

## CALL FOR TENDERS – FANBEST Online training programme

As part of the European Interreg Atlantic Area project FANBEST ([fanbest.eu](http://fanbest.eu)), a call for tenders is launched to deliver a suite of webinars combined with learning materials to provide the key principles and tools for entrepreneurship in the Blue Economy. The FAN-BEST project aims at promoting innovation and competitiveness within the Blue Economy sector along the Atlantic Area (see the map [here](#)).

The work consists of directly contributing to a key activity of the project dealing with a transnational programme for improving capacities of advisors and support services about fundraising for technology transfer. This task corresponds to an online training programme aiming at improving knowledge on financing support and good practices applicable to startups (including spin offs) and scale-ups in the blue economy. The programme primarily concerns two types of beneficiaries located in the European Atlantic Area:

- Primary target: advisors/coaches in incubators and accelerators, development agencies, knowledge transfer department of universities etc...
- Secondary target: any entrepreneur, researcher and manager having an interest in the Blue Economy

A promotional campaign will be launched before the online training begins to attract interest in enrolling to the programme.

The tender is composed of four lots divided into 6 training units as follows: Lot 1 = UNIT 1 + UNIT 2, Lot 2 = UNIT 3 + UNIT 4, Lot 3 = UNIT 5 and Lot 4 = UNIT 6.

The total budget to cover all units should not exceed 70k€ tax-included.

Each unit is composed of up to 6 webinars. The duration of one webinar should be in the range of 60 to 120 minutes maximum including a Q&A session with the attendees. The webinars shall make use of the Zoom platform. The webinars should also make use of interactive tools to engage with attendees. All the training material should make use of the English language.

The final deliverables shall include:

- The live execution of the webinars and the support of the presentation
- An online follow-up service in parallel to the live webinar sessions to answer any query from the attendees regarding the content of the webinars. This service should last for at least the duration of each unit
- The audio-visual recording of the webinars to be inserted in the FAN-BEST website
- Additional relevant training materials such as references, exercises, templates of useful tools, self-assessment questionnaires etc... This material will be shared with all attendees of the live webinar sessions. Some of this material may also be shared in the FAN-BEST website.
- An executive summary report for each lot including the outcome of each unit as well as key recommendations for the next steps (5 pages max)

For each unit, we provide below a description of the expected content that should be covered. In addition, the expected due date and an indicative budget range (tax-included) is provided. This information serves as a guideline for the construction of the online training material but should not be considered as exhaustive.

One applicant may respond to either one of the lot or several lots together. It is important that there is a consistency in the quality and content of the webinars across all units.

We acknowledge that the training programme covers a wide range of expertise and that some lots encompass a broad scope. Therefore, we encourage applications stemming from the combination of several experts that may not be working for the same organization. However, the contracting process shall be made between one single entity and the FAN-BEST partners responsible for each lot.

The expected level of details in the content for the online training programme should not reach considerations that can be geographically dependent such as local or regional regulations applicable only to a part of the Atlantic Area. In other words, the concepts to be taught should be transferable along the Atlantic Area regions as far as possible. This does not exclude the use of real case studies to illustrate a concept, a tool or a methodology.

All applicants should provide the following documents when responding to this call for tenders:

- A description of the methodology to be used to achieve the deliverables (for each lot)
- An implementation plan (for each lot)
- A quotation including a breakdown of the budget (for each lot and each unit)
- A presentation of the human resources that will contribute to the realization of the work (including short CVs)
- References of relevant and similar services already delivered by the team

The award method will be based on a best quality-price ratio policy. The quality will be assessed against three criteria having the same weight: relevance of the methodology and training material, quality of the team and references, consistency of the implementation plan.

The deadline to submit a proposal is set to the **30<sup>th</sup> of June 2020, 17:00 CEST**. The selection committee will communicate the results **before the end of July 2020**.

Please submit your proposal including all the requested documents listed above to the following email address: [training@fanbest.eu](mailto:training@fanbest.eu). In addition to the email addresses of the responsible for each lot listed below, please, contact

- Margarita Molina (FAN-BEST Technical Assistance), [mmolina@eosa.com](mailto:mmolina@eosa.com) for questions related to the FAN-BEST project
- Boris Teillant (Blue Economy Project Manager at Atlanpole), [teillant@atlanpole.fr](mailto:teillant@atlanpole.fr) for questions related to the overall training programme

## Lot 1 – UNIT 1 & UNIT 2 – Institute of Technology Tralee

- Contracting partner: Institute of Technology Tralee
- Contact: [Amita.Guneratnam@staff.ittralee.ie](mailto:Amita.Guneratnam@staff.ittralee.ie); [helena.mcmahon@staff.ittralee.ie](mailto:helena.mcmahon@staff.ittralee.ie)

### UNIT 1 – Business planning and launching – maximum 6 webinars – 6-10€

Content	Due date
<ul style="list-style-type: none"> <li>● Opportunity analysis : SWOT</li> <li>● Categories of entrepreneurial ventures</li> <li>● Shareholders' agreement</li> <li>● IP strategy</li> <li>● MVP strategy</li> <li>● Building the team and the environment</li> <li>● Business modelling (Canvas)</li> <li>● Prepare a business plan</li> </ul>	September 2020-> October 2020

### UNIT 2 – Marketing and communication – maximum 3 webinars – 3-6k€

Content	Due date
<ul style="list-style-type: none"> <li>● Pitch elevator</li> <li>● Branding and naming</li> <li>● Digital marketing</li> <li>● Marketing strategies</li> </ul>	October 2020

## Lot 2 – UNIT 3 & UNIT 4 – University of Exeter

- Contracting partner: University of Exeter
- Contact: [d.d.depellegrin@exeter.ac.uk](mailto:d.d.depellegrin@exeter.ac.uk); [A.Zawalna-Geer@exeter.ac.uk](mailto:A.Zawalna-Geer@exeter.ac.uk)

### UNIT 3 – Access to market –3-4 webinars – 6-10k€

Content	Due date
<ul style="list-style-type: none"> <li>● Market segmentation</li> <li>● Competitive landscape analysis</li> <li>● User needs</li> <li>● Market pull &amp; push strategies</li> <li>● Pain point analysis</li> <li>● Demand forecasting</li> </ul>	November 2020 -> December 2020

### UNIT 4 – Product development and scaling up –3-4 webinars – 6-10k€

Content	Due date
<ul style="list-style-type: none"> <li>● Growth strategies</li> <li>● Product development</li> <li>● Strategic management</li> <li>● HR management</li> <li>● LEAN approach</li> <li>● Pivoting and diversifying</li> <li>● International market penetration</li> </ul>	December 2020 -> January 2021

### Lot 3 – UNIT 5 – DCU Ryan Academy

- Contracting partner: DCU Ryan Academy
- Contact: [niamh.collins@ryanacademy.dcu.ie](mailto:niamh.collins@ryanacademy.dcu.ie)

#### UNIT 5 – Access to finance – maximum 6 webinars – 10-15k€

Content	Due date
<ul style="list-style-type: none"> <li>• Financial needs/planning</li> <li>• Type of financing: VC, BA, grant, equity...</li> <li>• Best practices to access to each type of financing</li> <li>• Valuation and terms</li> <li>• Breakeven analysis</li> <li>• Exit strategies</li> <li>• Overview of funding mechanism in the Blue Economy</li> </ul>	February 2021 ->March 2021

### Lot 4 – UNIT 6 – Atlanpole

- Contracting partner: Atlanpole
- Contact: [teillant@atlanpole.fr](mailto:teillant@atlanpole.fr)

#### UNIT 6 – Blue economy – 6 webinars – 12-20k€

Content	Due date
<p>This unit covers 6 Blue Economy sectors, namely:</p> <ol style="list-style-type: none"> <li>1. Maritime and coastal tourism</li> <li>2. Marine biological resources : fisheries, aquaculture and processing</li> <li>3. Maritime transport, ports and shipbuilding</li> <li>4. Marine extraction of oil &amp; gas and minerals</li> <li>5. Marine renewable energy resources : offshore wind &amp; ocean energies</li> <li>6. Other sectors: blue biotechnologies, maritime defense, desalination...</li> </ol> <p>For each Blue Economy sector, the following topics should be covered :</p> <ul style="list-style-type: none"> <li>• Background : history and key figures</li> <li>• Market characterization and trends/forecast</li> <li>• Regulation framework and driving policies</li> <li>• Perspectives : challenges &amp; opportunities</li> <li>• Relevant case studies of up to 3 ‘technology transfer’ SMEs</li> </ul>	September 2020 -> March 2021  (runs in parallel to the other 5 units)