

CALL FOR TENDERS

UAM Plaza Accelerator program

Multiple Batches

BATCH 1

“Strategic business development applied to the UAM market”

BATCH 2

“Pitching an offer or a service with a high technical content”

BATCH 3

“Online training courses on the European drone regulation and certification”

BATCH 4

“online training courses on the insurance policies and necessities in the fields of drones, urban air mobility and advanced air mobility”

Open Procedure

Ref Chrono: 23-ADMIN-CS-152

15/05/2023

Table of contents

2. Background information and context	5
2.1 Aerospace Valley	5
2.2 UAM Plaza Accelerator project	5
3. General and specific objectives of the consultation	6
3.1 Profile of trainees	6
4. The Batches	7
4.1 Strategic Business Development BATCH 1	7
4.1.1 Needs expressed	7
4.1.2 Objectives	7
4.1.3 Training contents	7
4.1.4 Proposal expected	8
4.1.5 Localization of the training	8
4.1.6 Timeline of the training	8
4.1.7 Timeline of the training	8
4.2 Pitch sessions BATCH 2	9
4.2.1 Needs expressed	9
4.2.2 Objectives	9
4.2.3 Training contents	9
4.2.4 Proposal expected	10
4.2.5 Localisation of the training	10
4.2.6 Completion time and prices	10
4.3 European drone regulation and certification BATCH 3	12
4.3.1 Needs expressed	12
4.3.2 Objectives	12
4.3.2.1 Strategic objectives	12
4.3.2.2 Training objectives	12
4.3.3 Training contents	12
4.3.4 Proposal expected	13
4.3.5 localization of the training	13

4.3.6	Completion time and prices.....	14
4.4	Insurance policies and necessities for drones in the field of Urban Air Mobility (UAM) and Advanced Air Mobility (AAM)drone regulation and certification BATCH 4.....	15
4.4.1	Needs expressed.....	15
4.4.2	Objectives	15
4.4.2.1	Strategic objectives.....	15
4.4.2.2	Training objectives.....	15
4.4.3	Training contents	15
4.4.4	Proposal expected	16
4.4.5	Localization of the training.....	16
4.4.6	Completion time and prices.....	16
5.	Starting date of the contract and duration.....	17
6.	Basic profile of the trainer	17
7.	Evaluation	17
7.1	Criteria for selection	18
8.	Confidentiality and data protection matters	18
9.	Eligibility	18
10.	Costs	18
11.	Submission and content of offers.....	19

1. SUBJECT

Within the framework of the UAM Plaza Accelerator project, financed by the EIT Urban Mobility, the current call for tenders is opened for the following services (**4 batches**):

- BATCH 1: Search for a service provider for a training course and mentoring program aimed at innovative start-ups / SMEs on the topic of **“Strategic Business Development applied to the Urban Air Mobility field and market”**.
- BATCH 2: Search for a service provider for a training course aimed at innovative start-ups / SMEs on the topic of **“Pitching an offer or a service with a high technical content”**.
- BATCH 3: Search for a service provider for an online training course aimed at innovative start-ups / SMEs on the topic of **“European drone regulation and certification”**.
- BATCH 4: Search for a service provider for an online training course aimed at innovative start-ups / SMEs on the topic of **“insurance policies and necessities for drones in the field of Urban Air Mobility (UAM) and Advanced Air Mobility (AAM)”**.

2. Background information and context

2.1 Aerospace Valley

Aerospace Valley contributes to the development and competitiveness of its members through innovation by promoting collaborative research and development projects.

In order to generate business opportunities for organizations, we facilitate and promote exchanges within a dynamic internationally renowned network. We support our members in setting up their collaborative innovation projects. In this way, we maximize their chances of obtaining funding. Finally, the expertise we provide fosters the development, growth and transformation of our members while helping them to access new markets.

Aerospace Valley Cluster is committed to being a recognized regional player at the national, European and world-wide levels ; the Cluster will continue to work to ensure that stakeholders in our territories are Pioneers of the Ecological Transition of the aerospace sectors, to accelerate the Digital Transformation with the aim of increasing the competitiveness of our sectors, to boost innovation, to facilitate the evolution of skills in our territories in line with the emerging needs of our sectors and to ensure growth and to secure the future of our sectors in our territories.

2.2 UAM Plaza Accelerator project

The UAM Plaza Accelerator program aims at supporting selected start-ups in their development process by helping them increase their businesses around Europe. The 10 selected companies will get services during 2023 and will have the opportunity to test their solutions in a real city environment through access to living labs.

By implementing aeronautical innovative technologies in Urban Mobility, ground transportation might have its future in the air. For this reason, the Urban Air Mobility Acceleration program, funded by EIT Urban Mobility which is an initiative of the European Institute of Innovation and Technology (EIT), a body of the European Union, has a great potential to solve current city challenges. EIT Urban Mobility aims to provide innovative solutions to accelerate the transition of mobility towards a truly multimodal, integrated and user-centered transport system.

The acceleration program will look for the 10 most promising emerging companies in Europe in the field of Urban Air Mobility and will provide them with support and the possibility to test their solutions in living labs. Additionally, the program will offer them a coaching and mentoring program to accomplish the goal of taking urban air mobility companies to the next level. Start-ups will then be able to raise funds as well as receiving regulation and policy clarification.

The program is scheduled to be for 3 years but the current call for tenders are only for the second year of the program. **It is expected that the second batch of the acceleration program lasts from the 3rd of July 2023 to December 2023.**

3. General and specific objectives of the consultation

The consultation is divided in four different batches. It is possible to apply to one or to multiple batches.

3.1 Profile of trainees

Only 10 start-ups are expected to take part in the program and 2 trainees for each start-up will be able to participate and attend the different remote events, workshops and meetings.

In order to participate, each start-up will need to comply with some eligibility criteria:

- Each start-up shall present a clear and scalable business idea and their project is expected to reach a TRL of 4, 5, 6 or 7.
- For each start-up, 2 team members shall participate including at least one who works full-time within the start-up. A single founder alone will not be able to take part in the program.
- Each start-up shall provide a registration certificate to prove that they are effectively registered in an EU or EU associated country.
- Each start-up and business idea need to match the general thematic of the program which is Urban Air Mobility, among which vertiport urban integration and social acceptance, urban air logistics, vertiport terminal passenger journey processes, systems and energies of the future.
- A list of specific start-ups involved in the program will be provided to the trainer when this information will be available.

4. The Batches

4.1 Strategic Business Development | BATCH 1

For the courses on the topic of “**Strategic Business Development applied to the Urban Air Mobility (UAM) market**”, the goal is to support the 10 start-ups in the development of their business by enabling a precise definition of their business model. This topic will imply to work on:

- **Strategic thinking, innovation and management**
- **Market development applied to UAM**
- **Business partnerships**

This will be done through on-site group meetings or sessions during the Welcome Week, which will be held in Toulouse, France, from between the 3rd to the 7th of July 2023, and through remote sessions planned between September and November 2023.

4.1.1 Needs expressed

Within the framework of UAM Plaza Accelerator in which Aerospace Valley is involved, the competitiveness cluster assists innovative companies in scaling up their businesses.

In this context, it is important to define precisely their business model such as knowing how to target the right customers, how to find partnerships, understanding market development, value proposition, time to market relevance, associated cost and revenue. In addition, it is also necessary for them to be given tools to reflect on possibilities of business development and growth in the field of Urban Air Mobility (UAM) or Advanced Air Mobility (AAM) so as to be able to assess the readiness, maturity and match of their technology or innovation with the market.

4.1.2 Objectives

4.1.2.1 Strategic objectives

The training must contribute to the fact that business leaders and sales managers of the companies involved in the program become more knowledgeable, skilled, informed and intellectually equipped so as to be better at finding the right customers for their businesses, developing partnerships, signing contracts, negotiating deals and becoming more attractive at trade shows and international business meetings.

The training must also contribute to the fact that business leaders and sales managers of the companies involved in the program get to know perfectly where they need to improve their business model and how to improve it.

4.1.2.2 Training objectives

At the end of the training, participants will be able to know perfectly what their optimal business model is and how to reach it.

4.1.3 Training contents

- Collective and small group meetings on business development and business modelling themes and exchanges on best practices.

- Individual coaching meetings with each start-up.
- Authorization is to be signed for the posting on the UAM Plaza Accelerator program of the presentation materials of the training course.

4.1.4 Proposal expected

The contractor must clearly describe:

- The details of the human and technical means that will be implemented and, more generally, any element that will enable the quality and coherence of the offer to be evaluated.
- Numbers of meetings and their duration, including the distinction between groups and individual meeting(s).
- Content of group meeting(s).
- Any information concerning his capacity to carry out the services, in particular, by indicating the missions of the same type already carried out during the last 3 years and the person(s) that he plans to assign to the mission.
- The proposal should also include the following :
 - o Mentor's CV
 - o Fields of expertise where mentoring can be provided (Expertise of the trainer)
 - o Experiences with start-ups (if any)
 - o Total cost of the full service in EUROS (€), including all expenses for travel and accommodation related to the travel of the Mentor to Toulouse during on-site sessions.
 - o Numbers of hours of service expected for on-site training and remote training

4.1.5 Localization of the training

- For on-site training sessions, Aerospace Valley will communicate the location where the services will be provided: a room will be reserved from July 3rd to 7th in Toulouse for each expert to give their courses.
- When it comes to the online sessions, the web conference tool will be provided by Aerospace Valley.

4.1.6 Timeline of the training

- 4 half days of on-site training on during the welcome week which will occur between the 5th to the 6th of July 2023, in Toulouse, France.
- At least 10 hours of remote training, which will be planned between 1st September 2023 and 30th November 2023.

4.1.7 Timeline of the training

- The budget shall include travel expenses to Toulouse.
- The budget and the payment will be in Euros (€).
- The budget shall not exceed 8500 €

4.2 Pitch sessions | BATCH 2

For the courses on the topic of **“Pitching an offer or a service with a high technical content”**, the goal is to support the 10 start-ups in the development of their business by providing them with means to be able to present and promote their project on different occasions.

This will be done through on-site group meetings or sessions during the Welcome Week, which will be held in Toulouse, France, from between the 3rd to the 7th of July 2023, and through remote sessions planned between September and November 2023.

4.2.1 Needs expressed

Within the framework of UAM PLAZZA Accelerator in which Aerospace Valley is involved, the competitiveness cluster assists innovative companies in scaling up their businesses.

Accordingly, the start-ups and SMEs involved in UAM Plaza Accelerator's programme regularly face opportunities to present their companies to investors, customers, public and private officials, trade fairs and international conferences attendants, and on B2B meetings.

As a consequence, it is important that they know how to present their project / offer in a clear, dynamic and punchy way so as to hold the attention of their audience, whatever the level of technical knowledge of the latter.

However, we know that many company representatives find it difficult to move beyond theoretical presentations and make their offer easier and more understandable to an uninformed audience. They may sometimes have difficulties expressing themselves orally in front of a large audience, at the expense of the presentation of their product or service.

4.2.2 Objectives

4.2.2.1 Strategic objectives

The training must contribute to the fact that business leaders and sales managers of companies involved in the program get to know and to master techniques to speak and present their business eloquently whatever the contexts or situations while being able to adapting their pitch to their audience. Finally, we expect them to know how to be and look more attractive and more visible at trade shows or international business meetings, more impactful during their negotiations with their target customers, develop partnerships and sign contracts.

4.2.2.2 Training objectives

At the end of the training, participants shall be able to pitch their product or service in English in front of an audience, in a clear, relaxed, dynamic and impactful way.

4.2.3 Training contents

- Collective and small group meetings on pitching an offer or a service with a high technical content and exchanges on best practices.
- Individual coaching meetings with each start-up.
- Authorization is to be signed for the posting on the UAM Plaza Accelerator program of the presentation materials of the training course.

- On-site sessions will take place in Toulouse. It is expected to have at least 4 half days on-site.
- After the on-site sessions, there will be remote and online sessions.
- Number of participants: 10 start-ups with 1 or 2 attending people for each start-ups.
- Before the training takes place in Toulouse, start-ups enrolled in the program should provide a recorded pitch of their project. These pitches can be used if necessary by the trainer.
- Authorization to be signed for the posting on the UAM Piazza Accelerator program of the presentation materials of the training course.

4.2.4 Proposal expected

The contractor must clearly describe:

- The details of the human and technical means that will be implemented and, more generally, any element that will enable the quality and coherence of the offer to be evaluated.
- It will specify the methodology and pedagogy used (educational means, tools...)
- Numbers of meetings and their duration, including the distinction between groups and individual meeting(s).
- Content of group meeting(s).
- It will propose an outline of the on-site session day and remote sessions of training by detailing the major items and themes that will be covered.
- Any information concerning its capacity to carry out the services, in particular, by indicating the missions of the same type already carried out during the last 3 years and the person(s) that he plans to assign to the mission.
- The proposal should also include the following :
 - o Mentor's CV
 - o Fields of expertise where mentoring can be provided (Expertise of the trainer)
 - o Experiences with start-ups (if any)
 - o Total cost of the full service in EUROS (€), including all expenses for travel and accommodation related to the travel of the Mentor to Toulouse during on-site sessions.
 - o Numbers of hours of service expected for on-site training and remote training

4.2.5 Localisation of the training

For on-site training sessions, Aerospace Valley will communicate the location where the services will be provided: a room will be reserved from July 3rd to 7th in Toulouse for each expert to give their courses.

When it comes to the online sessions, the web conference tool will be provided by Aerospace Valley.

4.2.6 Completion time and prices

The service will be divided in two parts:

- On site sessions that will be carried out between Monday the 3rd of July 2023 Tuesday 4th of July 2023.
- Remote bilateral or group meetings will have to occur between 1st September 2023 and 30th November 2023 : at least 20 hours of remote training will be planned.
- Finally, the provider can attend final pitch sessions of start-ups in front of investors, sessions that are expected to take place in Toulouse in the early December. This is not mandatory.
- The budget shall include travel expenses to Toulouse.
- The budget and the payment will be in Euros (€).
- The budget shall not exceed 10 500 €

4.3 European drone regulation and certification | BATCH 3

For the courses on the topic of “**European drone regulation and certification**”, the goal is to support the 10 start-ups in the development of their business by providing them with means to be able to understand European regulations and certifications regarding drones (for instance, in the field of Urban Air Mobility or Advanced Air Mobility).

This will be done through remote online sessions between the 1st September and 30th November.

4.3.1 Needs expressed

Within the framework of UAM Plaza Accelerator in which Aerospace Valley is involved, the competitiveness cluster assists drone innovative companies in scaling up their businesses. As a result, their product or service needs to satisfy, respect and match the current and possible future drone regulations.

In this context, those companies need to perfectly understand and comply with the ongoing EU drone regulations to shape and fit their business accordingly.

Although companies understand the obligation of complying with existing regulations, we found that many companies do not fully understand how those regulations can be applied to their businesses and products. Due to this fact, it is specifically necessary for them to understand the steps to have the right authorizations / permissions from the right authorities to fly their drone all over Europe (EU).

4.3.2 Objectives

The goal is to provide advice on the above-mentioned aspects in order to help start-up tackling challenges related to their businesses.

4.3.2.1 Strategic objectives

The training must contribute to the fact that the Chief Technical Officer and/or the person in charge of lead production and/or lead flying operation involved in the program better understand the regulation and steps for drone certification and drone flying in Europe in order to lawfully fly their drones.

4.3.2.2 Training objectives

At the end of the training, participants will be able to understand the steps toward the certification of their drone and shall be able to explain the impact of regulations on their product.

4.3.3 Training contents

- Fully remote
- Training must be held between 1st September 2023 and 30th November 2023
- It can be a combination of webinars, documents and meetings.
- Regulations that can be addressed (non-exhaustive):

1. E-VTOL vehicle certification

- a) General design safety requirements: EASA SC-VTOL-O1 (02/07/2019)
- b) 2019/945
- c) 2019/947

- d) Autonomous systems certification : EASA AI-RoadMap VI.O (Feb 2020), EASA CS-UAS (2024; CU, C2Ljnk) , EASA CS-VTOL (AI included), others non-EASA...
 2. Vertiports certification
 - a) EASA Prototype Design Specifications for Vertiports (24/03/2022)
 3. Automated UTM / U-space service providers certification
 - a) EASA U-space/UTM Regulatory Package
 - b) EU Reg. 2021/664, 2021/665, 2021/666; applicability early 2023
 4. VTOL operator certification (New Air Operations regulations)
 - a) EASA NPA 2022-06 (30/06/2022) “Enabling innovative air mobility with manned VTOL-capable aircraft” ; EU publication in 2025 (includes unmanned air taxis).
- Number of participants: 10 start-ups with 1 or 2 attending people for each start-ups.
 - Authorization is to be signed for the posting on the UAM Piazza Accelerator program of the presentation materials of the training course.

4.3.4 Proposal expected

The contractor must clearly describe:

- The details of the human and technical means that will be implemented and, more generally, any element that will enable the quality and coherence of the offer to be evaluated.
- It will specify the methodology and pedagogy used (educational means, tools...)
- The number of hours of remote courses that will be delivered to the trainees
- Any information concerning its capacity to carry out the services, in particular, by indicating the missions of the same type already carried out during the last 3 years and the person(s) that he plans to assign to the mission.
- The proposal should also include the following :
 - o Mentor’s CV
 - o Fields of expertise where mentoring can be provided
 - o Experiences with start-ups (if any)
 - o Total cost of the full service in EUROS (€)
 - o Numbers of hours of service expected

4.3.5 Localization of the training

The services must be performed remotely for the online sessions. The web conference tool will be provided by Aerospace Valley.

4.3.6 Completion time and prices

Training must be held between 1st September 2023 and 30th November 2023.

At least 10 hours of online training sessions will be planned.

The budget and the payment will be in Euros (€).

The budget shall not exceed 4 000 €.

4.4 Insurance policies and necessities for drones in the field of Urban Air Mobility (UAM) and Advanced Air Mobility (AAM) drone regulation and certification | BATCH 4

For the courses on the topic of “**Insurance policies and necessities for drones in the field of Urban Air Mobility and Advanced Air Mobility**”, the goal is to support the 10 start-ups in the development of their business by providing them with means to be able to understand insurance policies for drones in the EU and the needs to protect themselves, their companies and their customers.

4.4.1 Needs expressed

Within the framework of UAM Plaza Accelerator in which Aerospace Valley is involved, the competitiveness cluster assists start-ups in the fields of drones, Urban and Advanced Air Mobility in scaling up their businesses.

In this way, the start-ups leaders involved in the programme need to know how to choose the best insurance plans and policies for their products in order to protect their business, their customers, their investors and the environment while respecting current drone regulations.

The goal is to get them to be knowledgeable on what best insurance policies and plans would be better to shape and fit their products and businesses.

4.4.2 Objectives

The goal is to provide advice on the above-mentioned aspects in order to help start-up tackling challenges related to their businesses.

4.4.2.1 Strategic objectives

The training must contribute to the fact that the CEO, the CTO and the persons in charge of lead production and lead flying operation involved in the program better understand the important facts and details that count when choosing an insurance in Europe based on legal criteria or standards.

4.4.2.2 Training objectives

At the end of the training, participants will be able to understand the current state of insurance offerings in the market for drones and UAM and AAM products (e.g.: VTOL).

4.4.3 Training contents

- Fully remote
- Training must be held between 1st September 2023 and 30th November 2023
- It can be a combination of webinars, documents and meetings.
- Regulations that can be addressed (non-exhaustive)
- Examples of insurance offerings and policies can be given
- Case studies can also be addressed

4.4.4 Proposal expected

The contractor must clearly describe:

- The details of the human and technical means that will be implemented and, more generally, any element that will enable the quality and coherence of the offer to be evaluated.
- It will specify the methodology and pedagogy used (educational means, tools...)
- The number of hours of remote courses that will be delivered to the trainees
- Any information concerning its capacity to carry out the services, in particular, by indicating the missions of the same type already carried out during the last 3 years and the person(s) that he plans to assign to the mission.
- The proposal should also include the following :
 - o Mentor's CV
 - o Fields of expertise where mentoring can be provided
 - o Experiences with start-ups (if any)
 - o Total cost of the full service in EUROS (€)
 - o Numbers of hours of service expected

4.4.5 Localization of the training

The services must be performed remotely for the online sessions. The web conference tool will be provided by Aerospace Valley.

4.4.6 Completion time and prices

Training must be held between 1st September 2023 and 30th November 2023.

At least 5 hours of online training sessions will be planned.

The budget and the payment will be in Euros (€).

The budget shall not exceed 1500 €

5. Starting date of the contract and duration

It is expected that the contract shall enter into force in June 2023. The execution of the tasks shall not start before the contract has been signed or before the specific date mentioned in the contract. Work will follow the timetable of the UAM Plaza Accelerator program action, to be communicated by Aerospace Valley to the contractor. Contracts may include multiple lots of this call for tenders.

Amendments may be made to the contract only in exceptional cases where the amendment is considered by Aerospace Valley to be necessary for the completion of the project.

6. Basic profile of the trainer

In addition of profile of the trainer mentioned in the batches, the trainer profile should include the following requirements:

- Skills and experience in training with start-ups, SMEs, and high-tech industrial sectors such as aerospace and digital.
- Experience in the field.
- Bilingual in English.

7. Evaluation

Since the assessment of the tenders will be based on the quality of the proposed solution, tenders should elaborate on all points addressed in order to score as many points as possible. The mere repetition of mandatory requirements set out in these specifications, without going into details or without giving any added value, will result in a very low score.

The above criteria will be assessed on the basis of the details provided in the tender, and any other documents that the tenderer considers useful for this purpose.

Aerospace Valley will award the best value for money tender, with the following conditions:

- Aerospace Valley will not select any offer which price exceeds the allocated value for the call.
- The tender price value will account for 10% of the final tender evaluation score.

The formula used to rank tenders and to calculate which tender offers the best value for money incorporates the quality mark and the price as expressed above.

7.1 Criteria for selection

- Proven experience in training young and innovative companies in the aerospace sector or in a high-tech industrial sector
- International professional and technical capabilities.
- Ability to mobilize techniques in its pedagogy
- Technical quality of the offer
- Price of the services
- Bilingual in English
- List of references less than 3 years old

8. Confidentiality and data protection matters

Confidentiality is required for all persons working or collaborating directly or indirectly in the performance of tasks following this call for tender, as they might come into contact with confidential information during the course of their work. Any breach of confidentiality will be treated as professional misconduct and could lead to the termination of the contract. Aerospace Valley reserves the right to instigate any legal proceedings for breach of confidentiality necessary.

Specific requirements relating to personal data and the protection therefore are set out in the contract. The contractor is responsible for ensuring that all data to which he/she or his/her staff become party during the execution of the contract must be treated confidentially and in conformity with EC regulation № 45/2001. The contractor is equally responsible for ensuring the application of this obligation in respect of any of his/her direct or indirect sub-tenderers.

9. Eligibility

This invitation to tender is open to Tenderers from the Member States of the European Union and the European Economic Area. Participation in tendering procedures is open on equal terms to all natural and legal persons in a third country which has a special agreement with the EU in the field of public procurement on the conditions laid down in that agreement.

10. Costs

Tenderers themselves will bear the costs of drawing up their tenders and AV will not be liable to pay any compensation if a tender is rejected or if it decides not to select any tender.

Aerospace Valley Association reserves the right to terminate the mission if the progress of the work or the elements of the intermediate reporting points do not meet the objectives previously set and recalled in the contractual documents.

Payment, if any, will be done in EUROS (€).

11. Submission and content of offers

Tenderers shall observe precisely the indications of the invitation to tender, in order to ensure that their tenders are admissible.

Tenderers are able to answer to one or to multiple lots. Tenderers need to specify in a clear manner which lot their tender is targeting.

Proposals are requested to be emailed in written form, in English or in French to the following address until the **deadline of 31st May 2023, 18:00 Central European Time**, to: E - mail:

saintalmie@aerospace.valley.com

Late submission will lead to the non-admissibility of the tender and its outright rejection. Tenders sent by fax will be non-admissible.

A selection committee, chaired by Aerospace Valley, will meet between June 1st 2023 and June 6th 2023 to analyze the proposals in order to choose the service provider.