

## TERMS OF REFERENCE STARTUP BOOK 2<sup>nd</sup> EDITION

<p><b>Project and Other Details:</b></p>	<p><b>Projects:</b> “Strengthening the development and growth of the ICT ecosystem and other cross-sectoral industries to promote Kosovo as a country with great market potential” and “Involvement and support of the diaspora in the development of entrepreneurship potential in Kosovo”</p> <p><b>Donors:</b> USAID Kosovo Compete Activity and Ministry of Foreign Affairs and Diaspora</p> <p><b>Implemented by:</b> Innovation Centre Kosovo</p> <p><b>BID Invitation Number:</b> ICK-CLF-2022/022</p> <p><b>Opening date:</b> 08.09.2022</p> <p><b>Closing Date:</b> 19.09.2022</p> <p><b>Title of the Contract:</b> Startup Book (2<sup>nd</sup> edition)</p> <p><b>Contracting Authority:</b> Innovation Centre Kosovo, ICK</p> <p><b>Address:</b> Str. Rexhep Mala 28A, 10000 Prishtinë, Kosovo</p> <p><b>E-mail:</b> <a href="mailto:info@ickosovo.com">info@ickosovo.com</a></p>
<p><b>Introduction &amp; Background:</b></p>	<p>The Project: “Strengthening the development and growth of the ICT ecosystem and other cross-sectoral industries to promote Kosovo as a country with great market potential” - funded by the USAID Kosovo Compete Activity, financed by USAID and implemented by Innovation Centre Kosovo (ICK) is seeking for <b>Design/Publishing Companies, Consultants, Researchers for developing the Start-up Book 2<sup>nd</sup> Edition.</b></p> <p>The main goal of this project is to strengthen market access, improve cross-sectoral linkages, encourage youth-led and women-led enterprises, interact with diaspora and investors, assist in promotion/branding of Kosovo’s entrepreneurship image, and support an innovation enabling ecosystem.</p>
<p><b>Scope of Work (SoW):</b></p>	<p>The hired companies, consultant(s) / researcher(s) will be responsible to developing the Start-up Book – (2<sup>nd</sup> edition). After the successful first edition of the Start-up Book, which was presented as an interactive catalogue of success stories, superstars, achievements, and experiences of Kosovo’s start-ups, the second edition will contribute further to the image of Kosovo promotion and branding. The book will be a continuation of success stories</p>

	<p>coming from Kosovo and promoting Kosovo in different events locally and internationally. The content of the book will be updated with features/interviews/photos of products/services, including qualitative and quantitative data depicting the trend of start-ups throughout last five (5) years. The book will have a focus on export start-ups, investment success stories, FDI potential, and diaspora engagement. The start-up book will aim to strengthen commercial diplomacy and it will be distributed through the Ministry of Foreign Affairs and Ministry of Trade, Industry and Entrepreneurship to Kosovo Embassies in foreign countries. Besides the hard-copy version, the book will be accessible in electronic format.</p>
<p><b>Deliverables:</b></p>	<p>2<sup>nd</sup> Edition of Start-up Book Design (ready for print) including the QR Code.</p>
<p><b>Expertise Requirements:</b></p>	<p>The optimal candidate from companies, consultant(s) / researcher(s) must comply with the following minimum experience requirements.</p> <ol style="list-style-type: none"> <li>1. At least five (5) years of professional experience in design services, developing studies, publication reports, researches;</li> <li>2. Has knowledge on start-up and entrepreneurship scene in Kosovo;</li> <li>3. Has excellent skills in promotion of start-ups and SME's;</li> <li>4. Has excellent analytical and reporting skills;</li> <li>5. Ability to collect and select qualitative and quantitative data for the start-up.</li> <li>6. Knowledge in statistical packages and tools is needed</li> <li>7. Excellent in communication, both verbal and in writing (Albanian and English).</li> </ol>
<p><b>Timeframe:</b></p>	<p>The assignment is expected to start on 27 September 2022 and end by 31 December 2022.</p>
<p><b>Selection Criteria:</b></p>	<p>For the selection process, the below mentioned criteria will be used:</p> <ul style="list-style-type: none"> <li>● Years of experience: 20%;</li> <li>● Experience in implementing similar projects: 20%</li> <li>● Experience with working with start-ups and SME's: 30%</li> <li>● Reference list of similar implemented projects on promotion as well as sharing of successful stories and testimonials: 30%</li> </ul> <p>Note: consultants can be individuals with appropriate experience and/or Companies.</p>

<p><b>Complaints:</b></p>	<p>According to the ICK procurement rules, any participant may submit their complaint to the ICK Management (<a href="mailto:info@ickosovo.com">info@ickosovo.com</a>) within 7 days from the date of receipt the email regarding the selection outcome.</p>								
<p><b>Submission Guidelines:</b></p>	<p>Interested individuals/companies shall send their applications, no longer than 19th of September, 2022 at 12:00 at <a href="mailto:info@ickosovo.com">info@ickosovo.com</a></p> <p>Please send:</p> <ul style="list-style-type: none"> <li>• Cover letter including statement of application;</li> <li>• Bid Number and Bid Date;</li> <li>• Ensure the validity of the bid (bid validity must be at least 30 working days);</li> <li>• Official company documents (identity card if the bidder is a natural person);</li> <li>• The financial offer must be in Euro (including the cost for QR Code);</li> <li>• Since the project is funded by USAID funds, the bid must be VAT exempt under the Law No. 05 / L-037 on VAT article 33;</li> <li>• Reference list of implemented projects;</li> <li>• CV's;</li> <li>• Certificate of tax liabilities at the moment of applying (to be proven by Tax Authority attestation).</li> </ul>								
<p><b>Reporting:</b></p>	<p>The selected consultants will report directly to the assigned Project Lead and Project Manager from ICK. During the contract period a regular update of the work process shall be submitted to ICK.</p>								
<p><b>Payment Conditions:</b></p>	<p>The schedule of payments is specified below:</p> <table border="0"> <thead> <tr> <th>Amount</th> <th>Scheduled when:</th> </tr> </thead> <tbody> <tr> <td>30%</td> <td>upon the contract signature;</td> </tr> <tr> <td>30%</td> <td>upon the presentation/acceptance of the draft work;</td> </tr> <tr> <td>40%</td> <td>upon completion/acceptance of the final study report.</td> </tr> </tbody> </table>	Amount	Scheduled when:	30%	upon the contract signature;	30%	upon the presentation/acceptance of the draft work;	40%	upon completion/acceptance of the final study report.
Amount	Scheduled when:								
30%	upon the contract signature;								
30%	upon the presentation/acceptance of the draft work;								
40%	upon completion/acceptance of the final study report.								