

TENDER SPECIFICATIONS

ELECTRONIC OPEN CALL FOR TENDERS FOR THE AWARD OF A SERVICE AIMED TO DESIGN AND DEVELOP BUSINESS TRAINING CARRIED OUT ABROAD AS PART OF THE PROGRAMME ENTREPRENEURSHIP AND BACK ("TREATMENT")

CIG LOT 1: 73065335C5 CIG LOT 2: 7306540B8A CUP: D21B17000940009 CPV: 80510000-2









PART I – GENERAL CONDITIONS OF THE TENDER

Programme objectives and content of the tender

The Programme

The programme Entrepreneurship and Back, introduced by Regional Council Decision 38/5 of 28 June 2016, is aimed at giving young aspiring Sardinian entrepreneurs the opportunity to carry out a training experience at international level, after a first training period at regional level. Specifically, the focus of the programme is that of favouring the acquisition of entrepreneurial skills useful to start-up a business once back in Sardinia.

The programme is intended to contribute to the creation of a new generation of entrepreneurs, as well as to increase the innovation level of Sardinian enterprises thus promoting the development of the regional economy.

The programme Entrepreneurship and Back is co-financed by Region Sardinia OP 2014-2020 European Social Fund (ESF) and European Regional Development Fund (ERDF).

ESF funds allocated, under the action 10.5.12, are € 7.000.000,00 and they are supposed to be divided in three years to finance the training phase of the Programme. Additional funds, mainly under the action 3.6.4 of OP ERDF, will finance the business start-up at the end of the business training.

These tender specifications concern the services to be provided within the first year of the Programme.

The Programme consists of the following different implementation stages:

- 1. Selection of the final recipients (maximum 50 for each year);
- 2. Preparatory training to be held in Sardinia entirely in English ("pre-treatment");
- 3. Business training carried out abroad ("treatment"), which represents the core of the Programme again sub-divided into the following phases:
 - PHASE A: development of entrepreneurial skills, full immersion in a challenging, highly innovative, entrepreneurial environment, together with individual or collective practice in order to share know-how and gain experience as well as a useful network of contacts;
 - PHASE B: development of the business project (from the business idea to the drafting of the project) in partnership with institutions of recognized international standing.
- 4. Back to Sardinia ("post-treatment").











Overall objectives and content of the tender

The content of this tender is the business training carried out abroad ("treatment"), which consists of two phases (A e B).

The aim of the "treatment phase" is to provide the participants with the necessary knowledge to develop and refine and finalize their business idea, through direct experience with businesses which are dynamic and open to the global market.

Final recipients of the Programme

The Programme **Entrepreneurship and back** is addressed to graduates and university students in active enrollment who have passed at least ¾ of the planned exams, born and legally resident in Sardinia for at least 5 years, with a business idea to develop.

A minimum of 70% of the total number of the training places will be reserved to graduates.

It is planned to select a maximum of 50 participants per year.

The selection of the final recipients will be carried out mainly taking into account academic records, past experiences (in particular in entrepreneurial environments) and level of knowledge of the English language.

It will also be evaluated the personal business idea proposed, as well as the entrepreneurial potential of each participant.

Contractual value of the tender

The amount set out as basis of the call for tenders is:

- LOT 1: Euro 350.000,00 (excluding VAT);
- LOT 2: Euro 1.100.000,00 (excluding VAT).

The total funds allocated for this tender are financed by Region Sardinia OP 2014-2020 EFS, Axis III, Specific Target 10.5, Action 10.5.12.









PART II – SPECIFIC CONDITIONS OF THE TENDER

Specific conditions and content of the Service

The aim of the "treatment" is to provide the participants with the necessary knowledge to define, refine and finalize their business idea, through direct experience with businesses which are dynamic and open to the global market.

Phase A - Lot 1

The tenderers shall propose a training programme for maximum 50 participants enabling them to achieve the following goals:

- Gaining awareness of the components of a business ecosystem;
- Understanding the main market trends;
- Learning how to build a useful network of contacts at local and international level;
- Improving and developing a personal business idea.

Duration and place of training

The training programme proposed for the Phase A shall have a minimum duration of 20 working days (from Monday to Friday) for a total of minimum 120 hours, of which at least 90 hours of structured activities. Phase A of the "Treatment" shall be carried out in one of the most important start-up ecosystems in the world.

In particular, Phase A of the "Treatment" shall be carried out in one of the top 20 business ecosystems listed in the following chart:

Glob	oal Startup Ecosystem 2017
1	Silicon Valley
2	New York City
3	London
4	Beijing
5	Boston
6	Tel Aviv
7	Berlin
8	Shanghai











9	Los Angeles
10	Seattle
11	Paris
12	Singapore
13	Austin
14	Stockholm
15	Vancouver
16	Toronto
17	Sydney
18	Chicago
19	Amsterdam
20	Bangalore

Source: Global Startup Ecosystem Report 2017, by Startup Genome in close partnership with GEN - Global Entrepreneurship Network, Crunchbase and ORB Intelligence.

Contents of the training process

The training shall be conducted entirely in English.

The training model proposed shall follow a "learning by doing" approach, in order to guarantee a high degree of interaction and involvement of the participants through a set of heterogeneous activities, which shall include:

- an in-class stage, which shall represent 30% of the total planned hours, during which an approach focused on practical skills and business experience shall be applied. The following issues in particular shall be addressed:
- comprehension of critical success or failure factors in launching start-ups;
- development of communication techniques;
- development of social networks and contacts with entrepreneurs and investors;
- a learning-by-doing stage, which shall represent 70% of the total planned hours, in order to allow the participants to acquire work-related skills and international contacts useful for the implementation of their business project.

At the end of their course, a certificate of attendance and completion of training will be issued to successful participants.

The successful tenderer of this lot shall be responsible for the identification of the









enterprises willing to host and/or to meet the participants and shall guarantee the organization and the supervision of the visits and meetings during the whole training period.

The enterprises identified shall be representative of the various economic sectors and in particular, the following areas shall be included since they are considered as strategic by the Regional Council:

- ICT
- Tourism, culture and environment
- Smart grid technologies to ensure efficient energy management
- Agro-industry
- Biomedicine
- Aerospace

The successful tenderer undertakes to provide the Service according to the operational guidelines established by the contracting authority to whom all the planned activities and the tools to be used must be submitted for approval; the successful tenderer shall closely cooperate with the contracting authority and shall be available for meetings and briefings, if requested.

Documentation and all training materials shall be submitted in advance to the contracting authority with procedures to be agreed upon the signing of the contract and shall be accessible to the final recipients.

All the materials arised from eventual previous training experiences carried out by the contractor shall be made available to final recipients which shall be included in the *alumni* community fueled from earlier programmes, if any, organized by the company.

The successful tenderer shall guarantee the overall organization of the materials and tools necessary for the performance of the Programme activities.

The successful tenderer shall be responsible for the logistical administration of all group joint transfers necessary to carry out the Programme activities and shall bear all costs related.

It is specified that accommodation and subsistence <u>are not included</u> in the Service described for Lot 1, but the successful tenderer shall provide support to participants for the search of the accommodation (costs will be covered by a voucher directly paid out to the participants).

Phase B – Lot 2

The tenderers shall propose a training programme for maximum 50 participants











enabling them to achieve the following goals:

- Developing specific skills to manage the translation of a business idea into an entrepreneurial activity built on a stable commercial basis;
- Learning how to successfully market the business idea and managing the financial and organizational growth of the business after the early stages;
- Developing skills, theoretical and practical, related to the understanding of the different stages of a business, as well as market and regulatory constraints.

Duration and place of training

The training programme proposed for the Phase B shall have a duration of two months (8 weeks) with a minimum of 40 working days.

The training programme proposed shall be carried out in training institutions of excellence, in highly challenging environments, apt to provide the participants with a first class training opportunity in terms of experience, language, exchange with and transfer of knowledge from successful businessmen, in a continuous line with the previous Phase A.

Training activities shall be conducted in close partnership with one or more institutions internationally ranked on the *Financial Times* 50 *Top MBAs for entrepreneurship 2017*. In particular, the training process shall be carried out in one of the following institutions:

Top MBAs for entrepreneurship 2017		
Rank	School	Country
1	Stanford Graduate School of Business	US
2	MIT: Sloan	US
3	Babson College: Olin	US
4	University of Cambridge: Judge	UK
5	University of California at Berkeley: Haas	US
6	Dartmouth College: Tuck	US
7	City University: Cass	UK
8	Carnegie Mellon: Tepper	US
9	University of Oxford: Saïd	UK
10	Columbia Business School	US
10	University of Chicago: Booth	US
12	Yale School of Management	US
13	University of Pennsylvania: Wharton	US
14	Imperial College Business School	UK
15	University of Virginia: Darden	US
16	Harvard Business School	US
17	Insead	France / Singapore









17	New York University: Stern	US
19	IMD	Switzerland
20	University of Michigan: Ross	US
21	Lancaster University Management School	UK
21	University of Southern California: Marshall	US
23	Northwestern University: Kellogg	US
24	IE Business School	Spain
25	Cornell University: Johnson	US
26	London Business School	UK
27	UCLA: Anderson	US
28	Brigham Young University: Marriott	US
28	Iese Business School	Spain
30	Alliance Manchester Business School	UK
31	Ipade Business School	Mexico
32	Duke University: Fuqua	US
32	Esade Business School	Spain
34	Incae Business School	Costa Rica
35	Rice University: Jones	US
36	Ceibs	China
37	Rotterdam School of Management, Erasmus University	Netherlands
38	Melbourne Business School	Australia
39	Edhec Business School	France
39	University of Toronto: Rotman	Canada
41	Indiana University: Kelley	US
42	HEC Paris	France
43	Cranfield School of Management	UK
44	Georgetown University: McDonough	US
45	University of Edinburgh Business School	UK
46	Indian School of Business	India
47	University of North Carolina: Kenan-Flagler	US
48	HKUST Business School	China
49	Western University: Ivey	Canada
50	University of Strathclyde Business School	UK

Contents and training process

The training shall be conducted entirely in English.

During the training programme proposed for the Phase B, subjects as entrepreneurship and business strategies shall be specifically addressed, using teaching modules and/or training contents drawing on "Master in Business Administration" (MBA) and the participants will be supported in developing a professional and detailed "business plan".

At the end of the training, the final recipients shall have issued:











- a comprehensive Business Plan in accordance with international standards;
- a video of 1-2 minutes ("elevator pitch") in which their business idea and potential investors/funders shall be described;
- a video of 3-5 minutes in which they present their business idea and they articulate their strategy to successfully promote it on the market.

At the end of their course, a certificate of attendance and completion of training will be issued to successful participants.

The training programme shall provide a minimum of 240 hours, divided among:

- an **in-class stage** with a minimum duration of 96 hours, split into:
 - academic lessons consisting of teaching modules and/or training contents inspired by "Master in Business Administration (MBA)";
 - analysis of business cases, focalized on start-ups;
 - practical exercises (presentations, analysis of business cases);
 - seminars, workshops and meetings held by academic experts, entrepreneurs and investors;
 - opportunity to submit the Business Plan to teachers, entrepreneurs and potential funders, during individual sessions or in public in order to gain useful feedback;
- other training modalities, with a minimum duration of 144 hours, which shall include:
 - mentoring sessions (individual and group sessions);
 - support to the participants in preparing the Business Plan;
 - individual work and/or team work on business projects;
 - individual work and/or team work on business cases, meetings with entrepreneurs and field visits including the mentoring of experts.

The **training modules** proposed shall cover the following issues:

- entrepreneurship, entrepreneurial finance, business strategies;
- key aspects in the assessment of a business opportunity:
- analysis of the organizational structures within the business and along the value chain;
- analysis and development of business models and business plans;
- analysis of the technologies (available and to be acquired) and their effects;
- understanding of the relevant economic, institutional and social ecosystem;
- understanding of the different stages of business development and the specific challenges which









each stage entails.

The successful tenderer of this lot shall be responsible for the identification of the enterprises where arranging potential meetings and visits and for their organization.

The entire training process shall be phisically conducted in a location, adequate to accommodate up to a maximum of 50 recipients, which shall be properly described in the Technical Offer.

Documentation and materials shall be submitted in advance to the contracting authority with procedures to be agreed upon signing of the contract and shall be accessible to the final recipients.

Therefore, the Service related to the Lot 2 shall include:

- accommodation in a double room for up to 50 final recipients;
- access to full board canteen services or other subsistence solutions.

These services are considered "variable" and they will be subject to reporting on the basis of the services actually rendered and on the basis of the actual number of recipients.

Working team

Lot 1 (PHASE A)

The tenderer shall propose a team of experts composed of the following different staff categories:

- at least 2 tutors with experience in the training of start-ups
- at least 1 mentor per each 10 participants
- at least 1 operational secretary
- at least 2 training teachers, with minimum 3 years of experience in the field of the training of start-ups and a proficient level of knowledge of English (at least level C1 or with a master degree in English language).
- 1 coordinator of the activities.

Lot 2 (PHASE B)

The tenderer shall propose a team of experts composed of the following different staff categories:

- at least 2 in-class tutors
- at least 1 operational secretary
 - at least 3 training teachers, with minimum 5 years of experience in providing economics and management training at University and post-graduate level, of which:
 - at least 2 teachers, with minimum 5 years of experience in the areas specifically set out, in particular *entrepreneurship*, *entrepreneurial finance*, business strategies.











All the teachers shall certify their proficiency in English (at least level C1 or a master degree

in English); 1 coordinator of the activities.











Implementation procedures

LOT 1

Organization and management of the activities included in the Service

The successful tenderer shall be responsible for:

- Tailoring the training project to the needs and the level of group/class expertise.
- **Reporting to ASPAL** all the variations and substitutions which require prior approval by the contracting authority.
- **Preparing attendance registers** to be signed by the participants which shall be delivered to ASPAL at the end of the training process.
- **Preparing compulsory registers** (cf. paragraph. 4 of Operator Guideline, Version 4.0 of November 2013).
- **Implementing actions,** carefully analyzing all organizational aspects in close cooperation with ASPAL.
- **Organizing** the logistics, including group transfers and subdivisions in sub-groups, if necessary.
- **Providing support** to the participants in the search of the accommodation.
- Adopting assessment and monitoring systems, learning verifications and training satisfaction surveys.
- Arranging and realising teaching material and tools necessary for the performance of the training activities to be transmitted to ASPAL, also electronically.
- Producing certificates of attendance and final report on the activities carried out.

Primary and secondary services

In case of participation in temporary groupings of companies, article 48, subparagraph 2 of the Legislative Decree 50/2016 shall be applied, identifying primary and secondary services.

Primary services are constituted by training activities, theoretical and practical; secondary services are represented by the logistics organization and the support in the search of the accommodation.

Single responsible contact point

In order to ensure the Service to be implemented, the successful tenderer shall identify a single responsible contact point who will be responsible of dealing with the Contracting Authority and for the proper performance of the activities under the contract between the









parties.

LOT 2

Organization and management of the activities included in the Service

The successful tenderer shall be responsible for:

- Tailoring the training project to the needs and the level of group/class expertise.
- Reporting to ASPAL all the variations and substitutions which require prior approval by the contracting authority.
- **Prepare attendance registers to be signed** by the participants which shall be delivered to ASPAL at the end of the training process.
- **Preparing compulsory registers** (cf. paragraph. 4 of Operator Guideline, Version 4.0 of November 2013).
- **Implementing actions,** carefully analising all organisational aspects in close cooperation with ASPAL.
- Organizing the logistics, including group movements.
- Adopting assessment and monitoring systems, learning verifications and training satisfaction surveys.
- Arranging and realising teaching materials related to the training process to transmit to ASPAL, including electronically.
- Producing certificate of attendance and final report on the activities pursued
- **Organizing and providing** accommodation and subsistance to the participants and all the related organizational and management aspects.

Primary and secondary services

In case of participation in temporary groupings of companies, article 48, subparagraph 2 of the Legislative Decree 50/2016, shall be applied, identifying primary and secondary services.

Primary services are constituted by training activities, theoretical and practical; secondary services are represented by the logistics organization and the support in the search of the accommodation.

Single responsible contact point









In order to ensure the Service to be implemented, the successful tenderer shall identify a single responsible contact point who will be in charge of dealing with the Contracting Authority and for the proper performance of the activities under the contract between the parties.

PART III – AWARD PROCEDURE AND TECHNICAL OFFER

Procedure and award criteria

The tenderer shall be selected following an electronic open call for tenders in accordance with the articles 58 and 60 of the legislative decree 50/2016 (and any subsequent amendments and supplements).

Partial, equal or increasing offers, are not admitted.

The tender shall be awarded according to the best-value-for-money procedure, in coherence with the article 95 paragraph 2 of the legislative decree 50/2016 (and any subsequent amendments and supplements) based on the following scores:

- a) maximum score for the Technical Offer 75/100;
- b) maximum score for the Financial Offer 25/100.

The quality of the tender will be assessed based on the criteria below:

Score of the Technical Offer: maximum 75 points

A) TECHNICAL OFFER LOT 1 – PHASE A Maximum score: 75 points		
Evaluation criteria	Sub-criterion	Maximum number of points
1. Quality and expertise of the resources of the project (maximum 15 points)	1.1 Working team (1 point for each team member added to the minimum group set out in article 6)	3
	1.2 Organization of the working team	3











	1.3 Years of teaching experience in the field of business training; (1 point for each year of experience in addition to the minimum set out article 6.1. The points will be attributed on the basis of the information contained in the CVs, by calculating the average of the score obtained from all the CVs submitted). 1.4 Teachers' proficiency in English higher than the minimum set out in article 6.1. The points will be attributed on the basis of the certificates submitted (cf. article 11, point 2), as follows: - 2 points for level C2	4
	 4 points for mother tongue language teachers The points will be attributed calculating the average of the score obtained from all the CVs submitted. 	
2. Quality of the	2.1 Completeness and consistency with respect to the Tender specifications and clarity in the exposure of the organizational modalities of all the activities planned	4
project (maximum 40 points)	2.2 Quality and consistency with the objectives set out in article 5.1.2 (point 1) in relation with the articulation of the training path, the training contents and the teaching methodologies proposed for the in-class activities	4









2.3 Quality and consistency with the goals set out in article 5.1.2 (point 2) in relation to the activity of learning onthe-job (meetings and visits to local enterprises, incubators or business accelerators, investment companies/venture capital companies, etc.)	4
2.4 Inclusion, in the training programme proposed, of activities such as participation to <i>pitch competitions</i> , hackatons and business games.	3
The points will be attributed taking into account the number and the quality of the activities proposed: 1 point for each additional activity, if judged appropriate and qualitatively adequate	
2.5 Inclusion, in the training programme proposed, of other additional activities, provided that they are consistent with the objectives set out in this document. The points will be attributed taking into account the number and the quality of the activities proposed:	3
1 point for each additional activity, if judged appropriate and qualitatively adequate	











2.6 Number of enterprises, incubators and companies identified for the visits and the meetings planned.	3
The points will be attributed as follows:	
1 point for each 5 organisations involved between those listed (or if considered relevant)	
2.7 Variety of sectors/sectors of production represented by the companies involved and coverage with respect to the sectors indicated in art. 5.1.2.	3
The score will be awarded as follows:	
0,5 points for each economic sector represented in the proposal between those listed in article 5.1.2	
2.8 Organizational quality of learning on-the-job, with particular reference to the methods proposed for the management of the group of participants	4
2.9 Quality of logistics: facilities proposed for training activities and internal transfers	2
2.10 Availability of material available from previous experiences in supporting creation and development of start-ups (such as presentations, project-works, videos or other appropriate material arising from previous experiences).	2,5
The points will be attributed as follows: - 0,5 points for each experience which led to the production of the material described above	









	2.11 Size and quality of the <i>community</i> of the participants in the programmes previously organized by the company. The points will be attributed as follows: - 0,5 points for each 10 <i>alumni</i> active in the <i>community</i>	2,5
	2.12 Innovativeness and originality of the strategy and of the global approach proposed	5
3. Place of training (maximum 20 points)	3.1 Place of training The points will be attributed on the basis of the position held by the location proposed in the GSE 2017 ranking (cf. article 5.1.1) as follows: 20 points for the first position in GSE 2017 ranking; 15 points for positions from 2 to 5 10 points for positions from 6 to 10 5 points for positions from 11 to 20	20
TOTAL	75	

A) TECHNICAL OFFER LOT 2 – PHASE B Maximum score: 75 points		
Evaluation criteria	Sub-criterion	Maximum number of points
Quality and expertise of the resources of the project	1.1 Working team (1 point for each team member added to the minimum group set out in article 6)	2,5
(maximum 20 points)	1.2 Organization of the working team	2,5











1.3 Years of teaching experience in providing economics and management training at University and post-graduate level (1 point for each year of experience in addition to the minimum required by the article 6.2.	5
The points will be attributed on the basis of the information contained in the CVs, by calculating the average of the score obtained from all the CVs submitted	
1.4 Years of teaching experience in the subjects specifically set out in article 5.2.2, in particular entrepreneurship, entrepreneurial finance, business strategies (1 point for each year of experience in addition to the minimum required. The points will be attributed on the basis of the information contained in the CVs, by calculating the average of the score obtained from all the CVs submitted)	5
1.5 Teachers' proficiency in English higher than the minimum required in article 6.2.	5
The points will be attributed on the basis of the certificates submitted (cf. article 11, point 2), as follows:	
- 2 points for the level C2	
-5 points for mother tongue language teachers	
The points will be attributed by calculating the average of the score obtained from all the CVs submitted.	









2. Quality of the project (maximum 55 points)	2.1 Completeness and consistency with respect to the Tender specifications and clarity in the exposure of the organizational modalities of all the activities planned	7,5
	2.2 Completeness and consistency of the articulation of the training path and timeline proposed with the Tender Specifications	7,5
	2.3 Quality and consistency of the training contents and the teaching methodologies proposed with the goals of the Tender Specifications	5
	2.4 Quality and pertinence of the training path proposed with the goals established, in particular focusing on the further stage of business development and on the ability to provide operational tools to the participants	5
	2.5 Availability of material resulting from previous experiences in providing training on development of business projects (such us business plan, projectwork or other appropriate material arising from previous experiences).	5
	The points will be attributed as follows: - 0,5 points for each experience which led to the generation of the material above described.	











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2.6 Size and quality of the network of partners (enterprises, incubators, business accelerators).	5
The points will be attributed as follows:	
- 0,5 points for each 10 key actors in the network of partners	
2.7 Inclusion of additional activities in the training programme, provided that they are consistent with the objectives set out in this document.	5
The points will be attributed taking into account the number and the quality of the activities proposed:	
1 point for each additional activity, if judged appropriate and qualitatively adequate	
2.8 Quality of the training experience proposed, also with reference to the acquisition of transversal skills in addition to the theoretical ones (learning to learn, language skills, etc.)	5
2.9 Innovativeness of the strategy and of the global approach proposed in relation to conventional ways of providing training	5









	2.10 Quality of the accommodation and subsistence proposed for the participants.	5
	The points will be attributed as follows:	
	- 5 points for each accommodation on campus with access to canteen services	
	- 3 points for off-campus accommodation (at least three-star or equivalent)	
	- 0 points for accommodation of lower	Y
	quality	
TOTAL	75	

MINIMUM THRESHOLD

Tenders that do not reach the minimum score of 40 during the evaluation of the Technical Offer, shall not be admitted to the next Financial Offer evaluation phase.

In accordance with the article 69 of Royal Decree 827 of 23 May 1924, if only one offer, technically valid and economically appropriate, (per lot), is submitted, the award procedure may still go ahead.

Finally, it is specified that:

- ASPAL can decide not to go ahead with the award procedure where no tender is consistent with the subject of the contract;
- In case of reasons of public interest occurred, or, in case of a change in the factual situation, or, in case of a new assessment of the original public interest or of new national/regional provisions regarding the subject of the tender, ASPAL retains the right to modify, suspend, revoke this tender and not to go ahead with the award procedure, with no legal claims or rights by participants.











Technical Offer

The technical documentation required for each lot, under penalty of exclusion, is as follows:

1. Detailed project of the service covered by this Tender.

All the elements subject to assessment shall be self-certified in accordance with the articles 46 and 47 of Presidential Decree 445/2000 on the truthfulness of the information provided.

- 2. CVs of the teachers (preferably in Europass format).
- 3. CVs of other human resources involved in the activities for each lot.

All the documents shall be produced in Italian.







