**INVITATION TO TENDER**

PROVISION OF

**A Global Market Matrix Database**

Please respond by

**12:00hrs on 11 JULY 2018**

# SATELLITE APPLICATIONS CATAPULT

The Satellite Applications Catapult Ltd (The Catapult) is a not-for-profit research organisation, which acts as a neutral trusted entry point to an entire network of UK expertise in applications development across government, academia and industry. The company's primary purpose is to promote, develop and facilitate the commercialisation and advancement of the satellite applications industry.

The Catapult brings together multi-disciplinary and skilled teams to generate ideas and solutions in an open innovative and collaborative environment. We also have a wide range of facilities, platforms and laboratories to enable the best businesses, researchers and end-users to work together to develop new satellite-based products, services and applications - translating ideas from concept to market.

The Catapult has a significant growth target over the next 5 years. The central pillars of that growth stem from ‘Geospatial Insights’ and ‘Ubiquitous Connectivity.’

**Geospatial Insights - Contextual information to power the digital economy**

Data has to be useful to be valuable – it needs context. Very often it is location, and information about that location, that provides the all-important context - geospatial intelligence. A single satellite image can reveal information about topography, vegetation cover, mineral content, land use and any number of other parameters. Collected over time, this provides a historical record to help us analyse change, respond to disruptive events and forecast future trends. We are at the beginning of a revolution where the world satellite fleet is delivering petabytes of data at increased frequency and lower-cost – a source of knowledge we have never had before. Ideally suited to machine learning techniques, satellite data is increasingly combined with terrestrial information to provide business and government with incredible new levels of insight, with applications in urban planning, flood control and emergency response, to commodities tracking, carbon trading and ecological management.

**Ubiquitous Communications** - **Super-fast, always on connectivity for the digital age**

Communications today are a hotchpotch of wired, wireless and satellite systems, which leaves more than half the world’s population completely off the digital grid. Even in the world’s most developed nations, large areas outside of the major conurbations offer little reliable connectivity, leaving significant communities disenfranchised. Increasingly, connectivity is seen as a right. People want it wherever they go and, with the ‘Internet of Things’ advancing and the drive for vehicle autonomy, today’s inhomogeneous and fragmented network is just not going to deliver. The need is for ubiquitous connectivity. Over the oceans and in the skies, satellites are the only solution. In urban areas, terrestrial systems of fibre and wireless will continue to dominate, with satellites role to supplement capacity and improve resilience. The challenge for ubiquity, is to ensure seamless and reliable integration between the terrestrial domain and the satellite domain, so that future cars, trucks, ships, aircraft, drones, tractors, emergency vehicles, and so on, do not need to know what system they are communicating on. This is a challenge for policy, technology, standardisation and market awareness.

Find out more at <http://www.sa.catapult.org.uk/>

# BACKGROUND TO REQUIREMENT

The Catapult has four main ‘Value Streams’ which provide a focus to our work. These are: Sustainable Living, Blue Economy, Governments Services and Intelligent Transport Systems. As the market for downstream space services grows, the Catapult is also growing. The new ‘Explore Markets’ Value Stream at the Catapult has the mandate to ‘explore’ markets outside these four key areas, to decide on a fifth value stream by 2020. Each new stream is expected to have a pipeline of projects and activities worth £500m-£2b in revenue for the space sector by 2030.

As a start to this effort, the Catapult wants to procure and maintain a ‘Global Market Matrix’ – A spreadsheet or database detailing the top-level opportunities for space services within globally recognised industries. This database will provide a ‘snapshot’ of the opportunity areas for satellite applications and will be used to select key markets to conduct ‘Deep Dive’ analyses on in a later second phase, leading to the development of the new value stream described. Alongside this spreadsheet, we also require a 2-page summary of the key insights gained from the database, and any general trends driving the use of satellite services.

# PURPOSE OF THIS DOCUMENT

This Invitation to Tender is to cover the provision of the Global Market Matrix database and two-page insights summary only. Based on the findings, one or more deep dive analyses will be tendered separately, at a date to be determined. The purpose of this request is to receive sufficient information from potential suppliers to allow an assessment to be made on the ability of the supplier to carry out the market research specified.

Please respond in the format presented. Responses should contain:

1. Information relating to requirements detailed in Section 4 and evaluation criteria in Section 10 of this document
2. Supplier Organisational information (Sections A&B);
3. Provision of commercial and pricing Information (Section C).

# REQUIREMENTS

### SUMMARY OF DATA REQUIREMENTS

The Catapult would like to use a standard classification scheme to define the global markets for analysis, ensuring that:

1. The data is relevant and digestible by potential customers.
2. As much as possible, the data is mutually exclusive and collectively exhaustive (MECE)

The Catapult welcomes suggestions on which classification system to use, and this should be presented in your proposal. Suggestions should be provided with rationale.

One example is the potential Industry Classification Benchmark (ICB[[1]](#footnote-1)) – a globally recognized standard, providing a definitive categorizing system for the global investment community. It is operated and managed by FTSE Russell for categorizing companies and securities across four levels of classification according to the below nomenclature:

- 10 Industries, -19 Supersectors, -41 Sectors, -114 Subsectors

Using this scheme, the Catapult would expect the granularity of data to be at the 41 Sector level, detailed below:

1. 0530 Oil & Gas Producers
2. 0570 Oil Equipment, Services & Distribution
3. 0580 Alternative Energy
4. 1350 Chemicals
5. 1730 Forestry & Paper
6. 1750 Industrial Metals & Mining
7. 1770 Mining
8. 2350 Construction & Materials
9. 2710 Aerospace & Defense
10. 2720 General Industrials
11. 2730 Electronic & Electrical Equipment
12. 2750 Industrial Engineering
13. 2770 Industrial Transportation
14. 2790 Support Services
15. 3350 Automobiles & Parts
16. 3530 Beverages
17. 3570 Food Producers
18. 3720 Household Goods & Home Construction
19. 3740 Leisure Goods
20. 3760 Personal Goods
21. 3780 Tobacco
22. 4530 Health Care Equipment & Services
23. 4570 Pharmaceuticals & Biotechnology
24. 5330 Food & Drug Retailers
25. 5370 General Retailers
26. 5550 Media
27. 5750 Travel & Leisure
28. 6530 Fixed Line Telecommunications
29. 6570 Mobile Telecommunications
30. 7530 Electricity
31. 7570 Gas, Water & Multiutilities
32. 8350 Banks
33. 8530 Nonlife Insurance
34. 8570 Life Insurance
35. 8630 Real Estate Investment & Services
36. 8670 Real Estate Investment Trusts
37. 8770 Financial Services
38. 8980 Equity Investment Instruments
39. 8990 Nonequity Investment Instruments
40. 9530 Software & Computer Services
41. 9570 Technology Hardware & Equipment

The data required for each sector defined is shown below, along with an explanation of the format requested. All data for questions 7-22 (below) should be segmented by Geospatial Insights and Ubiquitous Communications.

All text is expected to be in bullet points (prose not required), and number values should be considered as of 2017.

|  |  |  |
| --- | --- | --- |
| ID | Data | Format |
| 1 | Industry | Text |
| 2 | Sector | Text |
| 3 | Sector Description | Text |
| 4 | Global Sector Market Size (Sector Revenue) | Value |
| 5 | Value of Services into the market | Value |
| 6 | Sector Growth Rate | Value |
| 7 | Market opportunity for Space Services into this sector | Text |
| 8 | Key customer segments for Space Services into this sector | Text |
| 9 | Global Addressable market size for space sector | Value |
| 10 | Current global space sector penetration | Value |
| 11 | UK Addressable market size for space sector | Value |
| 12 | Current UK space sector penetration | Value |
| 13 | UK space sector penetration growth stage | Emerging, Stable, Declining |
| 14 | Countries of relevance for export | Text |
| 15 | UK academic capabilities | Low, Medium, High |
| 16 | Key academic players | Text |
| 17 | UK Industry capabilities | Low, Medium, High |
| 18 | Key Industry Players | Text |
| 19 | Barriers to Entry | Low, Medium, High |
| 20 | Description of Key Barriers to Entry | Text |
| 21 | Utility of Catapult Intervention | Low, Medium, High |
| 22 | Description of possible Catapult Intervention | Text |

### AVAILABLE BACKGROUND DATA

##### Routes to Market Reports

In 2017, the Catapult, funded by Innovate UK (The UK Government Innovation agency), commissioned 35 ‘Route to Market’ briefings, completed by 20 external consultants. The briefings outlined (at a very top level) 66 new opportunities that are expected to be of great commercial interest to the UK space sector. The reports follow four thematic areas:

1. **Monitoring –** Investigating EO and sensor integration related toAgriculture, Weather, Climate, Energy, Environment and Traffic management services.
2. **Connecting –** Investigating broadband for vehicles, ships, trains and aircraft, as well as satellite communications for emerging applications.
3. **In Space –** Reports related to the upstream space industry including space weather and space situational awareness.
4. **Citizen Services –** Investigating the integration of satellite technologies in applications such as gaming, future cities, disaster resilience and indoor positioning.

These reports will be made available to the selected provider as a data source for the work to be undertaken. Other sources of data may also be available to the selected provider, subject to discussions in phase 1 of the work.

### EXPECTED SCOPE OF RESEARCH

As requested, the deliverable should not be a report but instead a spreadsheet (Microsoft Excel) or database, which must be ‘analysis friendly’ as we expect to manipulate the data as necessary to analyse which sectors will be the focus of our next ‘Deep Dive’ phase.

The Catapult expects work to be completed using mostly secondary market research, to include:

1. Data from the existing 35 ‘Routes to Market' reports, as above
2. Existing work having been completed previously by the provider.
3. Desk-based research

Some primary research may be required, depending on the sector in question. However, the Catapult does not expect large scale surveys, focus groups, or workshops to be necessary, and will not accept these activities being included in the quotation breakdown for this activity.

The Catapult is open to procuring this work to either a single market research provider or a lead market researcher who subcontracts part of the work to another company, depending on the relative skills and competencies of the companies in question.

### DELIVERABLES

The work will be broken into three phases with corresponding deliverables:

**Phase 1** will be an initial two-week period following contract award where the sector segmentation method should be fully defined and aligned with Catapult objectives, ensuring that both the researcher and the Catapult are in agreement moving forward.

*D1: List of market sectors to be analysed, sector definitions completed and alignment on intention and feasibility of data requested.*

**Phase 2** is when the bulk of the work is expected to be completed. Following Phase 2 there will be a midterm review.

*D2.Draft: (Intermediary Deliverable): Draft data to be submitted 3 days before the Mid-Term review*

**Phase 3** allows for the completion of deliverables following feedback from the Mid Term Review.

*D2.Final: Final spreadsheet or database containing all data requested in section 4.1*

*D3: Two-page synthesis of the underlying trends, insights and thoughts of the researcher as a result of the work done. What areas would you suggest ‘Deep Dive’ Analyses be completed? Are there any significant markets which materialised through this work but which are unanalysed?*

The Catapult will have exclusive ownership of the database produced by this project and the exclusive rights to share this data with other parties (industry and space ecosystem) as required.

# AWARD TERMS

Any Contract awarded will be let based on the Satellite Applications Catapults’ provided terms and conditions (see **Annex A**). Terms and conditions will not be amended after the contract award has been made. **Any questions regarding terms and conditions should be made in writing before the closing date for responses to this RFQ**.

# CLARIFICATION QUESTIONS

Clarification questions about the procurement should be submitted through the procurement@sa.catapult.org.uk email address by **29 June 2018**. Please use the following reference when submitting questions related to this RFQ: **FY19-04**.

Answers to all clarification questions & answers will be issued to all vendors who signal their intent to respond, by **close of business on 03 July 2018**.

# CONFIDENTIALITY

All information provided in this document shall remain confidential between the Supplier and the Satellite Applications Catapult. The Satellite Applications Catapult will not share this information with any other organisations or Public Bodies without the permission of the Supplier.

# DISCLAIMER

The Satellite Applications Catapult reserves the right to award a contract to any or no Vendor responding to this invitation, and to amend any information or any requirements contained in the documentation. Suppliers should form their own conclusions about the methods and resources needed to meet these requirements.

The documentation and the information contained within it are the property of the Satellite Applications Catapult; all rights, including intellectual property rights, are reserved.

Suppliers may withdraw their responses at any time prior to accepting the notification of award by sending a notice of withdrawal to the Satellite Applications Catapult.

The Satellite Applications Catapult shall observe all its obligations under the any data protection legislation from time to time in force in the UK including the Data Protection Act 1998 or any successor legislation (together the ‘DPA’).

Any expenditure, work or effort undertaken by your Company prior to the award of a contract is a matter solely for your Company’s own commercial judgement.

# ****PROCUREMENT**** TIMETABLE

The indicative timetable for this procurement is detailed as follows:

|  |  |
| --- | --- |
| **Activity** | **Date** |
| **Receipt of questions relating to this ITT Process** | **29 June 2018** |
| **Issue of all answers relating to the ITT Process** | **03 July 2018** |
| **Deadline for receipt of proposals in response to this ITT – Offers received after this date/time will not be evaluated** | **12:00hrs 11 July 2018** |
| **Evaluation of proposals** | **11- 18 July 2018** |
| **Notification of award decision** | **18 July 2018** |
| **Contract commences** | **25 July 2018** |
| **Phase 1 Deliverable** | **08 August** |
| **Mid Term Review** | **24 September** |
| **Final Deliverable** | **30 October 2018** |

IMPORTANT NOTE: No extensions to the deadline for responses will usually be granted with very limited exception to situations where a Bidder finds themselves seeking to request an extension due to reasonable extenuating circumstances, those circumstances being beyond the Bidder’s control and unforeseen to them.

# THE EVALUATION APPROACH

The Award will be based upon the assessment made by the Satellite Applications Catapult of the information submitted by vendors responding to the requirements, outlined within Section 4.

The Table below contains a list of what will be expected in the proposal and the scores which will be used to evaluate responses:

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Max score available** |
| **Experience of organisation and proposed team** | |
| Please detail the scope of the work you would like to propose:   1. Full scope 2. Partnering   In the case of II please provide details of the partner company (Name, Address) and the sectors to be completed by each partner. | 5 |
| Please provide summary CVs of your proposed project delivery team. Please detail their experience of supporting projects of a similar nature to that proposed by the Catapult.  We are specifically interested in their experience of the issues they have come across in these activities and how they have developed solutions to them. | 25 |
| Please provide a high-level project plan (methodology) for the completion of the project, to include:   * + Sources of data   + Sector segmentation method (if not recommending ICB)   + Spreadsheet or database software to be used   Please detail the resources required from yourselves and the Catapult to deliver the requirements within both financial and time expectations? *Note: this plan may be subject to amendment prior to kick off once members from both the vendor & Catapult projects teams have reviewed together.*  Describe what are your standard contingencies in the event of the agreed timetable slipping? | 20 |
| **Sub-total:** | **50** |
| **Meeting the requirements** | |
| In order for the Catapult to evaluate the relevance & usefulness of the data collected, Please choose one ‘Sector’ of your choice from the ICB and provide the full dataset outlined in section 4 for this sector.  This will be used by the Catapult for the purposes of evaluation only and will not be used if your proposal is unsuccessful. | 30 |
| **Sub-total:** | **30** |
| **Cost** | |
| Please provide a full cost breakdown for the scope of the activity required to complete all of the 41 Sectors identified using the template contained within this document.  Please use the pricing template detailed in Section C. Other pricing submissions will not be evaluated. | 20 |
| **Sub-total:** | **20** |
| **Total Evaluated score** | **100** |

# RESPONSE REQUIREMENTS

Please use this document, including all the attachments to return by email to procurement@sa.catapult.org.uk by **12:00hrs on 11 July 2018.**

|  |  |  |
| --- | --- | --- |
|  | **Supplier** | **Buyer** |
| Company Name:- |  | Satellite Applications Catapult Ltd |
| Contact Name:- |  | John Thompson |
| Telephone Number:- |  | 07889 152567 |
| Email Address:- | @ | [procurement@sa.catapult.org.uk](mailto:procurement@sa.catapult.org.uk) |
| Position within the Company |  | Procurement Manager |
| Persons authorised to sign on behalf of the Company |  | Stuart Martin – CEO |

#### SECTION A – SUPPLIER ORGANISATION INFORMATION

Please ensure that you complete the questions relevant to your organisation.

|  |  |  |
| --- | --- | --- |
| **A1** | Full name of the organisation submitting the quotation | |
|  | | |
| A2 | Please confirm the status of the Supplier to be considered: | |
|  | A response to this question is for the Catapult to understand the Supplier. | |
| A | Your organisation is bidding to provide the services required itself |  |
| B | Your organisation is bidding in the role of Prime Contractor and intends to use third parties to provide some services *(If yes go to question A3)* |  |
| C | The Potential Provider is a consortium (If you tick yes go to question A3) | Please Select |

|  |  |  |  |
| --- | --- | --- | --- |
| A3 | If your answer to **A2** was **b or c**, please indicate in the table all sub-contractors or members of the consortium which will be responsible for each element of the requirement. | | |
|  | If you have answered ‘yes’ to question b or c, please response to this question. | | |
| Element of Requirement | | Company / Organisation | How much of the requirement will they directly deliver (%) |
|  | |  | % |
|  | |  | % |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| A4 | Details about the organisation named in A1: | | | |
| **A** | Company Registration Number |  | | |
| **B** | Date of Registration |  | | |
| **C** | Registered Address |  | | |
| **D** | Annual turnover |  | | |
| **E** | VAT Registration Number (if applicable) |  | | |
| **F** | Please select the legal status of the organisation applying | 1 | a public limited company |  | |
| 2 | a limited company |  | |
| 3 | a sole trader |  | |
| 4 | a partnership |  | |
| 5 | a Limited Liability Partnership |  | |
| 6 | a consortium |  | |
|  |  |  |  |  | |

|  |  |
| --- | --- |
| A5 | Conflicts of Interest/Related Parties |
| Is there any other work being undertaken or likely to be undertaken by your organisation (or consortium) which could give rise to a conflict of interest? Y/N  If Yes please provide details below | |
| Is your organisation, or are any members of your organisation, *related parties* to any members of the Satellite Applications Catapult? (A *related party* could be a family member, relative, friend, prior business supplier or related corporation) Y/N | |

**SECURITY REQUIREMENTS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A6 | Do you have a company representative who is responsible for security | | | | Yes  No |
| A7 | Does your organisation operate an Information Security Management system certified to International, European or equivalent standard (e.g. BS EN ISO 27001) or is your company certified to Cyber Essentials Plus? | | | | Yes  No |
| A8 | If you have answered “Yes” to the above, please provide: | Name and approval certificate Number |  | | |
| Certificate Expiry Date |  | | |
| A9 | Please self-certify that your organisation has an in-house policy for the management of information security that fully complies with current legislative requirements. | | | | Yes  No |
| A10 | Has your organisation (or any member of your proposed consortium, if applicable) Directors or partner or any other person who has powers of representation, decision or control been convicted of any offences named within Annex C (if yes please provide details in separate annex) | | | Yes  No | |

#### SECTION B – RESPONSE REQUIREMENTS

This section seeks to understand how your organisation can meet the requirements of the User Requirement Specification

|  |  |  |
| --- | --- | --- |
| B1 | User Requirement Specification | |
| Please confirm you have attached your organisations response to the Specification of Requirements (Section 4). | |  |

|  |  |  |
| --- | --- | --- |
| B2 | Indemnity and Liability Provision | |
| Please confirm your organisation insurances: | | |
| Professional Indemnity - £5m | |  |
| Employers Liability - £5m | |  |
| Public/Products Liability - £5m | |  |

#### SECTION C – COMMERCIAL AND PRICE INFORMATION

The following section outlines the commercial and price offer based on the User Requirement Specification.

Prices submitted should be fully inclusive (Ex VAT) in GBP not subject to variation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tender Ref:** |  |  |  |  |
| **Company Name:** |  |  |  |  |
|  |  |  |  |  |
| **A. Personnel Rate card for contract period** | | | **Rates** | |
| **Hourly** | **Daily** |
|  |
| *Insert Resource #1 type & description of activities* | | |  |  |
| *Insert Resource #2 type & description of activities* | | |  |  |
| *Insert Resource #3 type & description of activities* | | |  |  |
|  | | |  |  |
|  | | |  |  |
|  | | |  |  |
|  | | |  |  |
|  |  |  |  |  |
| **B. Equipment/Reference sources accessed Costs** | | | **Unit price** |  |
| *Please detail the costs of any equipment or reference sources which will be required to fulfil the services during the contract period.* | | |  |  |
|  | | |  |  |
|  | | |  |  |
| **Total Equipment Costs:** | | | **£0.00** |  |
|  | | |  |  |
| **C. Costs for completing the Contract** | | **Qty** | **Unit Cost** | **Total Cost** |
| *Please insert all Resources/ equipment (see above) and/or other costs required to complete the contract.* | |  |  | £0.00 |
|  | |  |  | £0.00 |
|  | |  |  | £0.00 |
|  | |  |  | £0.00 |
|  | |  |  | £0.00 |
| **FIXED COST FOR CONTRACT COMPLETION:** | | | | **£0.00** |
| **For the avoidance of doubt:  1. The prices/rates quoted in this offer worksheet are exclusive of VAT.  2. The prices/rates should be based on an eight (8) hour working day.  3. Scenario cost to exclude travel & subsistence which shall be charged agreed in advance of being incurred.** | | | | |
| **Signed** |  | | | |
| **Print Name** |  | | | |
| **Position in company:** (e.g. Director, Partner, Principal, Company Secretary) |  | | | |
| **For and on behalf of:** (i.e. organisation's name) |  | | | |
| **Dated:** |  | | | |

**SECTION D – DATA PROTECTION**

|  |  |
| --- | --- |
| **D1** | Data Protection |
| Irrespective of whether you are successful in your tender and insofar as the tender includes personal data (as defined under GDPR), we would like to retain your contact details in the event that a suitable opportunity arises.  If you are happy for us to hold this information please tick this box. | |
| Yes, we are happy for you to retain our tender for the purposes outlined above.  No, we are not happy for you to retain our tender. | |
| Your information will only be held for 2 years from the date of conclusion of the tender process.  You are able to withdraw consent at any time by contacting [procurement@sa.catapult.org.uk](mailto:procurement@sa.catapult.org.uk) and your refusal to consent will in no way affect this tender process. | |

|  |
| --- |
| UNDERTAKING |

To be signed by an Officer of the Supplier’s Company in their own name on behalf of the Company.

I certify that the information provided is accurate to the best of my knowledge and that I accept the conditions and undertakings requested in the Request for Quotation.

|  |  |
| --- | --- |
| Signed for and on behalf of the Company  SIGNATURE |  |
| Name of person signing on behalf of the Company  PRINT |  |
| Position in the Company  PRINT |  |
| Company’s name and address  PRINT |  |
| Date |  |

**Annex A**

**Catapult Terms & Conditions**

**Please see separate document**

1. http://www.ftserussell.com/financial-data/industry-classification-benchmark-icb [↑](#footnote-ref-1)