

Narrative Explanation for Financial Proposal

RFP reference no: RFP/2025/58913

Name of Offeror: Startup House

Date: 15.09.2025

Our Financial Proposal presents both bootcamp scenarios as required by the template. Table 1a (Scenario 1 – Virtual) and Table 1b (Scenario 2 – In-person) each total USD 488,363 and follow the fixed payment weights (Deliverable 1 = 10%; Output 2 subtotal for Deliverables 2.1–2.4 = 20%; Deliverable 3 = 40%; Deliverable 4 = 10%; Deliverable 5 = 20%). The only difference between the two tables is within Output 2: under 2.2 the virtual bootcamp carries a lower lump sum, with the balance reallocated across 2.1, 2.3, and 2.4 to reflect online delivery; all other deliverable amounts remain identical. Travel and daily subsistence appear only in Table 2 as cost inputs and are applied when in-person activities occur (bootcamp staff and participants per the approved mobility plan; finalists' travel is not funded). The 10% Via Travel fee is applied only to bootcamp participant air tickets; training/workshop venues are covered by UNOPS where required.

Key Experts

- Team Leader – 80 days × \$1,300/day = \$104,000
 - Project Manager – 225 days × \$450/day = \$101,250
 - Senior Technical Specialists (4 profiles) – 160 total days = \$96,000
 - Junior Analyst – 225 days × \$350/day = \$78,750
- Subtotal personnel (Key Experts only): \$380,000

Project Director / Team Leader (80 days)

Provides strategic direction and quality assurance, engages with senior stakeholders, and validates all outputs. This role is activated at critical moments: bootcamp oversight, selection checkpoints, and synthesis of lessons learned.

Project Manager (225 days)

Manages the schedule, resources, risks, and reporting; coordinates orientation and bootcamp calendars; manages matchmaking and communications training logistics; ensures timely delivery of monthly check-ins and progress reports. This is the operational backbone of the programme.

Senior Technical Specialists (4 profiles – 160 days in total)

Design and deliver the orientation and bootcamp curricula, develop the mentorship and technical assistance framework, and provide specialist expertise (business modelling, market validation, regulatory matters, etc.). This role ensures that founders receive practical and high-quality support.

Junior Analyst (225 days)

Provides continuous support to applicants and awardees, documents progress, manages monitoring and evaluation records, and prepares case study inputs. This role guarantees that all outputs (monthly check-ins, progress reports, and lessons learned) are delivered on time and to standard.

Value-for-money logic (why this mix). The level of effort is driven by the SoR's outputs: orientation for ~50 applicants, a bootcamp (priced separately under two scenarios), matchmaking and communications training for the top~20, followed by execution support across two windows (12-month grantees; 6-month awardees) and structured reporting/learning. The mix deliberately concentrates time in the PM and Junior Analyst for cost-efficient throughput, with Senior Technical Specialists and Team Leader time reserved for high-leverage content, quality assurance, and stakeholder moments.

Crosswalk:

Team Leader and Senior Technical Specialists: Responsible for designing and delivering the orientation and bootcamp curricula, as well as developing the mentorship and technical assistance framework. (Deliverables 2.1–2.2)

Project Manager: Oversees the matchmaking process and communications training, and ensures the schedule is maintained. (Deliverables 2.3–2.4)

Senior Technical Specialists and Project Manager: Develop and manage the tailored support frameworks for both the twelve-month grantees and the six-month awardees. (Deliverables 3.1 & 4.1)

Project Manager and Junior Analyst: Ensure that monthly check-ins, periodic progress reports, and the lessons-learned case studies are delivered on time and to the required quality. (Deliverables 5.1–5.3)

Other Experts as requested

We propose a small, on-call pool of specialist days to complement our core team. The figures below are prudent estimates based on the current timetable and the expected flow of participants - finalists who need concentrated coaching before the Shark Tank, and winners who need targeted support during implementation. Actual draw-down will depend on the profiles and maturity of selected teams: some cohorts require more work on narrative and delivery, others on financial readiness and partner outreach. At inception, we will confirm the split of days with the contracting authority and adjust as needs become clear, keeping transparent timesheets and short task notes. We estimate 8 experts involved for 113 days at rates that are based on coordination between consortium partners to find the rate that will be acceptable for experts from our databases and pools. The core team remains responsible for the bulk of delivery; these specialists are a precise, time-bound boost to address gaps and ensure each finalist and winner receives the right help at the right moment. Please see our sample calculations below as an example:

Communications trainer and pitch coach - 9 days (May–June 2026).

Sized to coach finalists within the official training window and hit the training attendance target:

- 1 day: curriculum tailoring and materials (review of finalist abstracts; slide templates).
 - 2 days: small-group clinics (two groups of ten).
 - 3 days: one-to-one “pitch surgery” (20-30 sessions × ~1 hour ≈ 2.5–3 days).
 - 1 day: dress rehearsal with timed runs and feedback.
 - 1 day: event-day support (green-room coaching and last-mile edits).
 - 1 day: post-event refinement set (short write-ups shared with finalists).
- This directly delivers communications training for finalists ahead of the Shark Tank (Deliverable 2.4).

Investment-readiness and access-to-finance expert - 12 days (July–December 2026, then light touch).
Right-sized to move 6–10 awardees toward follow-on interest/funding and to support 6–10 grantees on investment basics while their milestone plans advance:

- 2 days: simple toolkit and model templates (unit economics, runway, ask).
 - 1 day: cohort workshop for awardees (funding narrative, data room basics).
 - 3 days: one-to-one clinics for awardees (6–10 hours total, plus feedback).
 - 3 days: targeted outreach prep (short lists, messages, and meeting prep).
 - 2 days: checkpoints with grantees (group office hours across the year).
 - 1 day: summary of outcomes for progress reports.
- This supports Deliverable 3.1 (eco-innovations in focus countries) and complements Deliverable 3.1 for grantees.

Total **447,800\$**

Travel Costs

Vienna coordination (2 trips)

- Travelers per trip: 3 (Team Leader, Project Manager, Junior Analyst)
- Per-person trip length: 4 days / 3 nights
- Total staff traveler-trips: 6
- Rationale: provider handles Vienna meetings with UNOPS PIU.

Bootcamp assumed in Georgia (Tbilisi)

- Staff traveling: 2 Senior Technical Specialists
 - (Project Manager + Junior Analyst do not travel for bootcamp since it's in Georgia, per your decision.)
- Per-person trip length (staff): 7 days / 6 nights (arrive –1, 5 bootcamp days, depart +1)
- Participants traveling (budgeted by us): up to 50 applicants
- Per-participant trip length: 7 days / 6 nights
- Purpose: in-person bootcamp for up to 50 applicants.

Finalist training + Shark Tank block

- Staff traveling: 3 (Communications trainer, Project Manager, Junior Analyst)
- Per-person trip length (staff): 4 days / 3 nights (rehearsal + event block)
- Finalists traveling: 0 budgeted by us

Grantee field missions (execution phase)

- Trips: 6–10 (minimum one in-person mission per grantee)
- Traveler per mission: 1 Senior Technical Specialist (lead), 1 PM
- Per-mission length (now slimmed): 3 days / 2 nights
(Day 1 travel + kickoff; Day 2 full on-site work; Day 3 wrap + travel out)

- Requirement basis: at least one in-person mission per grantee.

Staff traveler-trips

Vienna: 2 trips × 3 ppl = 6; Bootcamp (staff): 1 trip × 2 ppl = 2; Finalist block (staff): 1 trip × 3 ppl = 3;
Grantee missions: 6–10 trips × 2 = 12–20; **Total staff traveler-trips: 23–31**

Staff travel time

- Vienna: 24 days / 18 nights (4×6; 3×6)
- Bootcamp (staff): 14 days / 12 nights (7×2; 6×2)
- Finalist block (staff): 12 days / 9 nights (4×3; 3×3)
- Grantee missions: 36–60 days / 24–40 nights (6×6–10; 4×6–10)

Total staff days: 86–110 · Total staff nights: 63–79

Participant traveler-trips (budgeted by us)

- Bootcamp applicants: up to **50 trips** → **350 days / 300 nights** (7/6 each).

We will procure all air travel in economy class and manage the bootcamp participants' mobilization through our subcontractor Via Travel, which provides end-to-end coordination of itineraries, documentation support, and group ticketing. To reflect this service, we include a management fee equal to 10% of the 50 participant round-trip tickets (budgeted at a fixed \$550 per RT), totaling \$2,750. Staff travel, finalist travel, and grantee-mission tickets are budgeted at the same fixed economy rate and do not incur the Via Travel fee.

Airline tickets (economy, flat \$550/RT):

- Vienna coordination (2 trips): 2 × 3 staff = 6 RT → \$3,300
- Finalist training + Shark Tank in Vienna (staff only): 1 × 3 staff = 3 RT → \$1,650
- Bootcamp staff (Tbilisi): 2 RT → \$1,100
- Bootcamp participants (Tbilisi): 50 RT → \$27,500
- Grantee field missions (6 missions, max-mix flights): 12 RT → \$6,600

Subtotal – tickets only: \$36,850

Accommodation catering and other expenses - \$60,000

Via Travel management fee (participants only):

- 10% × participants' tickets (\$27,500) = \$2,750

Total – Travel (air tickets + Via Travel fee+accomodation): \$99,600

Daily Allowance

Daily subsistence is budgeted strictly at the International Civil Service Commission (ICSC) city caps for the travel month and location, and does not exceed those caps as required in the Schedule of Requirements.

We apply DSA only where travel occurs: (i) two Vienna coordination trips (three staff), (iii) finalist training and event for staff in Vienna (finalist travel not funded by us), and (iv) six grantee missions, two per country, priced at the highest-cap city per country to ensure coverage (Tbilisi, Chişinău, Istanbul).

DSA by block

Vienna coordination (2 trips, staff only)

Nights: 2 trips × 3 staff × 3 nights = 18 nights

Rate: Vienna \$325

DSA = 18 × 325 = \$5,850

Bootcamp in Tbilisi

Staff: 2 Senior Specialists × 6 nights = 12 nights × \$199 = \$2,388

Finalist training + Shark Tank (Vienna, staff only; finalists not funded)

Nights: 3 staff × 3 nights = 9 nights

Rate: Vienna \$325

DSA = 9 × 325 = \$2,925

Grantee field missions (6 missions total; 2 per country at highest-cap city, 2 nights each, expert and PM)

Georgia (Tbilisi \$199): 2 missions × 2 nights = 4 nights × 199 × 2 = \$1,592

Moldova (Chişinău \$177): 4 nights × 177 × 2 = \$1,416

Türkiye (Istanbul \$378): 4 nights × 378 × 2 = \$3,024

Subtotal (missions) = \$6,032

Total – Daily allowance: \$17,195

Communications

Communications covers Zoom Pro (three host licenses) for the remote networking event and coordination, HubSpot Starter (two seats) for outreach/registrations/email follow-ups, and one Claude Max seat to support communication content prep and note taking across communication deliverables for the full 18-month period.

Zoom Pro — 3 hosts × 18 months × \$15.99 = \$864 (budgeted at the commonly listed Pro rate).

HubSpot Starter — 2 seats × 18 months × \$20 = \$720 (Starter per-seat monthly pricing).

Claude Max — 1 seat × 18 months × \$200 = \$2,600 ("Max" plan is listed as from \$200/month per person).

Total: \$4,984

Access-to-Finance & R&D Pipeline Support for Focus Country Winners (optional)

While Neuvia will do its best to match participants with opportunities and consult them on how to succeed while applying we propose hands on assistance with dedicated experts working to increase chances of applicants to succeed.

Purpose and justification:

To strengthen Focus Country grantees' access to follow-on financing and research/innovation partnerships during the 12-month execution phase, we budget a dedicated "Access to External Funding & R&D Application Support" package per grantee. The package targets suitable international, regional and national programmes (e.g., Horizon Europe clusters as relevant; IFI instruments; bilateral R&D funds; thematic challenge grants) available during the implementation period. This directly underpins **Execution Phase → Deliverable 3.1** (individual 12-month support per grantee with KPI progress) and the programme objective to move solutions toward scale and investment.

The package covers opportunity mapping and eligibility screening across relevant funding and R&D instruments; development of a complete application strategy and work plan (including consortium design, roles, timeline, and compliance); professional drafting and review of non-technical sections (impact, commercialization, safeguards, and inclusion) with editorial review of technical inputs provided by the grantee; **hands-on preparation and submission support** - document assembly, compliance verification, portal submission, and status monitoring with resubmission guidance where applicable; and targeted introductions to prospective partners and investors aligned to the selected calls.

Unit: fixed package **USD 3,000 per Focus Country grantee.**

Quantity: **10** grantees (aligned to the RFP's 6–10 Focus Country winners; budgeting for 10 ensures full coverage).

Total: USD 30,000. (optional cost)

Scenario 2 (Bootcamp in Person) Total: \$599,579

Scenario 1 (Virtual Bootcamp will cause the following reductions:

- **Travel costs (bootcamp portion only):**
50 applicant round-trip tickets (budgeted at \$27,500).
Via Travel 10% management fee tied to those participant tickets (\$2,750).
Bootcamp staff flights (2 RT, \$1,100).
In-person bootcamp **accommodation/catering/other on-site** (\$60,000).
- **Daily allowance (bootcamp portion only):**
Staff DSA for the bootcamp in Tbilisi (12 nights × \$199 = **\$2,388**).

Using your current figures, the bootcamp switch to virtual removes about **\$93,738** from the "Travel"+"Daily allowance" blocks (27,500 + 2,750 + 1,100 + 60,000 + 2,388).

Scenario 1 (Bootcamp Virtual) Total: \$505,841