



business
growth hub 

Invitation to Quote

Digital Innovation Team

**Associate Support for
New to Market and New to Firm Development**

March 2018

Introduction

The aim of this document is to select and appoint a provider for the following activity/service: **Digital growth advice, diagnostic and action planning, specifically regarding digital infrastructure, to offer one-to-one support for potential high-growth SMEs.**

This document presents the detailed purpose and requirements of providers wishing to submit a quote for this contract.

About the Business Growth Hub

Established in 2011 the Business Growth Hub (trading name of GM Business Support Ltd) has helped thousands of businesses across Greater Manchester, from established and large companies to start-ups and SME enterprises.

The Hub helps ambitious business people to realise their growth potential by offering access to a range of practical services, from assessing growth options to unlocking finance or accessing experienced business mentors.

Accountable to the Greater Manchester Local Enterprise Partnership, the Business Growth Hub's challenge is to ensure that companies across Greater Manchester reach their full potential and are able to access the right support and services to meet their needs. One of these support services includes:

About the Innovation Service

The Business Growth Hub facilitates support from the European Regional Development Fund (ERDF) to deliver a flexible, fully-funded Innovation service that is targeted at SMEs with the ambition, capacity and drive to grow the business.

The Digital Innovation Growth Service provides practical innovation support via assessment of business needs, one-to-one advice and bespoke action planning. This enables SMEs to overcome some of the barriers and challenges hindering research and innovation.

Nature of the Digital Innovation Growth Service

Our Digital Growth Advisors are the catalyst to providing the time and space for organisations to utilise digital practices and technologies to innovate and grow their business. By working with us, we will help identify and develop digital opportunities that can be commercialised in order to add real value to the business bottom line.

This bespoke service offers a unique source of support to help develop ideas, connect with appropriate resources, aid implementation and progress digital innovation within the organisation.

Some of the service benefits include:

- Face-to-face bespoke digital infrastructure and digital marketing advice and support
- Digital solutions to overcome obstacles to new product/service development
- Personalised support to develop relationships with GM Universities and the wider UK knowledge base
- Awareness and understanding of R&D tax incentives
- Facilitating access to specialist research expertise e.g. prototyping and testing

- Access to high-impact digital marketing workshops to develop digital know-how
- Access to key digital innovation networks
- Wider links to the broad business growth support provided by the Business Growth Hub including Access to Finance

Scope

The Digital Innovation team works with high-growth potential SMEs who would be likely to generate one or more of the following:

- New Product/Service to Firm
- New Product/Service to Market
- Collaboration with the Knowledge Base (i.e. working with the Universities)
- Job Growth as a demonstrable causal link to the digital service provided

All businesses must meet the minimum ERDF eligibility criteria which includes:

- Fewer than 250 employees full time equivalent (FTE)
- Business must be based in Greater Manchester
- Turnover less than €50m or Balance sheet less than €43m
- Eligible sector
- Less than €200,000 State Aid received in a rolling 3-year period
- Business less than 25% externally owned
- Business to Business (B2B) activities

Brief

To help further the work of the Digital Innovation team, it has been identified that specific skills are required to support clients of the Business Growth Hub in the development and testing of new products to firm and new products to market. These specialised skills – listed below – are outside of the scope of the current team and the Growth Hub wishes to appoint Associates to provide these services on an ‘as required’ basis.

Associates would also be required to identify other businesses at a similar stage in their development journey who would benefit from engagement with the Business Growth Hub and to refer them in to the service accordingly.

It is expected that the successful associate(s)/provider will carry out, as a minimum:

- Client acquisition of a portfolio of businesses meeting the above criteria
- One-to-one diagnostic and action planning meetings in their specialist skill area
- Deliver a minimum of 6 hours support (‘assist’) to each client to enable the successful development of the new product to market or new product to firm.

Required Service Provision

One or more service providers are required for each of the following areas:

- **LOT ONE – Digital Development/Digital Agency**

A number of the clients of the Business Growth Hub require support in developing aspects of their digital service provision. To support these businesses in bringing their new products to market or new products to firm we require an associate who can provide:

- Web application development
- Hybrid application development
- Development work
- Proof of concept
- Usability testing
- Augmented Reality
- Consultancy

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details. Associates would also be required to identify suitable businesses to refer into the Growth Hub service.

- **LOT TWO – CAD, Proto-typing & 3D printing**

Again a number of clients require support in the development of physical products where CAD, proto typing and 3D printing would be beneficial for the NPD cycle. Skills required for this lot:

- Support for the development of prototypes using CAD and 3 D printing tools.

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details. Associates would also be required to identify suitable businesses to refer into the Growth Hub service.

- **LOT THREE – Marketing & Branding Support**

- Marketing Research
- Marketing Support
- Branding Development

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details. Associates would also be required to identify suitable businesses to refer into the Growth Hub service.

- **LOT FOUR – Telemarketing Support**

As part of the support provided to our B2B clients we will be running a a specific fully-funded 3 day workshop initiative. We require a business to source and target eligible “Gold” and ‘Silver” clients to drive a pipeline in to the initiative and also into the overall service.

- Highly professional telemarketing sales organisation
- Experience of B2B selling
- Ability to source and provide business data; detailed report of outputs

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details.

- **LOT FIVE – Data Software Engineer**

- Back end development
- Scalable technology
- Search-ability and digital indexing

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details. Associates would also be required to identify suitable businesses to refer into the Growth Hub service.

- **LOT SIX – Content Writer**

Ability to create high quality content for:

- Digital Marketing
- Technical Digital subject matter e.g. GDPR
- General content marketing across a variety of sectors.

Providers wishing to apply for this lot should complete the attached Part 2 form with all relevant details. Associates would also be required to identify suitable businesses to refer into the Growth Hub service.

Providers should clearly outline their specific areas of knowledge and expertise with case study examples and client testimonials to demonstrate their abilities to deliver the specific skill for the relevant LOT of this contract.

Skills

In addition to the digital knowledge base the provider's nominated associate is required to have positive experience in

- Project management
- On-going digital knowledge development

Payment will be made in response to monthly invoices based on an agreed day rate.

Please note that the provider should include all costs associated with the delivery of the contract into the day rate. This should include, but not be limited to mileage costs, provision of computer equipment, printing etc.

This contract will require the provider to work 'as required' days throughout the period of April 2018 – October 2018. Frequency and number of days will be dictated by the needs of the Business Growth Hub clients. The associate will be responsible for agreeing and managing the specific times and days when the contract will be delivered with the nominated Business Growth Hub Digital Advisor

Where a nominated person within the provider is unable to deliver the required services in a timely manner a nominated replacement, with suitable qualifications, must be available as a substitute and be able to operate this contract.

The provider is required to provide all necessary tools and equipment to complete the contracted requirements.

Project duration is expected to run for a 26-week period from mid-April to October 2018.

The total spend of this procurement will not exceed £25,000 and the maximum spend on any one lot will not exceed £10,000 (excl. VAT). Please provide costs on an inclusive day rate basis

Application

Bidders are invited to submit quotations for any number of Lots detailed in this Quotation.

Please complete the attached Part 2 Quotation Master Form. For each lot bid, the bidder must complete a separate section 2 "Quotation Response" of the form.

Evaluation

Quotations will be assessed on the following criteria:

- Providers Experience (40%)
- Skills and ability of the proposed personnel to carry out the requirements set out in the objectives and brief above (35%)
- Evidence of your availability to deliver the requirements set out in the objectives and brief above (15%)
- Price (10%)

Each lot will be scored separately with the highest scoring bidder in each being successful.

Quotation submission requirements – format and delivery

Please return an electronic copy of your completed quotation form and additional information by Friday 6th April 2018 to: **sallyann.betts@businessgrowthhub.com**

Please submit any questions to **lucie.sheepwash@businessgrowthhub.com** no later than the **Wednesday 4th April 2018**.

Contract Conditions

The Contract/Framework Agreement and all tasks carried out under the agreement will be governed by GM Business Support Limited Contract Conditions.