

# **Request for Proposals**

# 2023 K-Startup Grand Challenge

# SILICON VALLEY

## **Korea Innovation Center, Silicon Valley**

Release Date: March 2, 2023

Submission Date: March 22, 2023 at 5 PM (PDT)



#### 1. Introduction/Background

Korea Innovation Center Silicon Valley ("KIC SV") is currently accepting proposals from qualified partners to jointly support "K-Startup Grand Challenge" event. Our intent is to utilize your professional services in order to plan, marketing and coordinate the responsible part of KIC SV on this event.

Korean Innovation Centers were created by the Korean government with the vision of enhancing Korean entrepreneurship and enterprise development through innovation by stimulating comprehensive acceleration of Korean startups and SMEs throughout the US and beyond – Silicon Valley, Washington DC, Berlin, and Beijing. Since January 1<sup>st</sup>, 2015 when established in San Francisco Bay Area, KIC SV has been helping hundreds of Korean startups and small enterprises for coaching, consulting, and deal sourcing, so that they could gain US market access and investment opportunities. By doing so the KIC SV also provided a sustainable environment and a positive impact on the Silicon Valley community through job creation and capital generation in the advanced technology industry sectors.

While KIC SV has advanced entrepreneurial and business success through numerous incubation/acceleration programs in its history, the Key Performance Indicators (KPIs) of 2023K-startup Grand Challenge event rest upon successful promotion of program and preparation of America audition.

Based on these needs, KIC SV is inviting proposals from qualified respondents with a large entrepreneurship network to recruit the participating startups from America. This event is expected to enhance abilities and chances for investments relations and positive business reference between ecosystems American continents and South Korea.

We would like to encourage interested companies to present proposals and look forward to working with you. Please read the information in this packet carefully and provide your proposal accordingly by 5:00PM (PDT) on Wednesday, March 22, 2023.

To be eligible for consideration, the completed proposals should be submitted via email by the deadline to:

Korea Innovation Center, Silicon Valley

Email address: Sonkim@kicsv.org

Subject: 2023 K-startup Grand Challenge RFP

<sup>\*</sup>For more detailed information, please visit the official website and facebook



#### 2. Scope of Services

A full range of professional event management services is required, including but not limited to the following:

- Provide strategic advertising support, planning, public relationship development with various agencies, multi-channel outreach, Q&A webinars, scheduling and executions
- ◆ Hand out all necessary promotional materials (brochures, banners, EDM etc.)
- Visit (or Connect to) all type of startup related agencies and events where it can be advertised.
- Provide KIC SV with complied 300 applications in categorized and ordinal way for the 1<sup>st</sup> round
- ◆ Gather **300 startup applications** for the challenge within a given timeframe
- Support in the first round of interview (Pitch) rounds by notifying the selected applicants, setting up the interview venue, invite the judges, notifying the results and other details etc.
- Provide us reports on the interview(Pitch) process

#### 3. Overview and Guidelines

#### 1) Proposal Requirements

#### 1. Company profile

- a. Name of the company, contact person and contact information: provide address, office and mobile number, email address and web address
- b. Statement of ownership and list the majority and minority owners
- c. List of subcontractors if applicable. Provide company name, contact person details and intended percentage of work to be performed by any subcontractor

#### 2. Qualifications

- a. Provide a brief description of your company; including its founding and history, number of employees, service areas, and awards or other forms of recognition
- b. Provide a description of your work process



#### 3. Experience and ability to perform this work

- a. Provide examples of relevant work
- b. Provide minimum of 2 client references related to this project
- c. Provide a list of personnel who would be assigned to the project along with their credentials and experience
- d. As mentioned above, we require 3 marketing experts to be dedicated to the project. One has to have 3 year+ of startup experience
- e. Provide high-level overview of how you would handle the challenges of promoting the event and brining 300 promising startups from south and north Americas. Please provide how you will achieve this in details.

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### <Ref. Table> Essential Deliverable for 2023 K-Startup Grand Challenge

### Part 1) Mandatory Part (KPIs)

Subjects	Descriptions
1.Promotion	<ul> <li>Advertising on newsletter, website banner and email blasts of partner and startup accelerators.</li> </ul>
	<ul> <li>Digital marketing (Facebook and Google ads, Linkedin, Twitter, startup influencers, and event listings).</li> </ul>
	<ul> <li>Event sponsorships at various startup related events.</li> </ul>
	<ul> <li>Held interactive webinars for promotion and Q&amp;A (Zoom etc.)</li> </ul>
	<ul> <li>Overall design, management, promotion strategy to attract more than 300 applications from North and South America.</li> </ul>
2.Audition	<ul> <li>Two different dates for online auditions.</li> </ul>
	<ul> <li>Rental venue and invite judges for both auditions.</li> </ul>
	<ul> <li>Audition food, beverages, sanitizing kits, and rental preparation for judges (laptop etc.)</li> </ul>
3.Staff	<ul> <li>2 or more staff needed for scoring, and audio/technical supports on the day of the audition</li> </ul>
4.Administrative	<ul> <li>Manage communication channel via e-mail,</li> <li>Whatsapp or any other messenger with final selected companies</li> </ul>
	<ul> <li>Standby participants 5~10 minutes earlier than scheduled pitch time.</li> </ul>
5.Weekly Update	- Set a weekly meeting with KIC team and update tasks.
	<ul> <li>Submit a summary of weekly updates on Thursdays</li> </ul>
6.Final Report	<ul> <li>Submit final report with proper format within 2 weeks after the event ends.</li> </ul>



#### Part 2) Responsibilities

- 1. KIC SV is required to conduct review of every organization with which it enters into a contract in order to provide reasonable assurances that the **ogrizh** is a reputable entity.
- 2. The winning contractor shall conduct on-site seminars on the premise as agreed with KIC SV
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- 4. Time and place are subject to KIC's sole discretion, and contractor may decide the optimized means of education, subject to KIC's consent.

#### Part 3) Selection Criteria

- Proposals will be reviewed and rated by KIC SV internal professionals and/ or outside experts depending on circumstantial necessity.
- 2. The **format of proposal** is flexibly opened for each proposer, but theproposal, regardless the format, must include substantial portion of proposed topics and the contents.
- Proposal also must disclose numbers and identity of all prospective judges (judge pool) and will be reviewed by
   number of people 2) quality of personnel 3) fitness of nexus between topics and the listed judges.

#### Part 4) Certain Accounting presentation duty for records

- 1. The contract proposal should present unit prices and total price computationin reasonable accounting format
- 2. The contract proposal should present itemized services, times, and numbers in reasonable accounting format.
- 3. Estimated Budget: \$61,000

**Part 5)** Reporting Requirements: The due dates, format, and specific information to be contained in reportsRequired will be determined by KIC SV at sole discretion of its own.

**Part 6) Contract:** The solicited bid proposal is *ONLY inquiry as part of invitation of offer.* The successful proposal may be invited for interview and will have chances to explain their proposals. Final selection may take additional steps/ procedures as set forth KIC SV as necessary. Please note that depending on the bid results.



- 1. KIC SV reserves the right to select no proposal as the final contracting entity. KIC also reserves the right to counter any proposals who it deems b be the closest to the requirement of the proposal.
- 2. KIC SV will do its best to make the process as fair, reasonable, transparent as possible.
- 3. KIC SV may negotiate with any selected proposal for further adjustment to finalize the program together

#### Part 7) Payments

Payment (%)	Payment Requirements
70%	First payment of 70% within 15 days upon a contract signed
30%	Upon Completion of the Project

**Part 8) Reporting Requirements:** The contractor is required to submit general periodic reports whose due dates, format, and specific information to be contained will be determined by KICSV

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