

Terms of Reference
**Request for proposal for Augmentation & integration of an
incubator software in the letsstartup program**

Tender No: FMC/FNF/22-23/001

The Tender is available at <https://fmc.org.in/tender/> Please apply by 10th October 2022 (till 5.30 PM). Please note that the financial quote (password protected) and technical quote (password protected) must be electronically submitted at info@msmefoundation.org and in original with signature and seal in a separate envelope clearly mentioning "For appointing an Agency for executing a challenge to financially support innovative and sustainable bamboo based Startups" (same to be written in the subject line for electronic submission) at the below mentioned address, FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder agency (Brochures, website link, Testimonials by the client(s) of similar work done, (ii) Undertakings and Supporting documents as per the requirements explicitly mentioned in this ToR.

For any query, please email at info@msmefoundation.org with a copy to amit.tyagi@msmefoundation.org

Date of Publication: 20th September 2022

Last Date of Application: 10th October 2022

Award of Contract: 13th October 2022

Please send your bids in hard copy to:

Mr. Amit Tyagi

Procurement Officer

Foundation for MSME Clusters (FMC)

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Tel No. 011-40563323-24

About Foundation for MSME Clusters:

The Foundation for MSME Clusters (FMC) specializes in promotion of MSMEs through cluster and value chain led development. FMC was promoted as a Registered Trust with the technical support of a then UNIDO Cluster Development Programme, in June 2005. In India, FMC has worked/working with around 200 MSME clusters, done/got done studies/research in another 150 MSME clusters and worked with 250 Business Membership Organizations (BMOs). FMC and its experts have also provided training, handholding, and research on cluster development in 16 other countries across the globe.

FMC has 25 publications on cluster and related areas. FMC published cluster development methodology (CDM) in the year 2005 and have subsequently come up with cluster development methodologies for poverty alleviation, sustainable development, and innovation (<https://fmc.org.in/publications>). FMC and its experts have also conducted over 50 training programmes on CDM for various national organizations including Ministry of Rural Development, KVIC, Coir Board, Governments of West Bengal and Karnataka, NABARD, UNIDO, etc. FMC is a pioneer private organization to host a cluster portal www.clusterobservatory.in that is accessed by various institutions in India and various countries across the globe.

FMC has its head office in New Delhi and branch/representative/project offices in Hyderabad (Telangana), Tumkur (Karnataka), Cuttack and Sambalpur (Orissa), Ludhiana (Punjab), Kolkata (West Bengal), Lakhimpur (Assam), Agra (UP), Betul (Madhya Pradesh), Bilaspur (Chhattisgarh) and Dumka (Jharkhand). FMC has qualified professionals having hands-on experience in MSME development with special focus on cluster approach. It has a strong team of 40 employees and consultants with diverse specializations including management, finance, economics, agriculture, sustainable development, engineering, etc. FMC activities are implemented by 4 cells: Policy and Research, Infrastructure and Governance, Marketing and BMO Promotion and, Energy and Environment.

Project Title:

Empower Start-ups and Micro Enterprises (MEs) to grow their Business 2022 Initiatives

Funded by: Friedrich Naumann Foundation

Project Background

During the implementation of the first phase of the project, it was felt that we further need to establish strong linkages with experts, incubation centres, angle investors and venture capitalists. One key area is that the incubation centres and/or experts have a fee which needs to be paid which sometimes is beyond the capacity of the start-ups. Identifying angle investors and venture capitalists and keeping them engaged is another area which requires strengthening. As an after effect of the COVID induced lockdowns, the Virtual Exhibition Platform (VEP) created in the first phase becomes very important. The VEP can provide the much-needed market opportunities, lack of which is making even the established MEs fight for their survival. Going by the current pattern of new variants coming up and varying degrees of restrictions by state and union governments, it is important to invest in long-term structural policies, such as digital and virtual promotion of business and sales along with financial inclusion.

Objective

Development of an online tech platform with an Incubator Software that shall be integrated with the existing portal to create a virtual incubator network in the Delhi NCR region:

Some of the key features that is desired in the platform are listed below:

- 1) **Incubator Registration Page** – This will allow the Incubators to register themselves on the online portal to avail the benefits of support services provided under the program required to fulfill the voids and build their capacities. All Incubators shall have access to the resources such as BDS, Mentors, a library of standard documents related to policies and schemes, SOPs, and best practices adopted by incubators for their sustenance.
- 2) **Start-up Registration Page** - Start-ups shall create their profile with their pitch deck and support services required under the program. Start-ups of the Delhi NCR region shall be notified of the challenges, capacity-building programs, and opportunities to avail incubation, acceleration, mentorship, technology, and funding support by the incubators, Corporates, Financial institutions, Accelerators, and BDS providers for the growth and scaling of their start-ups.

Start-ups shall update the support/ services availed under the program in various stages under the program in order to keep the track of all the developmental activities on monthly basis.

3) Resources

- 3.1. Mentor Network – This will provide the list and access of sector-specific mentors to provide need-based guidance and support to incubators and start-ups.
- 3.2. Business Development Service Provider – The resource list will consist of various BDSPs (Legal, Tax, IP, Marketing, Training, fundraising, etc.) who will work towards the growth of the start-ups and help in scaling up their businesses.

- 4) **Promotional Events** – This will highlight and provide visibility to all upcoming events organized by Incubators, and partners registered as part of the Network.

5) Capacity Building Programs

- 5.1. Physical – This platform will help facilitate physical workshops on sector specific technologies, corporate linkages and fundraising with VCs and Angel Investors.
- 5.2. Virtual – The platform will help organize various awareness and capacity building/ training sessions for registered start-ups to boost their business and get connected with the identified BDSPs.

- 6) **Corporates/Industry partners** – One of the major challenges that this platform will mitigate is linkage with corporates and industry partners for the commercialization of the products or solutions developed by the start-ups.

7) Information Page/Library: An open-source Library

- 7.1. Schemes across Ministries – This portal will provide awareness of the various Central/ State Schemes and Policies available to support start-ups and entrepreneurs.

- 7.2. Templates** - The website will provide various proposals, and pitch-deck templates to enable start-ups better their interaction with the funding agencies.
- 7.3. SOPs**-SOPs prepared by established and required by early-stage incubators to run their facilities more efficiently shall be uploaded.
- 7.4. Incubation Policies/ Guidelines** – This portal will also provide Incubator Management policies and guidelines to Incubators to enable them to better guide their Incubatees.
- 8) Meeting calendar** – The meeting calendar will keep a track of all the monthly, quarterly, and half-yearly meetings scheduled for Incubators to help them discuss and come up with solutions for their challenges. It will also provide a date-wise overview of the planned activities under this Network of Incubators.
- 9) Chatbot tool/Query page** – This will enable start-ups and incubators to get immediate assistance with respect to the facilities available on the portal.

10) Analytics: Dashboard

To monitor the outcome of the intervention a dashboard shall be developed where all the activities are to be implemented as per the DSR validation report shall be tracked and monitored over a period of the next 2 years with the support of Incubators, BDSPs, Industries, Corporates, and Mentors onboarded on the online platform

KEY DELIVERABLES

Work	Details
Website development, Designing, and Integration of backend from an external site	<p>Development, design, integration, and maintenance of the website</p> <ul style="list-style-type: none"> • Developing a web brief for the developers as per the requirements • Frontend and backend work • Website development, alterations, testing, finalization • Maintenance • Integration of backend forms for applications, mentors, incubators, etc. <p>Design workflow after project approval:</p> <ul style="list-style-type: none"> • Graphic design for website pages, social media creatives, print collaterals, presentations, PDFs, etc.
Integration of Software	<ul style="list-style-type: none"> • Allocation of space for Incubators (~100) Registrations • Allocation of space for Start-up (~7000) Registrations • Event Management page for Incubators and at the program level • Evaluation Management at the Incubator level and at the program level • Mentor, Expert & Alumni Management • Meeting Scheduling: Scheduling of Meetings on monthly basis with all incubators • Learning Management: Knowledge management page to upload all SOPs and information • Fund Management by Incubators • Portfolio Management, Milestone Planning, and Tracking

	<ul style="list-style-type: none">• Form Builder• Calendar Integration• Community Management - Group & one on one chat, discussion forum within platform• Data Reporting and Analytics - Track data, gain insights & easily report• Customizable Emails - both in terms of design & template• Announcement - to broadcast messages• Analytics: Dashboard and import of historical data to generate a report
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Post submission, a virtual presentation will be conducted for screening and discussion.