

Sales Training Programme for CyberASAP

Invitation to Tender **Innovate UK KTN**

Document Information

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Prepared By	Eduardo Hernandez
Approved By 1	Robin Kennedy & Emma Fadlon
Approved By 2	

1 Background to the Project

Cyber Security Academic Start-up Accelerator Programme (CyberASAP) is a pre-seed accelerator programme which was created in 2017 in response to the need to commercialise academic cyber security ideas and translation of research. It is a Department for Digital, Culture, Media and Sport (DCMS) initiative to support the commercialisation of UK academic ideas in cyber security in line with the 2022 National Cyber Strategy and the UK Innovation Strategy.

CyberASAP is delivered by Innovate UK and Innovate UK working in partnership. Innovate UK are responsible for running the competitions, delivering and monitoring grant funding to the University teams. Innovate UK KTN are responsible for programme delivery. Further details about the programme are available at www.cyberasap.co.uk

The aim of CyberASAP is to identify the most promising opportunities in academia relating to cyber security. This Sales Training Programme will be part of a phase of CyberASAP which will assist a cohort of 10 to 15 University teams in developing and building a proof of concept (PoC) product, good or service.

2 Description of work

We are looking to commission a service provider to design and deliver individually customised sales training to a number of University teams that are in the process of building a cybersecurity proof of concept (PoC) product, good or service.

The service provider should, through direct engagement with each University team, develop a customer persona for their product, good or service.

It is anticipated that the introductory session and main sales training workshop will be delivered in-person & Innovate UK KTN will arrange and provide suitable venues in London. Content should be adaptable for online delivery if in-person delivery is not possible.

It is anticipated that between 10 to 15 University teams will be taking part in the PoC phase of CyberASAP including this Sales Training Programme. The exact number of University teams will not be known until early September.

Where appropriate we would also expect the service provider to provide ad-hoc mentoring for the teams around start-ups, development of MVPs and investment planning.

2.1 Design

Design and development of course materials. Should include presentation slide material in electronic and printed form (bound in A4 or A5 format) for distribution to all delegates at the planned in-person sessions.

2.2 Delivery

- **Introductory Session:** Deliver an introductory in-person briefing (approx. 1-1 ½ hours) to all teams in the CyberASAP cohort explaining the sales training approach. This will include training on how to produce a short brief for an appointment-setting agency, which will be needed for the follow-up individual team meetings.
- **Individual team meetings:** 60-90 minute online meetings with each team involving staff engagement to better understand their product, good or service so that a customer persona can be developed by the service provider.
- **Sales training workshop:** One day whole cohort sales training workshop on 9th November and one day sales practice workshop on 10th November. The customer personas for each project will be used in the sales practice workshop in a series of role-play meetings with each project team in front of the whole CyberASAP cohort.

2.3 Feedback & Evaluation

Provide feedback directly to individual projects on their performance in the sales practice workshop including suggestions for improvements.

Provide consolidated feedback to Innovate UK KTN containing all individual project reports and a summary of outcomes from the training. This should also include recommendations on how the process could be enhanced in future years and direct feedback from the teams.



3 Activity Timings & Outputs

The delivery is set to commence on 28th September 2022 and final report to be completed by 9th December 2022, more details below.

We expect the winning service provider to deliver the work described in section 2 to the timeframes outlined below.

Introductory Session:

Delivery of an in-person (approx. 1-1 ½ hours) workshop for Introduction & Preparation for Sales Training at the CyberASAP Phase 2 Bootcamp in London on 28th or 29th September 2022

Individual team meetings:

To be held online as needed in October 2022 following the delivery of the Introductory Session.

Core Programme:

2-day workshop in London on 9th and 10th November 2022.

Final Report

To be completed by 9th December 2022 at the very latest.

Innovate UK KTN will support the service provider in obtaining direct feedback from the participants via (for example) distribution of evaluation forms providing that the feedback is also shared with Innovate UK KTN in the final report.

Cost Allocations

The successful proposal is expected to be in the range of £22,000 - £28,000 including VAT.

Any variation in the proposal cost due to the number of projects should be made clear.

The Contract will be awarded in accordance with a pricing proposal for the successful service provider. Payment will be dependent upon the successful delivery and approval by Innovate UK KTN as below:

- 50% be paid after the delivery of the Introductory Session
- 50% will be paid after the final feedback reports are received by Innovate UK KTN.

4 Submission

In response to this invitation to tender please provide the following information.

1. Technical capability, including:
 - a. A brief description of how you would meet the deliverables
 - b. Evidence of past relevant work, including:
 - b.1. Working with Cyber Security start-up companies or Cyber Security academic research groups.
 - b.2. Working with early-stage entrepreneurs and pre start-ups.
2. Staff resources
 - c. CVs of the people who will undertake the work
 - d. company organisational chart
3. Schedule of rates
 - e. Cost breakdown for the deliverables, above
4. Additional information
 - f. Any additional service you could provide that would enhance the deliverable

5 Key Milestones

The response to the ITT should be emailed to eduardo.hernandez@ktn-uk.org and cyberasap@ktn-uk.org before noon on the 19st August 2022.

A final decision is due to be made by 9th September.

Evaluation criteria

- Previous relevant experience (50%)
- Methodology proposed (30%)
- Costs (20%)

7 Terms and Conditions

This invitation to Quote is subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which are provided separately.