



Innovate  
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# **Sales Training Programme for CyberASAP 8**

## **Invitation to Tender**

## **Innovate UK Business Connect**

## Document Information

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## 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 of Science, Innovation and Technology (DSIT) 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 Business Connect working in partnership. Innovate UK are responsible for running the competitions, delivering and monitoring grant funding to the University teams. Innovate UK Business Connect are responsible for programme delivery. Further details about the programme are available at [www.cyberasap.co.uk](http://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 12 to 16 University teams in developing and building a proof of concept (PoC) product, good or service.

# 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 Business Connect 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 12 to 16 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 1/2 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 5<sup>th</sup> November and one day sales practice workshop on 6<sup>th</sup> 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 Business Connect 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.

## Activity Timings & Outputs

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The delivery is set to commence on 17<sup>th</sup> September 2024 and final report to be completed by 15<sup>th</sup> December 2024, 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 1/2 hours) workshop for Introduction & Preparation for Sales Training at the CyberASAP Phase 2 Bootcamp in London on 17<sup>th</sup> or 18<sup>th</sup> September 2024

### Individual team meetings:

To be held online as needed in October and early November 2024 following the delivery of the Introductory Session.

### Core Programme:

2-day workshop in London on 5<sup>th</sup> and 6<sup>th</sup> November 2024.

### Final Report

To be completed by 15<sup>th</sup> December 2024.

Innovate UK Business Connect 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 Business Connect in the final report.

## Cost Allocations

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The successful proposal is expected to be in the range of £30,000 - £35,000 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 Business Connect 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 Business Connect.

## Submission

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

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

## Key Milestones

The response to the ITT should be emailed to [cyberasap@iuk.ktn-uk.org](mailto:cyberasap@iuk.ktn-uk.org) before 17:00 on the 8<sup>th</sup> August 2024.

A final decision is due to be made by 16<sup>th</sup> August.

## Evaluation structure

Evaluation criteria

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

## Terms and Conditions

This invitation to Quote is subject to Innovate UK Business Connect's Terms and Conditions of Contractor Engagement – Company Edition", which are provided separately.