, non-governmental organisations, etc.);
- Able to sign a subcontracting 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;
- Having a network and expertise in the agrifood sector;
- Having a network of quality business coaches and industry experts;
- Fluency in English.

5. Timeline

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

Step	Date/period
Deadline for applications	May 26, 23:59 (CEST), 2022
Selection results announced	June 2-3, 2022
Signing a subcontracting agreement with EIT Food	June 6-10, 2022
Create the final design and schedule of the programme	by June 30, 2022
Programme delivery	September - mid-November, 2022

6. Selection process

Interested and eligible organisations (see eligibility criteria in point 4) are invited to submit their applications **by May 26, 2022, 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: yulia.bodnar@eitfood.eu.

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

Incomplete applications or applications submitted by ineligible 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 the subcontractors 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 organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed organisations.

All applications will be evaluated using transparent selection criteria and the results of the call will be directly communicated to all organisations 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 subcontracting agreement with two offices of EIT Food – CLC North-East (Warsaw, Poland) and CLC South (Bilbao, Spain).

7. 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 network and expertise in the agrifood sector;
3. Network of quality business coaches and industry experts;
4. Approach to designing and delivering the Programme;
5. Proposed Programme budget.

Please see point 8. Budget for activities to see how we expect each applicant to propose their 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.

8. Budget for activities

We ask that applicants establish their Programme budget on the two following points:

1. **A base fee** that includes the implementation of the following tasks:

   - Create the final design and schedule of the Sales Booster programme together with the EIT Food team;
   - Evaluate startup applications (*2 evaluators provided by a Subcontractor*) and facilitate EIT Food team in selecting the Programme participants (*up to 10 startups*);
   - Deliver online workshops that would include presentations from leading business and agrifood experts, startup founders, etc. (*minimum duration of each workshop – 2 hours; maximum 8 workshops**);
   - Maintain frequent communication with all Programme participants, respond to their inquiries and keep them updated about the Programme;
   - Maintain frequent communication with EIT Food Programme Leads and update them on startups' progress.

2. **A fee per startup supported in the Programme** that includes the implementation of the following tasks:

- Assign a growth advisor to each startup who will conduct regular one-on-one sessions to support their exploration process and help them assess their needs (*maximum 8 sessions with each startup**);
- Connect startups with business coaches and/or industry experts;
- Connect startups with relevant organisations/companies from the Subcontractor's network;
- Help startups develop an internationalisation action plan for a chosen country in Europe;
- Conduct the final session with each startup (together with the EIT Food team) to summarise their Programme journey and advise them on their next steps.

The amount that the Subcontractor will end up invoicing EIT Food will consist of the base fee plus the fee per startup multiplied by the number of startups supported in the Programme.

*the number of online workshops and growth advisor sessions provided in this scope of work is the maximum number. Please specify in your application the number of workshops and sessions that you believe would be appropriate for this Programme.

9. 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 May 26, 2022, 23:59 CEST** to: yulia.bodnar@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.

1. Name of the applicant organisation in English	
2. Name of the applicant 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	
11. Total number of employees	

12. Please list social media channels currently used by your organisation (with web addresses):	
Facebook	
Twitter	
LinkedIn	
Other (please specify)	

13. Please provide a brief description of your organisation and its main activities.

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 this programme.*

15. Please present your network and expertise in the agrifood sector.

16. Please present your network of quality business coaches and industry experts. *Provide the names and short background descriptions of coaches in your network.*

17. Please present how you would approach the design and delivery of the programme. *Include a short programme schedule and your approach to supporting startups. Please include the number of online workshops and sessions with the growth advisors that you would provide.*

18. Please provide the total cost of service (in EUR, NET amount). *Specify the basic fee and a fee per startup supported in the programme (please see point 8 of the Call for the instructions on how to present the cost of service).*

19. Why is your organisation is interested in delivering this programme?

20. 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 Subcontractor of EIT Food based on the conditions described in the "Call for a Subcontractor - Sales Booster Programme".

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

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

Position: ……………………………………………………………

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