

**Market Testing Document**

 **TITLE:** Provision of Venture Studio Network for Falmouth University

**PROCUREMENT REF: 1667LaunchPad**

**RETURN DATE:** Friday 19th February 2021 at 12.00pm (UK Time)

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| **Version Control** |
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1. **Background:**

Launchpad is an innovative, post-graduate incubation and acceleration programme developed by Falmouth University that creates new digital businesses to meet identified market demand in just 12 months. Software engineers, digital creatives and businesspeople are brought together to solve industry challenges set by strategic partners.

Founders create new high growth, high value tech businesses in Cornwall, that are underpinned by a specially designed one-year MA Entrepreneurship programme. Launchpad is an ambitious programme driven by Falmouth University and designed to retain talent in Cornwall, boost the local economy and create global opportunities. Our aim is to recruit the best graduates and work with exceptional partners to drive success for us and for Cornwall.

For more than 100 years, Falmouth University has been a hub of creative thinking and design innovation.

Today, its portfolio of undergraduate and postgraduate courses represents the breadth of the Creative Industries, from art, design and fashion, to gaming, music and film.

Falmouth’s research programmes are built on the principle of open innovation - the idea that the grand challenges of our age can be addressed most effectively when tackled collaboratively across disciplinary boundaries. They focus on delivering impact for lives and economies through the development of new knowledge, solutions, services and products.

More than 5000 students from across the globe study on Falmouth’s two campuses, with access to professional standard environments including state-of-the-art performance and recording studios, some of the best photography facilities in Europe, cutting edge digital manufacturing technology and a TV studio and gallery.

As well as the courses that are delivered on-campus in Cornwall, Falmouth also provides ground-breaking online distance learning and exciting partnerships with industry-leading bodies including the Academy of Contemporary Music and the Fashion Retail Academy in London.

Falmouth University is changing the way Higher Education is delivered. Its future focussed and transdisciplinary approach means it is planning for the needs of the future economy, ensuring its students have the skills they need to excel in a fast-changing world. Putting real world, real market challenges and hands-on experience at the heart of the learning experience also means that Falmouth’s graduates leave as experienced professionals, accomplished complex problem solvers and strong team players.

Falmouth University’s Launchpad programme is building a large number of software businesses in Cornwall; our target is 16 new companies a year. It is central to the mission of Launchpad that we are part of a global network of venture studios. This will allow us and our companies to both gain from and contribute to the world wide network of studios, training, recruitment, business opportunities and creation of innovation. It is also hoped that such a network would be able to help Launchpad to find potential strategic partners of its companies by directing members to the programme.

1. **Purpose of Market Testing Document:**

The purpose of this document is to establish whether there are suitable parties available to support this element of the project. We wish to test the market to ensure we are sourcing a suitable delivery partner using a fair, open and transparent method. The information received from this market testing survey will determine our next steps in regards to a procurement strategy.

1. **Project Expectations:**

Launchpad is seeking to procure the membership of a network that will be able to provide the following within its subscription fee:

1. Access for our studio and our start-up companies to globally available resources such as customer validation, marketing, fundraising etc.
2. Entry-level membership of the network for its businesses their first year of incorporation.
3. The network should be active in supporting the networking of venture studios and software businesses with each other.
4. The network should be able to provide connections to leading corporate/strategic partners.
5. The network should be able to provide connections to investors in both the studio and the start-ups.
6. The network should be able to share news of our studio’s successes to a global audience.
7. **Anticipated Time Scales**

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| Issue Market Testing Document | **Friday 05th Feb 2021** |
| Deadline for Clarifications | **Friday 12th Feb 2021** |
| Deadline for Submission of Expressions of Interest | **Friday 19th May 2021**  |

1. **Correspondence**

Any interested parties who can meet the six elements of criteria as set out in section 3, should reply with an Expression of interest, by the deadlines as stated above. This should include a brief overview of your company (including contact details) and any relevant experiences in delivering this type of project. All expressions of interests will then be reviewed and invited to participate in the next stage of the process (if applicable).

All correspondence should be directed via our procurement e-mail address – Procurement@fxplus.ac.uk and copying in the project lead phil.marshall@falmouth.ac.uk .

Please ensure you quote the procurement reference in all correspondence – 1667LaunchPad.

All clarifications and expressions of interest submissions must be received by the requested deadlines.