

## Individual Consultant Procurement Call

Individual Consultant Procurement Call Number	ICP#ICTEC-2021-024
Issuance date	Mai 6, 2021
Deadline for offers	May 20, 2021, 15:00 Chisinau time
Description	Individual consultant to provide marketing strategic consulting for Tekwill
For	Tekwill / Moldova ICT Excellence Center Project (ICTEC)
Funded By	United States Agency for International Development (USAID)
Issued by	National Association of ICT Companies (ATIC)
Type of Contract	Service Contract
ATIC Point of Contact:	<a href="mailto:llivadari@ict.md">llivadari@ict.md</a> - Liuba Livadari, Procurement Manager <a href="mailto:achirita@ict.md">achirita@ict.md</a> – Ana Chirita, Senior Project Coordinator, Tekwill
Estimated start date	May, 2021
Assignment period	May 2021 – December 2022

### Background

**THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”)** is the business Organization uniting 45 companies. Umbrella Organization gathering over 5000 employees.

Being established in 2006, ATIC is the action leading association and the voice of the Moldovan ICT industry that promotes the development of the ICT sector in Republic of Moldova through viable partnerships between companies, similar organizations, government, state institutions and international organizations. The association was founded to represent the industry on different policy and legislative issues and to facilitate the exchange of best practices between members. ATIC mission is to protect and promote the Association members’ interests as well as facilitate a more favorable ICT business climate.

### About Tekwill:

**The ICTEC Project** started as a USAID program implemented by the National Association of ICT Companies (ATIC). In 2016, the Government of Sweden joined the program and expanded the operations and content programs of Tekwill. The project is implemented as a private-public partnership (through Global Development Alliances instrument (GDA)), between the Moldovan Government, private industry, academia and donors. The private partners include multinational companies, IBM and Microsoft, and also Moldovan Association of Private ICT Companies (ATIC) members that are local (operated) ICT companies. The private partners bring significant new resources, ideas, software, technologies and development activities, such as trainings, practical assignments, and mentorship. The private sector partners will have the chance to use the center to communicate with the university, SMEs, startups, professionals and contribute to the curricula improvement answering the market needs, as well as the improvement of the IT and entrepreneurship ecosystem that will lead to the economic growth of the country. The Government of Moldova supports this project at the highest

level of the Prime Minister, and the partners include Ministry of ICT, Ministry of Education, and E-Government Center.

### Specific background:

One of the goals of ATIC is to extend the Tekwill type IT Excellence Centers as a sustainable network and deploy its programs on regional/national level. It aims at determining the operation model of the network, determining business plans for the relevant created centers or partners in the regions, deploy scalable activities to connect an estimated of 150,000 people to ICT (school and university students, community, etc.), deploy entrepreneurship programs aiming at both scaling up existing programs, as well as create inclusive innovation platforms for the regions with their respective specifics and potential to absorb/apply ICT. We envision a minimum 10,000 beneficiaries/year for each direction (education and entrepreneurship) As a result of the project, 2 main outcomes of the project are expected: more and better qualified skills and workforce developed leading to a stronger ICT industry in Moldova, as well as creating the premises for a Startup Moldova program driving opportunities for companies seeking capitalization.

The overarching goal of the Tekwill as a network is to ensure maximum impact on Moldova's economy through enhancing the entrepreneurial and educational capacity, as well as Research & Development potential of the higher education institutions in line with the industry needs; hence achieving quantitative and qualitative increase in qualified ICT professionals and ICT skills and nurturing successful technology startups based on modern ecosystem and world-class sales and marketing force. The project will expand the current areas of cooperation and continue to contribute to growing competitiveness of the ICT industry and of other economic sectors on a national level.

The extension will have the following focus:

1. Institutional development and capacity building for the Tekwill (Chisinau) Center and creation of makers space/fabrication laboratory (FabLab)
2. Continuous support for the Moldova ICT start-up community, integrating relevant ICT educational content and entrepreneurship activities
3. Develop Tekwill regional Centers through deployment of relevant ICT educational content and entrepreneurship activities in the regions (Chisinau, Balti, , Comrat,)
4. Capacity development of the potential regional Centers' governing bodies and management teams

The overarching goal of the TEKWILL as a network is to ensure maximum impact on Moldova's economy through enhancing the entrepreneurial and educational capacity, as well as Research&Development potential of the higher education institutions in line with the industry needs; hence achieving quantitative and qualitative increase in qualified ICT professionals and ICT skills and nurturing successful technology startups based on modern ecosystem and world-class sales and marketing force. The project will expand the current areas of cooperation and continue to contribute to growing competitiveness of the ICT industry and of other economic sectors on a national level.

The projects aims to:

1. Mitigate the human capital gap identified as the major problem for the ICT sector
2. Expand successful Tekwill projects into the regions
3. Impact the IT related educational system by contributing at nurturing STEM education
4. Develop curricular and extracurricular educational programs to be adopted nationwide in partnership with leading private ICT Companies
5. Expand existing Tekwill or Tekwill related/supported programs to be adopted in the regions
6. Assess the existing startup ecosystem and improve its investment opportunities
7. Create linkages between ICT and non ICT businesses
8. provide support to projects/startups in assessing the global market
9. create premises for favorable investment instruments such as seed funding, acceleration programs, venture funding, etc

10. encourage and support tech community events
11. get affiliated to international hubs, innovation centers, camps (such as google campus, Station F, etc.).
12. empower women/girls to participate in ICT educational programs and entrepreneurial activities
13. provide access to Tekwill content and programs for talented kids from underserved and remote areas, supporting career orientation, STEM educational programs, etc.

Under the above stated objectives, the following activities are planned to be implemented:

**Objective 1: Institutional development and capacity building for the Tekwill (Chisinau) Center and creation of makers space/fabrication laboratory (FabLab)**

Activity 1. Consolidating FabLab by providing support to its management, capacity building, organizational support and content delivery

Activity 2. Consolidating Tekwill by revision and deployment of a new business, operation and content model

Activity 3. Expand and deploy national educational programs

Activity 4. Expand the concept of reaching Tekwill in every school

**Objective 2: Continuous support for the Moldova ICT start-up community, integrating relevant ICT educational content and entrepreneurship activities**

During the first phase of the project, Tekwill has managed to start shaping the startup ecosystem by establishing partnerships with global and regional initiatives such as: SeedStars, TechStars, Rockstart, SeedForum, TechCrunch, etc. During the first 3 years, the team has organized or supported more than 300 different initiatives aiming at building communities, building the capacity of various startups, pushing startups to participate in global competitions or acceleration programs, creating events where investors meet startups. We have had 3 attempts to create a business angel network, educate potential business angels, provide mentorship programs, etc.

In discussion with the startups, their need has shifted from only the need for finance towards the need for consulting, business bridges, mentorship, etc. The entrepreneurial programs developed during the existing phase of the project have lead to a critical need of continuously investing into startups and even creating funding opportunities. The project team has managed to attract and convince existing Moldovan Business Angels to commit for investing into promising startups, this money being potentially matched by international venture funds from Romania. The next phase will include creation of a separate Startup

Moldova Concept aiming at expanding of current programs and offering access to finance mechanisms.

Activity 1. Startup Moldova program for technological programs developed

Activity 2. Develop premises for seed funding opportunities- for tech only startups

Activity 3. Develop synergies between Tech and non tech companies

**Objective 3: Develop Tekwill regional Centers through deployment of relevant ICT educational content and entrepreneurship activities in the regions (Chisinau, Balti, Cahul, Comrat, and potentially Tiraspol)**

Activity 1. Conduct Feasibility studies for the regional development based on the predefined regional setups.

Activity 2. Develop regional Tekwill type centers

**Objective 4: Capacity development of the potential regional Centers' governing bodies and management teams**

Although the first part of the Tekwill project has started with a reconstruction and endowment phase based on initial assessments and the signed Memorandum, the next phase of the Tekwill project will first assess the feasibility of each particular region and determine what type of Center, main stakeholders and partners, as well as what kind of programs are to be created.

Activity 1. Identify the most suitable business/operation model for regional implementation/ development

Activity 2. Train and assist regional teams in implementing the selected activities

Activity 3. Increase visibility of Tekwill Extension

Tekwill initiatives overview:

Branded Activities		
Entrepreneurship	Community	Education
<ul style="list-style-type: none"> <li>• National Startup Moldova Program</li> <li>• Startup Moldova/ IMPACT Verticals (AgTech, Fintech, PowerTech, EdTech, e-commerce, MedTech, CleanTech, BioTech, tourism solutions, etc.)</li> <li>• Startup Moldova Digital Upgrade (17 contracts for partnership signed)</li> <li>• Private Sector Engagement Initiatives</li> <li>• Startup Weekend Moldova</li> <li>• Moldova Startup Week</li> <li>• Seedstars</li> <li>• Startup Academy</li> <li>• Bootcamp by Startup Academy</li> <li>• Startup Academy UNI</li> <li>• Business Support Services &amp; Startup Education/ XY Accelerators</li> <li>• Tekwill Travelers</li> <li>• Business Angels Moldova</li> </ul>	<ul style="list-style-type: none"> <li>• Tekwill Ambassadors Community (35 communities supported) Program</li> <li>• Tekwill community support programs</li> <li>• Startup Moldova/ Creative Growth: Demo Days</li> <li>• Shared Breakfasts</li> <li>• Monthly Startup Club</li> <li>• Monthly webinar for startups</li> <li>• Silicon Drinkabouts</li> <li>• Community BootCamps</li> <li>• TECH Women support programs</li> </ul>	<p>Tekwill Academy related:</p> <ul style="list-style-type: none"> <li>• Courses in Chisinau</li> <li>• Knowledge sharing events: webinars, meetups</li> <li>• Open Days</li> <li>• IT Career Promotion Campaigns and related activities</li> <li>• Newsletters</li> <li>• Internships</li> <li>• Employment Incentives/Opportunities</li> <li>• Partnerships with Private sector</li> <li>• Scholarships for Regions</li> <li>• Courses in Regions</li> </ul> <p>2) Tekwill Academy Kids (50 unique programs)</p> <p>3) Tekwill in Every School Educational Program (Algorithms Programming in C/C++, Web Design &amp; Development, and Graphic Design)</p> <p>4) tekwill.online educational platform</p> <ul style="list-style-type: none"> <li>• 5) Tekwill Ambassadors UTEACH (22 initiatives supported)</li> <li>• 6) Tekwill Ambassadors Scholarships Program (50 professors and 100 students supported every year)</li> <li>• 7) ICT Career Orientation Event</li> </ul>

## Objective:

ATIC is seeking a for an individual consultant to provide marketing strategic consultancy as described in this procurement call. He/she will work closely with Project teams towards the development of the strategic marketing plan.

## Scope of Work:

The service provider(s) will provide **marketing strategic planning and assist with its implementation based on the following elements:**

### A. Development of Strategic Marketing Plan:

Execute a health-check review and analysis of the selected Tekwill related programs, subprojects and services provided:

- Startup Moldova
- Tekwill Academy
- Tekwill Academy Kids
- Tekwill in Every School
- Other programs implemented by the Tekwill Project (UTeach, Tekwill in Every University, Vertical Programs, etc)
- Coworking services

Analyze, identify the gaps and propose improvements for:

- Current marketing activities for each program
- All communication channels used (website, social media)
- Marketing tools used for sales and positioning

Assist the team to define the objectives in marketing, target audiences and the expected results for each program and overall for Tekwill

Assist the team in developing SMART (Specific, Measurable, Achievable, Realistic, and Timely) targets for each program

Define and analyze the target groups (beneficiaries, users) for each of the programs separately

Develop a roadmap of prioritized activities for each of the programs

Provide a cost-benefit analysis of the potential impact on outcomes and sustainability of proposed activities

- Develop Marketing Strategic Plan: overall for Tekwill and separately for its services/programs
- Provide recommendations for marketing activities for the identified objectives
- Support in the development of marketing campaign concepts for Tekwill programs and its initiatives (both on social media and traditional marketing).
- Verify with final stakeholders the proposed actions for better positioning and user acquisition.

#### B. Implementation of Marketing activities for a period of 12 consecutive months

1. Define appropriate marketing tools and channels for the implementation of the proposed marketing plan
2. Provide support in identification of recommended marketing tools
3. Establish performance indicators for each program/service
5. Create a mapping instrument in the form of infographics + narratives + video ref to strategic projects regarding development, sources and stakeholders
6. assess the possibility of creating specific instruments such as general video about Tekwill / education for the international market, national video about startup world in Moldova for the international market, study about data needed to increase national economy (macroeconomic strategy) with key recommended actions, or other as may be of best use.
4. Be in constant contact with the team members and supervise overall the marketing activities for the respective programs/products/services developed and implemented by Tekwill.

The selected company should take into consideration the recognition of the main stakeholders (namely USAID and Sweden in this process), as well as approach targeted communication of the main partners/counterparts/ emphasizing the project outcomes and outreach. The project team will provide the selected candidate(s) with the Branding/Communication internal documentation to be integrated into the strategic marketing plan.

The assignment is expected to commence no later than 10 days after signing the contract.

### Deliverables & Time frame:

	<b>Expected deliverables</b>	<b>Time frame Estimated working days</b>
	<b>ICTEC/Tekwill Project</b>	

<p><b>1.</b></p>	<p>Developed Strategic Marketing Plan overall for Tekwill and for each selected program separately:</p> <ul style="list-style-type: none"> <li>• Startup Moldova</li> <li>• Tekwill Academy</li> <li>• Tekwill Academy Kids</li> <li>• Tekwill in Every School</li> <li>• Other programs implemented by the Tekwill Project (UTeach, Tekwill in Every University, Vertical Programs, etc)</li> <li>• Coworking services</li> </ul> <p>Full .doc, .docx report with annexes in English (and Romanian) + an executive summary (should summarize key findings and recommendations (5-7 pages) and needs to be submitted as part of the final report) in English and Romanian</p>	<p>Up to 15 working days</p>
<p><b>2.</b></p>	<p>Detailed project plan, containing the Presentation of the methodology of work presentation, Detailed framework/design, and data collection tools (at assignment start)</p>	<p>Up to 15 working days</p>
<p><b>3</b></p>	<p>Health-check review document, containing: the list of findings (identified gaps) for each running program, along with recommended improvements for each of the gaps</p> <ul style="list-style-type: none"> <li>• Startup Moldova</li> <li>• Tekwill Academy</li> <li>• Tekwill Academy Kids</li> <li>• Tekwill in Every School</li> <li>• Other programs implemented by the Tekwill Project (UTeach, Tekwill in Every University, Vertical Programs, etc)</li> <li>• Coworking services</li> </ul>	<p>up to 10 working days</p>
<p><b>4.</b></p>	<p>Gap analysis and recommendations provided on:</p> <ol style="list-style-type: none"> <li>1. Current marketing activities for each program</li> <li>2. All communication channels used (website, social media)</li> <li>3. Marketing tools used for sales and positioning</li> </ol>	<p>Up to 10 working days</p>
<p><b>5.</b></p>	<ul style="list-style-type: none"> <li>• Assist the team to define the objectives in marketing, target audiences and the expected results for each program and overall for Tekwill + recommendations for marketing activities for the identified objectives</li> <li>• Assist the team in developing SMART (Specific, Measurable, Achievable, Realistic, and Timely) targets for each program</li> <li>• Define and analyze the target groups (beneficiaries, users) for each of the programs separately</li> </ul>	<p>Up to 7 working days</p>
<p><b>6.</b></p>	<p>Developd roadmap of prioritized marketing activities for each of the programs</p>	<p>Up to 7 working days</p>

	Support in the development of marketing campaign concepts for Tekwill programs and its initiatives (both on social media and traditional marketing). Verify with final stakeholders the proposed actions for better positioning and user acquisition.	
7.	Cost-benefit analysis of the potential impact on outcomes and sustainability of proposed activities provided	Up to 7 working days
8.	Presentation to team members	Up to 3 working days
	<b>TOTAL</b>	<b>Up to 74 working days</b>
9.	Support provided in the Implementation of Marketing activities for a period of 12 consecutive months Activities: 1. Define appropriate marketing tools and channels for the implementation of the proposed marketing plan 2. Provide support in identification of recommended marketing tools 3. Establish performance indicators for each program/service 5. Create a mapping instrument in the form of infographics + narratives + video ref to strategic projects regarding development, sources and stakeholders 6. assess the possibility of creating specific instruments such as general video about Tekwill / education for the international market, national video about startup world in Moldova for the international market, study about data needed to increase national economy (macroeconomic strategy) with key recommended actions, or other as may be of best use. 4. Be in constant contact with the team members and supervise overall the marketing activities for the respective programs/products/services developed and implemented by Tekwill.	Up to 10 days/month <i>(To be determined separately)</i>

## Requirements for Qualification and Competencies

- Minimum 5 year of relevant experience in marketing and communication areas
- Higher education in Marketing, Commerce, Economics and other relevant areas
- Good understanding of the IT ecosystem and educational IT initiatives in the country
- Fluency in Romanian, Russian and English
- Prior and relevant expertise/knowledge in investments projects (if physical infrastructure will be chosen as an impact component of the future assignment)
- Experience with IT related projects or collaborations will be considered a plus,

- Prior assistance to donor driven projects will be considered an advantage
- Relevant international expertise will be considered a plus
- Excellent written and verbal communication.
- Good interpersonal skills.
- Creative problem-solving skills.
- Analytical mindset.
- Good time management and organizational skills.

## Application:

Interested candidates are encouraged to apply by the deadline: by sending an email to: [livadari@ict.md](mailto:livadari@ict.md) and [cdamaschin@ict.md](mailto:cdamaschin@ict.md) with the subject "ICP#ICTEC-2021-024 –Marketing ATIC".

For questions related to this individual consultant procurement call please send an email by May 17, 2021, 15:00.

Offers received after the deadline will NOT be considered by ATIC.

## Structure of the Offer:

The offer must contain the following mandatory documents:

1. CV
2. The technical offer describing the approach to the assignment, timeframe, workload.
3. Financial offer (form type Annex 1)
4. Past performance information
5. Potential entry points/questionnaires to complete the assignment

## Evaluation and selection process:

Initially, candidates will be shortlisted based on the **minimum qualification criteria**:

- Minimum 5 year of relevant experience in marketing and communication areas
- Higher education in Marketing, Commerce, Economics and other relevant areas
- Excellent written and verbal communication.
- Fluency in Romanian, Russian and English.

ATIC will evaluate the offers applying the combined scoring method (technical + financial scores), based on the criteria mentioned in the table above and make the award decision based on the highest scored offer.

<b>Evaluation Criteria</b>	<b>Evaluation Sub-Criteria</b>	<b>Maximum obtainable points</b>
Technical Offer		<b>Up to 60 pts</b>
1.	Higher education in Marketing, Commerce, Economics and other relevant areas	<b>Up to 10 pts</b> Bachelor degree – 6 pts; Masters degree – 4 pts (max 10 pts=6+4)
2.	Previous experience :	<b>Up to 35 pts</b>
	<i>2.1. Minimum 5 year of relevant experience marketing</i>	<i>Up to 12 pts</i>

		<i>5 years – 6 pts; +2 pts for each additional year up to a total of 6 additional pts/3 additional years (max 15 pts= 9+2+2+2)</i>
	<i>2.2. Experience with the development of marketing strategies</i>	<i>5 pts</i>
	<i>2.3. Experience with IT, education, entrepreneurship related projects or collaborations will be considered a plus on marketing related subjects</i>	<i>Up to 8 pts</i>
	<i>2.4. Prior assistance to donor driven projects will be considered an advantage</i>	<i>5 pts</i>
	<i>2.5. Relevant international expertise will be considered a plus</i>	<i>5 pts</i>
3.	Proposed approach to the assignment	<b>10 pts</b>
4.	Implementation timeframe	<b>10 pts</b>
	Linguistic skills <ul style="list-style-type: none"> <li>• Romanian</li> <li>• English</li> <li>• Russian</li> </ul>	<b>Up to 6 pts</b> RO – 2 pts RU – 2 pts EN – 2 pts
Financial Offer	Financial Offer <u>Minimum offer – 30 pts</u> <u>Evaluated offer = (lowest priced offer x 30 pts)/evaluated offer</u>	<b>Up to 30 pts</b>
<b>TOTAL – Technical+Financial Offer</b>		<b>100 Pts</b>

## Financial Offer

The applicant will specify the rate per working day in MDL (USD for non-residents). The candidate will provide a total lump sum financial offer, including potential expenses such as the use of own ICT means, communication, etc., in the provided daily rate. In case the candidates will provide offers in USD or EUR, for evaluation purposes it will be converted to MDL at the National Bank Exchange rate valid on the deadline.

In compiling the financial offer, candidates shall be guided by the form provided by Annex 1.

## Contract

ATIC will sign a service contract with the Individual Contractor Currency of the contract: MDL for Moldovan residents or USD in case of foreign country residents). The contract may be partially assigned at the discretion of ATIC.

The contract amount will be gross amount including taxes as per the Moldovan legislation.

## Payment

Payment will be made based on provided deliverables and effectively worked days, based on certificates of acceptance for the provided services (and brief report if necessary), accepted by ATIC representatives. Payments will be processed in MDL to Moldovan residents (or in USD or EUR to foreign country residents).

## Duty Station

Service delivery place is the Republic of Moldova. Services will be provided by the Individual Consultant remotely. Deliverables will be provided to ATIC in the format required by ATIC.

## Travel

No travel is entitled under this assignment.