

# **SUNDERLAND SOFTWARE CITY**

## **Innovation Road-Mapping Consultancy** *June 2020*

## 1. Tender Overview

You are invited to submit a proposal to provide Sunderland Software City with resource to undertake innovation road-mapping consultancy to our end beneficiaries (small to medium size enterprises as defined by the European Commission<sup>1</sup>).

## 2. Background

### *The Initiative*

Sunderland Software City (SSC) is a publicly funded, privately led initiative which has the remit of encouraging economic development through the provision of support to North East based SMEs. SSC are delivery partners in the Digital Innovation Partnership project which is part financed by the European Structural and Investment Funds (ESIF), managed by the Ministry for Housing, Communities and Local Government (MHCLG)

By supporting SMEs to start and grow, the North East can build on its reputation as a home to innovation and provide career opportunities for today's and tomorrow's generations. SSC aims to ensure that the software sector in this region has the right facilities, the right business support, the right connections and crucially the world class workforce it needs to compete on a global stage.

### *The Market Need*

SSC clients are highlighting the need for innovation road-mapping support and these demands continue to grow. This service will help eligible SMEs:

- Understand how their current products and services can be sold into new sectors;
- Understand how their current markets and customers are evolving and how this may impact their business and/or business model;
- Develop appropriate messaging to support the deployment of new products or services into current or new marketplaces.

SSC require a consultant to deliver innovation road-mapping strategies to eligible SMEs within the North East of England. The purpose of this is to help SMEs to understand how new and existing products and services can be brought to a new market.

Each client will receive a minimum of 12 hours consultancy time which will consist of an initial fact-finding meeting, the creation of a high-level innovation road-mapping strategy, followed by a coaching session to explain how to implement the strategy.

## 3. Delivery Requirements

***The delivery requirements for this work should meet the following criteria:***

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<sup>1</sup> [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

- Target market review with price, position and branding recommendations.
- Positioning statement.
- Competitor review.
- Regional, National and International growth opportunities.
- Digital marketing tactics to take forward.
- Traditional marketing tactics to take forward.

## Outcomes

We will expect outcomes of this work to be:

- Support to external businesses in the form of:
  - Initial client engagement after an introduction from a SSC team member.
  - Attendance at client meetings.
  - Provision of documents to clients as and when needed.
  - Completion of appropriate ERDF documentation (further detail will be provided to the preferred supplier).
  - We anticipate that delivery of eligible outputs should be up to 5 per calendar month.
- Support to the SSC team in terms of:
  - Creating an understand of client needs.

## 4. Costs

This will be a call-off contract and the maximum cost for the work is up to £30,000 (+ VAT). Costs should be submitted as a day-rate for work. SSC reserves the right to choose multiple suppliers for this contract.

## 5. Next Steps

We are now inviting organisations and consultants to submit a proposal for this work.

- A brief description of your organisation/area of work.
- A description of how you will approach the requirements for this work. Your response should specifically comment on you experience and ability to deliver the requirements in section 3.
- Examples of any previous work which is relevant (maximum 2 examples).
- A full cost breakdown for this work including VAT. This should be a day rate.
- Work carried out during request for quotation response development is at the discretion of the individual organisation and no reimbursement is available for said work.

## 6. Contract Term

It is anticipated that the contract will begin week commencing 3<sup>rd</sup> August 2020 and be completed by 31<sup>st</sup> March 2021.

**Please submit ONE hard copy and ONE electronic version of your proposal.** (Please refer to the address details given below)

Quotations shall remain valid for a period of 90 days.

Sunderland Software City does not bind itself to accept the lowest or any quotation and reserves the right to accept a portion of any quotation unless the supplier expressly stipulates otherwise in their quotation.

## 7. Selection & Indicative Milestone Process

	Date
Deadline for Receipt of Proposals	5pm - 20 <sup>th</sup> July 2020
Review proposals and seek any required clarifications	w/c - 20 <sup>th</sup> July 2020
Contract awarded	w/c - 27 <sup>th</sup> July 2020

The following scoring criteria will be used to evaluate bids:

Criteria	Weighting %
Understanding of project requirements and ability to deliver, included proposed methodology	30%
Relevant experience of staff to be involved in the project, including specific knowledge of the software sector	35%
Value for money	35%

Electronic version of proposal must be mailed to **Laura Kennedy** at

[laura.kennedy@sunderlandsoftwarecity.com](mailto:laura.kennedy@sunderlandsoftwarecity.com)

Hard copies should be submitted to:

Laura Kennedy  
Sunderland Software City,  
Sunderland Software Centre  
Tavistock Place  
Sunderland  
SR1 1PB

Any queries on the tender should be directed to **Sophie Peel** at

[sophie.peel@sunderlandsoftwarecity.com](mailto:sophie.peel@sunderlandsoftwarecity.com)