



SCAIRA

CALL FOR TENDERS

Financial strategy for innovation and sustainable manufacturing: Private funding opportunities for start-ups

Contract number: 24-ADMIN-CS-232

European Project SCAIRA - S1/1.4/F0026: Funded by the European Union's Interreg SUDOE 2021-2027 programme



Documentation

Contract number	24-ADMIN-CS-232		
Title	CALL FOR TENDERS - Financial strategy for innovation and sustainable manufacturing: Private funding opportunities for start-ups		
Name of the European Project	SCAIRA - S1/1.4/F0026		
Service duration	18 Months	Start and end dates	April 2025 to September 2026
Partners of the consortium	Communauté d'Agglomération de Rochefort Océan - CARO, Solutions pour la transition écologique en Nouvelle-Aquitaine - SOLTENA, Airbus Atlantic, Ecole Nationale supérieure des Mines d'Alès - IMT Alès, Renault Spain, Fundación Centro Europeo de Empresas e Innovación de Murcia - CEEIM, Clúster de la indústria de l'automoció de Catalunya - CIAC, FUNDECYT-PCTEX, Fundación Corporación Tecnológica de Andalucía - CTA, Associação do Cluster Automóvel - MOBINOV, IPN INCUBADORA - Associação para o Desenvolvimento de Atividades de Incubação de Ideias e Empresas HIESE - Habitat de Inovação Empresarial nos Sectores).		

Signatory

For Aerospace Valley	Eric GOUARDES, Deputy Director of Innovation, Aerospace Valley Competitiveness Cluster
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Objet : Recherche d'un(e) expert(e) en formation ou une entreprise pour former des start-ups européennes aux opportunités de financement privé, dans le cadre du projet Européen SCAIRA (réf S1/1.4/F0026 - financé par le programme SUDOE).



GENERAL CONTEXT

1.1 Presentation of the cluster Aerospace Valley

Following a competitive bidding process, the Aerospace Valley competitiveness cluster was named a “global competitiveness cluster” with the mission of fostering innovation and strengthening the position of excellence of the New Aquitaine and Occitania regions in the Aeronautics, Space and UAV fields.

Guided by this mission, the cluster has designed an organization centered on the elaboration and development of research and structuring projects, bringing together partners from the worlds of industry, training and research.

The Aerospace Valley cluster supports a group of like-minded companies through collective measures (collaborative actions, experience sharing, etc.).

2.1 SCAIRA project

As part of its mission to promote the aeronautics, space and embedded systems sectors, the Aerospace Valley cluster is taking part in a number of European projects, with the aim of developing its international network of partners and launching several international initiatives.

In this context, the Aerospace Valley cluster recently won a European project as part of the first INTERREG SUDOE 2021-2027 call for projects: the SCAIRA project (acronym for “Startups Creation & Acceleration In Rural Areas to foster sustainable Manufacturing”), which aims to develop and deliver an innovative, tailor-made program for the creation and acceleration of startups, with the aim of boosting economic development in rural areas, meeting the challenges faced by manufacturers in terms of sustainable industry, and increasing the skills of SCAIRA project stakeholders. The 12 project partners are French, Spanish and Portuguese.

SCAIRA began on 01/01/24 and will end on 01/01/27, after 36 months.

In the SCAIRA project, Aerospace Valley is the leader and coordinator of a consortium comprising the following entities: Communauté d'agglomération Rochefort Océan (FRANCE), Instituts Mines Telecom d'Alès (FRANCE), SOLTENA (FRANCE), CTA aeronautics cluster (SPAIN), CEEIM start-up incubator (SPAIN), FUNDECYT PCTEX start-up incubator (SPAIN), the CIAC automotive cluster (SPAIN), the MOBINOV automotive cluster (PORTUGAL), the HIESE start-up incubator (PORTUGAL), Airbus Atlantic (FRANCE) and Renault (SPAIN).

This collective project will support responsible innovation and encourage the emergence of new solutions for integrating ecological transition issues into production processes in the aerospace and automotive industries.



In this context, the cluster is looking for a training expert or a company to train European start-ups in private financing opportunities.

SUBJECT OF THE CALL FOR TENDERS

Implementation of A 3.1 (Activity 3.1) Legal and administrative services, of GT3 (Groupe de Travail n°3) "Train entrepreneurs and start-ups in rural areas to create and accelerate their business."

As project leader, the Aerospace Valley cluster is responsible for the overall implementation of the project. In particular, it is responsible for ensuring that the consortium achieves its objectives and expected results, as part of the implementation of the various activities and tasks linked to the project.

3 calls for projects will be published, from which the consortium expects to select an average of 15 start-ups and would-be-entrepreneurs per call. Based on an analysis of the applications and an assessment of the start-ups' maturity, the consortium's experts will recommend a list of "Services" to be followed, for each winner, from the following portfolio of services:

SERVICE N°	SERVICE DESCRIPTION	LANGUAGE
Legal & Administrative Services		
1	Legal and Administrative Training to create a start-up	ES/FR/PT
2	Intellectual Property Training	EN
3	Financial Strategy towards innovation and sustainable manufacturing and Private funding opportunities for start-ups and green innovations	EN
4	National public funding opportunities for start-ups and green innovations	ES/FR/PT
5	Complete your start-ups team in rural area with the skills needed	EN
Technical consulting services		
6	POC of the idea	EN
7	MVP and Prototype Training (along with the Service 6)	EN
8	Industrialisation acculturation "Technical and Sustainable Roadmap"	EN

} Subject of the call for tenders



9	Measurement & Impact on Industrial Project (Green Transition and territories) - Criteria Environmental Sustainable Goals	EN
Access to Market services		
10	Marketing and Communication	EN
11	Business Plan creation with the start-ups + Business Canvas	EN
12	Market research and Target customer identification	EN
13	Pitch preparation for the industrial and investors + registration with LOOM	EN
14	Organisation of B2B meetings between the start-ups and the industrials and B2F meetings between the start-ups and the investors	EN

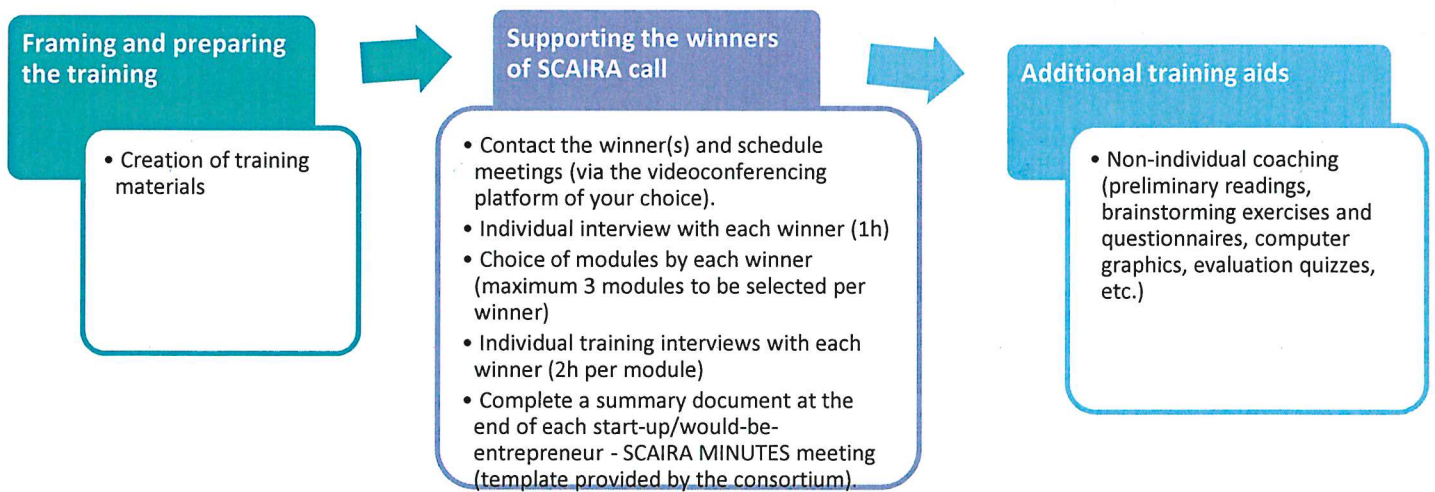
These services will be delivered following each call over a period of 4 to 6 months, i.e. a total of 18 months, from April 2025 to September 2026 for the service provider.

Under the authority of the SCAIRA project manager at Aerospace Valley, the service provider will be responsible for:

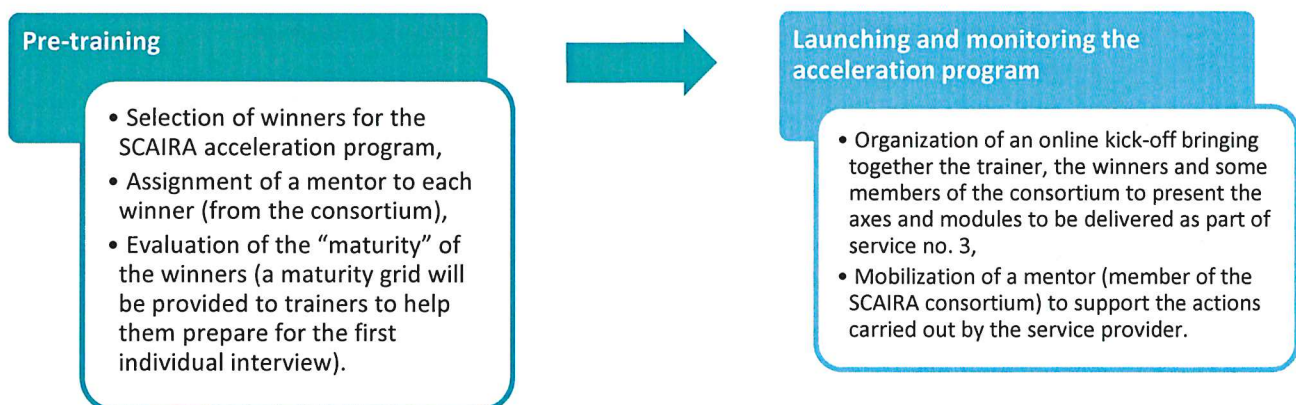
- Produce training material and deliver customized training to educate European start-up managers and teams about the different sources of private funding available;
- Make them aware of the specificities of financing innovative and sustainable projects;
- Support them in raising funds.



FIELDS OF APPLICATION OF THE CALL FOR TENDER



SCAIRA PARTNERSHIP ACTIVITIES (Outside the scope of the call for tenders)



The public will be made up of:

- European start-ups and would-be-entrepreneurs in the growth phase, particularly operating in the innovation and sustainable manufacturing sectors of automotive and aeronautics. A maximum of 6 winners will be selected per acceleration program to participate in training course number 3.



Training content should address the following topics*:

Module 1: Fundamentals of Corporate Finance

- Financial statements: balance sheet, income statement, cash flow statement. Analysis and interpretation.
- Financial ratios: Calculation and interpretation of the main ratios (profitability, liquidity, solvency).
- Operating cycle: Inventory management, accounts receivable, accounts payable.
- Budget: Drawing up and monitoring budgets.

Module 2: Fundraising

- Different types of financing: Seed, Series A, B, C, crowdfunding, bank loans, grants.
- The business plan and financing plan: structure, content, keys to success.
- Company valuation: Valuation methods, influencing factors.
- Shareholders and stakeholders
- Negotiation: Term sheets, due diligence, closing.

Module 3: Day-to-day financial management

- Cash flow: forecasting, managing cash flow risks, optimizing WCR.
- Management control: Setting up a performance monitoring system, dashboards.
- Financial management tools: Accounting software, business intelligence tools.

Module 4: Strategic Challenges

- Financial strategy: Aligning financial strategy with overall corporate strategy.
- External growth: Acquisitions, mergers.
- Exiting the company: IPO, sale to a manufacturer.

Module 5: Creating sustainable performance by integrating extra-financial analysis

- Bringing together sustainable commitment and finance
- Anticipating investors' ESG criteria
- Combining financial and extra-financial aspects in a strategic vision

**We would obviously like to work on this teaching module in collaboration with the training expert or company selected.*

Winners wishing to take part in training course no. 3 must choose a maximum of 3 modules from the 5 presented above.

The pedagogical modalities are as follows (if selected, an exchange is to be arranged to discuss these modalities in greater detail):



- Preferred format: Online training ;
- Preferred duration: 1h individual introductory interview with each winner (1h) + 6h individual training interviews with each winner (2h per module);
- Teaching methods: Alternating theoretical presentations, case studies, practical workshops and expert testimonials;
- Teaching aids: Course aids and evaluation tools will be made available to the winners and the SCAIRA consortium.

1.1 Location

No location has been designated for the provision of services. Exchanges with the Aerospace Valley cluster may take place on site in Toulouse or Mérignac, or by videoconference via the WEBEX tool.

COST OF SERVICE

The budget allocated for this service is a maximum of **35,000.00 euros excluding VAT**.

Bidders will bear the cost of preparing their bids themselves, and Aerospace Valley will not be liable for any compensation if a bid is rejected or if it decides not to accept any bid.

TERMS OF PAYMENT

The payment schedule will be defined in the contract.

EXPECTED PROPOSAL

The service provider must clearly describe:

- Details of the human, technical and methodological resources to be deployed and, more generally, any elements that will enable the quality and consistency of the bid to be assessed,
- A detailed schedule of activities presenting the logic of the service,
- Any information concerning its capacity to carry out the services, in particular, by indicating the missions of the same type carried out over the last 3 years and the person(s) it intends to assign to the mission.

GENERAL REQUIREMENTS

Requirement R1: The service provider must demonstrate proven experience in training European start-ups, particularly on the subject of private financing.

Expertise in the aerospace, automotive and sustainable industry sectors is a plus.



Requirement E2: The service provider must provide references in the relevant field. It must also specify the name, CV and skills of the person who will be assigned to the project, it being understood that this person alone will be responsible for the entire duration of the project.

Requirement E3: The service provider must prove the legal existence of its company by providing its RCS registration number. It must also provide proof of its financial standing, by submitting proof of tax and social security compliance, as well as its three most recent balance sheets.

COMPLETION DEADLINES

The start of the service is set for **March 17, 2025**, to meet with Aerospace Valley teams and prepare the training content and schedule. The first acceleration program will start in April 2025.

The service will run for a total of **18 months, until 30/09/26**.

FORMULATING RESPONSES TO MARKET OFFERS

- All responses must be signed by an authorized person or by the bidder's legal representative.
- Responses must be clear and concise, with continuous page numbering, and coherently assembled. As bidders will be judged on the content of their written responses, these must clearly show that they are able to meet the requirements set out in these specifications.
- Responses must be submitted in accordance with the requirements set out in these specifications, and before the closing date and time for applications.

SUBMISSION AND CONTENT OF TENDERS

Responses should be sent by e-mail to the following address, in electronic format (PDF): SCAIRA@aerospace-valley.com

The deadline for submission of proposals is **Friday 07 March 2025, 6 pm at the latest**.

A steering committee, chaired and animated by the Aerospace Valley Association, will meet to analyze the pre-selected proposals and decide on the choice of service provider.

The 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.



Aerospace Valley reserves the right to extend this call.

Aerospace Valley reserves the right not to enter into a contract at the end of the consultation.

Bidders will bear the cost of preparing their bids, and Aerospace Valley will not be liable for any compensation if a bid is rejected or if it decides not to accept any bid.

The invoicing procedure and payment schedule will be defined in the contract.

APPENDIX I - CONFIDENTIALITY



- I. The contracting authority, AEROSPACE VALLEY and the contractor shall treat as confidential all information and documents, in whatever form, disclosed in writing or orally in connection with the performance of the contract and identified in writing as confidential.

The contractor shall:

- a. Not use confidential information and documents for any purpose other than the performance of its obligations under the contract without the prior written consent of the contracting authority;
 - b. Protect such confidential information and documents with the same level of protection as it uses to protect its own confidential information, but in no case less than reasonable care;
 - c. Not to disclose confidential information and documents directly or indirectly to third parties without the prior written consent of the contracting authority.
- II. The obligation of confidentiality set forth in Article I binds the contracting authority and the contractor during the performance of the contract and for 3 years from the date of payment of the balance unless:
 - a. The disclosing party agrees to release the other party from the obligation of confidentiality earlier;
 - b. The confidential information becomes public by means other than breach of the confidentiality obligation, through disclosure by the party bound by this obligation;
 - c. Disclosure of the confidential information is required by law.
- III. The contractor shall obtain from any natural person empowered to represent him or to take decisions on his behalf, as well as from third parties involved in the performance of the contract, an undertaking that they will comply with the obligation of confidentiality set out in Article.





SCAIRA

PROJECT INFORMATION

Title

SCAIRA: Startups Creation & Acceleration In Rural Areas to foster sustainable Manufacturing

Start - end date

01/01/2024 - 31/12/2026

Programme

SCAIRA - S1/1.4/F0026: Funded by the European Union's Interreg SUDOE 2021-2027 programme

Project type

Promoting social cohesion and territorial and demographic balance in Sudoe through innovation and the transformation of productive sectors

Funding

1.865.807,42 €

Coordinator

Aerospace Valley

Project overview

To develop a programme of start-ups creation & acceleration in rural areas for the green transition in the manufacturing sectors (with a focus on Aerospace and Automotive).



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