

CALL FOR TENDERS

UAM Piazza Accelerator program

Multiple lots

LOT 1

“Business coaching for start-ups to scale - up”

LOT 2

“Pitch an innovative technical offer or service”

LOT 3

“Become a mentor for start – ups”

Open Procedure

Ref Chrono: 22-ADMIN-CS-130

09/05/2022

Table of contents

1	Background information and context	4
1.1	Aerospace Valley	4
1.2	UAM Plaza Accelerator project	4
2	General and specific objectives of the consultation	6
2.1	Profile of trainees	6
2.2	Business Development Lot 1	6
2.2.1	Needs expressed	6
2.2.2	Objectives	7
2.2.2.1	Strategic objectives	7
2.2.2.2	Training objectives	7
2.2.3	Training contents	7
2.2.4	Proposal expected	7
2.2.5	Localisation of the training	7
2.2.6	Timeline of the training	7
2.3	Pitch sessions Lot 2	8
2.3.1	Needs expressed	8
2.3.2	Objectives	8
2.3.2.1	Strategic objectives	8
2.3.2.2	Training objectives	8
2.3.3	Training contents	8
2.3.4	Proposal expected	9
2.3.5	Localisation of the training	9
2.3.6	Completion time and prices	9
2.4	Mentoring program Lot 3	10
2.4.1	Needs expressed	10
2.4.2	Objectives	10
2.4.3	Training contents	10
2.4.4	Proposal expected	10
2.4.5	Localisation of the training	10
2.4.6	Completion time and prices	10



3	Starting date of the contract and duration	11
4	Basic profile of the trainer	11
5	Evaluation	11
5.1	Criteria for selection.....	12
6	Confidentiality and data protection matters	12
7	Eligibility.....	12
8	Costs.....	12
9	Submission and content of offers	13

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 (**three lots**):

- LOT 1 : Search for a service provider for a training course and mentoring program on "**business coaching to help start-ups to scale - up**" aimed at innovative companies (start-up type).
- LOT 2 : Search for a service provider for a training course on "**pitching an offer or a service with a high technical content**" aimed for innovative companies (start-up type).
- LOT 3 : Search for **Mentoring expertise** for start-ups on the following themes: the Business Development, the Technology Readiness Maturity, the UAM Regulation and the UAM Market.

1 Background information and context

1.1 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 organisations, 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 maximise 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.

The 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, facilitate the evolution of skills in our territories in line with the emerging needs of our sectors and ensure the growth and secure the future of our sectors in our territories.

1.2 UAM Plaza Accelerator project

The UAM Plaza Accelerator program aims at supporting selected start-ups in their scale-up process, helping them increase their businesses around Europe. The 10 selected companies will get services during 2022 and will have the opportunity to test their solutions in a real city environment through access to living labs.

Ground transportation might have its future in the air, by implementing aeronautical innovative technologies in Urban Mobility. For this reason, the Urban Air Mobility Acceleration program, funded by EIT Urban Mobility an initiative of the European Institute of Innovation and Technology (EIT), a body of



UAM Plaza Accelerator
Call for tenders



Co-funded by
the European Union

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-centred 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 investment as well as receiving regulation and policy clarification.

The program is scheduled to be for 3 years even though the current call for proposal is only for the first batch of the program. It is expected that the first batch starts on the 4th of July 2022 and it is expected that the first batch ends in December 2022.

2 General and specific objectives of the consultation

The consultation is divided in three different lots. It is possible to apply to one or to multiple lots.

2.1 Profile of trainees

A maximum of 10 start-ups is 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 is expected to meet the expectations of a TRL 4, 5, 6 or 7 innovative project.
- For each start-up, 2 team members shall participate including at least one who is working 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 the Urban Air Mobility, among which vertiport urban integration and social acceptance, urban air logistics, the vertiport terminal passenger journey processes and systems and the energy 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.

2.2 Business Development | Lot 1

Subject

Support start-ups in the development of their business by enabling a precise definition of their business model. This will be done through remote face to face and group meetings.

2.2.1 Needs expressed

Within the framework of European projects 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 target customers, value proposition, time to market relevance, associated cost and revenue. This regardless of their technical readiness maturity. However, we find that many company representatives might have difficulties to clarify their business model, and to a certain extent, their business plan as well.

2.2.2 Objectives

2.2.2.1 *Strategic objectives*

The training must contribute to the fact that business leaders, sales managers of companies involved in the program are 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.

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

2.2.2.2 *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.

2.2.3 Training contents

- Group meetings on business advice and best practices exchange, if any.
- Individual meetings with each start-up on business model coaching.

It is expected to have at least 2 remote face to face meetings for each ten start – ups involved in the program.

2.2.4 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.
- Numbers of meetings and their duration, including the distinction between group and individual meeting(s).
- Content of group meeting(s).
- Expertise of the trainer.
- 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.

2.2.5 Localisation of the training

Training will take place in remote conditions. The web conference tool will be provided by Aerospace Valley.

2.2.6 Timeline of the training

The training will occur between the 1st of September 2022 and the 25th of November 2022.

2.3 Pitch sessions | Lot 2

Subject

Search for a service provider for a training course on "pitching an offer or a service with a high technical content" aimed at innovative companies (start-up type) within the framework of the UAM Plaza Accelerator project, financed by the EIT Urban Mobility.

2.3.1 Needs expressed

Within the framework of European projects in which Aerospace Valley is involved, the competitiveness cluster assists innovative companies in scaling up their businesses. On this occasion, they may have the opportunity to present their company during trade fairs, international conferences, in front of investors or very often during B2B meetings.

In this context, it is important that they know how to present their project/offer in a clear, dynamic and punchy way in order to hold the attention of their audience, whatever the level of technical knowledge of their audience.

However, we find that many company representatives find it difficult to move beyond theoretical presentations and make their offer easier to understand for 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.

2.3.2 Objectives

2.3.2.1 *Strategic objectives*

The training must contribute to the fact that business leaders, sales managers of companies involved in the program are 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.

2.3.2.2 *Training objectives*

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

2.3.3 Training contents

- On – site sessions in Toulouse. It is expected to have at least two half days on – site.
- After the on-site session, remote sessions in group or face to face.

Number of participants: 10 start – ups with 1 or 2 attending people for each start – ups.

Before the training take place in Toulouse, start-ups enrolled in the program can provide a recorded pitch of their enterprise. Those remote pitches can be used if necessary by the trainer.

Authorization to be signed for the posting on the UAM Plaza Accelerator program of the presentation materials of the training course.

2.3.4 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...)
- 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.

2.3.5 Localisation of the training

The services must be performed in person on the Aerospace Valley site in Toulouse at B612, 3 RUE TARFAYA, 31000 TOULOUSE for the on-site sessions and online for the online sessions. The web conference tool will be provided by Aerospace Valley.

2.3.6 Completion time and prices

The service will be divided in two parts:

- On site sessions that will be carried out between Monday the 4th of July 2022 and Wednesday the 6th of July 2022.
- Remote bilateral or group meetings that will have to occur between 1st September 2022 and 25th November 2022.
- 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 will consider travel expenses to Toulouse.

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

2.4 Mentoring program | Lot 3

Subject

Search for experts in specific field to mentor innovative companies (start-up type) within the framework of the UAM Plaza Accelerator project, financed by the EIT Urban Mobility.

It is important to note that responder will be inserted into a list of potential partners that can be activated during the project if needed, in conformity with GDPR rules. However, they may not be activated during the project if it is not needed.

2.4.1 Needs expressed

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

In this context, it is important that mentors be in a position to deliver experts advice on:

- Start-up oriented Business Analysis: Business Model, Business Plan for instance
- Urban Air Mobility market
- Urban Air Mobility regulation
- Technological readiness maturity assessment

2.4.2 Objectives

To provide advices on the above-mentioned aspects in order to help start-up tackling challenges related to their businesses.

2.4.3 Training contents

Individual or group remote meetings.

2.4.4 Proposal expected

The proposal should include the following:

- Mentor's CV
- Fields of expertise where mentoring can be provided
- Experiences with start-ups (if any)
- Daily rate in EUROS
- Time available expected

2.4.5 Localisation of the training

Training can be held remotely or on – site when suitable. Aerospace Valley can provide the web conference tool.

2.4.6 Completion time and prices

The service may occur between the 4th of July 2022 and the 31st of December 2022.

The budget will **not** consider travel expenses to Toulouse.

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

3 Starting date of the contract and duration

It is expected that the contract shall enter into force in June 2022. 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.

4 Basic profile of the trainer

In addition of profile of the trainer mentioned in lots, 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.

5 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.

5.1 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

6 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.

7 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.

8 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 (€).

9 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 27 May 2022, 16:00 Central European Time**, to:

E - mail: uamplazza@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 May 30th 2022 and June 2nd 2022 to analyse the proposals in order to choose the service provider.