



**REQUEST FOR PROPOSAL**

FOR

Selection of Event Management Company for the conduct of Angel Investor Summit-  
"Seeding Kerala" Offline Event

Dated: 03rd November 2021

**Kerala Startup Mission**

Kerala Startup Mission is the nodal agency of Government of Kerala for the  
development and strengthening of Startup Ecosystem in the state

## **Request for Proposal**

### **Request for Proposal for Selection of Event Management Agency for organization/implementation/execution of Angel Investor Summit “Seeding Kerala” Scheduled to be held in Cochin**

Kerala Startup Mission invites technical and financial proposals from Event Management Agencies for supporting the conduct of Angel Investor Summit named “ Seeding Kerala” being scheduled on 11<sup>th</sup> and 12<sup>th</sup> February,2022 at Cochin. The event is being planned to conduct both offline and online mode.

This RFP document is being prepared to provide details about scope of work, expectation from the agency, bidding procedure and can be downloaded from the <https://www.startupmission.in>. Response to this tender shall be deemed to have been done after careful study and examination of this document with full understanding of its implications. This section provides general information about the issuer, important dates and addresses and the over all eligibility criteria for the parties.

Chief Executive officer  
Kerala Startup Mission

03/11/2021  
Thiruvananthapuram

## Selection of Event Management Agency for the Conduct of Angel Investor Summit

### Key Events/Points

Event/ Details	Date / Details
Date of Issue of Tender	03-11-2021
Pre Bid Meeting	08-11-2021, 11:00 AM
Bid submission end date	16-11-2021, 06:00 PM
Technical Bid Opening date	17-11-2021, 11:00 AM

### 1. Introduction

Kerala Startup Mission is the nodal agency setup by Government of Kerala to promote innovation and entrepreneurship in the State of Kerala. Kerala Startup Mission works in the entire lifecycle of Startup Ecosystem Development. Recognising the contribution made to Startup Ecosystem in the State of Kerala, Government of India has recently endowed the coveted status of best Performer award with Kerala Startup Mission.

Kerala Startup Mission plays a critical role in supporting startup founders to raise investments from Venture Capital Funds and Angel Investors. Startup Mission facilitates regular interactions with Fund Managers and Angel Investments. With a view to investment in Startups, Kerala Startup Mission has designed an exclusive Investor summit named "Seeding Kerala". The summit brings Investors and Startups under a common platform and facilitates interactions.

Objective of Seeding Kerala is to strengthen the Kerala angel ecosystem. Seeding Kerala 2019 laid the foundation by curating the angel investors from the state and subsequently KSUM have conducted two editions of Seeding kerala. Seeding Kerala 2022 will now look to build on from there by providing linkages with key players and influencers in the angel investing ecosystem in the country

### 2. Objective

Kerala Startup Mission in its endeavor to promote startup activity in the State and establish Kerala as one of the prime startup investment destinations in the country, has concrete plans to create awareness among HNIs. In this backdrop, Kerala Startup Mission, Startup Mission has planned to organize Investor workshops and Angel Investor Summit. The objective of this RFP is to invite proposals to engage a reputed Event Management Agency for the conduct of Angel Investment Summit named "Seeding Kerala". The agency shall support Kerala Startup Mission in organizing the Seeding kerala investor summit.

Considering the present Covid 19 pandemic scenario, the event is being planned to conduct in a hybrid mode ie online and offline mode. Incase, the covid restrictions are not removed and normal life are not restored, the event will be conducted online

only.

The target audience of the Summit are;

- Individuals who are part of the qualified club of angel investors
- HNI's who could be invited to join the qualified club of angel investors
- Family Offices
- Professionals
- Incubators
- Startup Founders

### **3. Eligibility Criteria**

The bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in the tender documents. The Invitation to this RFP is open to all bidders who qualify the eligibility criteria as given below;

1. Firm should be a registered entity in India with a minimum of one year of experience in conducting events ( Copy of Registration Certificate to be submitted )
2. Firms should have conducted atleast three events during the last two years ( Copy of Client Certificates and photos need to be submitted)
3. Firms must not be disqualified/blacklisted/terminated/debarred by any State/Central government or their agencies (Self Certification by authorized signatory)

### **4. Scope of Work**

#### **4 a. Offline mode**

##### **I. Planning the Seeding Kerala Event**

- 4.1 Master planning of the venue
- 4.2 Conceptualise the Event plan based on the venue and requirements of Organisation
- 4.3 Maintain a Universal theme for all aspects of the Event execution in coordination of the vision of the event.
- 4.4 Design the Event flow in consultation with KSUM which would include the inaugural ceremony, plenary session, sectoral session, business discussions, exhibition, closing ceremony, lunches, tea coffee etc.

##### **II. Tentative Venue Arrangement**

- 4.5 Stage with sufficient seating arrangement as per the programme design
- 4.6 Sound Systems line with amplifier, mixer, podium mic, cordless mic etc.
- 4.7 LED Wall for stage backdrop

- 4.8 Lightning of Lamp by VIP
- 4.9 Event Signages and Standees inside the venue

III. Startup Exhibition

- 4.10 Provide 100 booths for showcasing Startup products
- 4.11 Branding of Startups selected
- 4.12 Branding and beautification of Exhibition space

IV. Registration Counters

- 4.13 Two tier registration counters
- 4.14 Printing of lanyards & badges for delegates with multicolour logo of Seeding Kerala summit with bar code scanning facility
- 4.15 Providing manpower along with computer and printers for registration for Event duration
- 4.16 Flower Decoration
- 4.17 Delegate/Speaker Kits (Event branded Diaries, Pen, Note pad etc)

V. Branding

- 5.20 Bidder has to do the branding of the entire venue
- 5.21 The agency is required to prepare and install adequate number of standees of appropriate sizes
- 5.22 Event Map inside the venue at most appropriate locations as per requirements

**4 b. General**

**1.Promotional Support**

- 4c.1 The agency needs to reach out potential delegates
- 4c.2 Design and develop Summit brochures and other marketing collaterals etc
- 4c.3 Social media marketing and promotions

II. Documentation

- 4c.4 The agency needs to submit a detailed summit report within 10 days after the event.
- 4c.5 The agency should print 250 copies of the summit brochure

#### 4 c. Items Required

<u>Items Required</u>	<u>Nos</u>
Registration backdrop - Size 8ft /8ft	1
LED Wall	2
Slide changer -	3
Led TV	2
Laptop -	4
Scale switcher	1
Stage Platform - Size 32ft x16ft	1
LED Wall Platform	1
Thematic Backdrop setup & side wings	1
Branded Podium	3
Console Masking	1
Pathway signage Standees size 3 x 6)	6
Light & Sound-6000watts Sound	1
Cordless Mikes	6
Stand Mikes	5
Led Par Lights	10
Content Making for LED Wall	1
Generator Set including Running expenses	1
Branded Delegate Tags	250
Branded Pen	250
Branded Conference Pad	250
Branded Conference Bag	250
Branded Gift	250
Branded Diaries	250
Photography	1
Toyota Innova Vehicle for guest transportations	5
Master of Ceremony (female)	1

## 5. Instruction to Bidders

### 5.1 (a) Pre bid queries

The prospective bidders may submit any queries through e-mail for clarification by the date mentioned in the schedule to [procurement@startupmission.in](mailto:procurement@startupmission.in) and [raziq@startupmission.in](mailto:raziq@startupmission.in). The clarifications may be posted on the website.

### 4.1(b) Submission

Interested bidders who meets the eligibility criteria may submit their hardcopy proposals in a sealed cover to Chief Executive Officer, Kerala Startup Mission on or before 06:00 PM 16<sup>th</sup> November, 2021. The proposal must consist of Financial proposal and the documents of evidence of their previous work experience and eligibility duly signed by competent authority.

## 6. General Instructions

- I. The event management agency shall provide a qualified team for undertaking the work. The team should work closely with Startup Mission
- II. The proposal shall contain no interlineations or overwriting, except as necessary to correct errors made by the official of Agency themselves
- III. Validity of the proposal shall be 90 days from the last date of submission of the proposal
- IV. Misrepresentation/improper response by the applicant may lead to the disqualification of the Applicant.
- V. Startup Mission reserve rights to reject any proposal any point of time, without assigning the reasons
- VI. Startup Mission reserve the right to cancel this RFP, if it found necessary
- VII. The tender may be offered to Lowest bidder, however due consideration would be given to quality of the service offered
- VIII. Bidders' proposal whose performance is not satisfactory in any of the past event will be rejected
- IX. Proposed venues for the event are Hotel Marriot, Edappally and Technology Innovation zone, Kalamassery
- X. Bidders are encouraged to visit the proposed venues

## Annexure 1: Format for Tender Form

### Form 1A: Letter of Proposal Submission

To,

The Chief Executive Officer Kerala  
Start-Up Mission,  
G3B, Thejaswini, Technopark Campus, Trivandrum 695581

Dear Sir,

Sub: Technical Bid Proposal

Ref: RFP No.: KSUM/RFP/SK/OFL/2021-22

1. Having examined the conditions of the RFP, the receipt of which is hereby duly acknowledged. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/SK/OFL/2021-22 dated 03<sup>rd</sup> November 2021 and execute all works in conformity with RFP referred above and also to the said terms & conditions from the sum shown in the commercial bid(s) attached herewith and made a part of this bid.
2. I/We undertake, if our Bid is accepted to complete delivery of the services offered.
3. We understand that you are not bound to accept the lowest or any bid, you may receive.
4. I / We affirm that I / We have enclosed the acceptance of all terms and conditions and also all supporting documents relevant to the proposal submitted.
6. The tender document for the works mentioned above have been obtained by me from the URL [www.startupmission.in](http://www.startupmission.in) , the official website of Kerala Startup Mission and I / we hereby certify that I / we have read the entire terms and conditions of the tender document, which shall form part of the contract agreement and I / we shall abide by the conditions / clauses contained therein.
7. Dated this .....day of..... 201.....
8. Signature of
9. In capacity of
10. Duly authorized to sign the bid for and on behalf of -----



**Form 1B: Bidder Details**

<b>SI No</b>	<b>Description</b>	<b>Details</b>
1	Bidder Name	
2	Organisation details:  Address  Phone  Number Email  Website	
3	PAN Number	
4	GST Registration Number	
5	Contract person: Chief Executive / Head of Operations  Name  Designation  Mobile Number  Email	
6	Contact person: Project Leader  Name  Designation  Mobile Number  Email	

**Form 1C: Pre qualification checklist**

SI No	Pre-Qualification Criteria and Supporting Documents	Compliance X / √
1	Is your organization registered and has been in operation for at least two years?	
	Attach Incorporation/ Registration Certificate or any other supporting document.	
2	Whether your organization is blacklisted by any Government agencies/PSUs	
3	Self Certification	
4	The bidder must have successfully Conducted at least three events	
	Details of events (name of events, size, name of the client, ) in table format along with MoU / contract/work order/Programme photos	

***Documentary proof is essential without which the proposal will be rejected. Technical and Financial evaluation will be done only for the bidders satisfying the above criteria.***

**Selection Procedure:**

The procedure for the selection of the agency will be carried out as detailed below, by a committee constituted by KSUM.

**(A) Pre Bid Meeting:** The agencies invited for Pre Bid Meeting will be catered with the brief for the strategy and creative presentation, and the documents for submitting Technical & Financial Bids.

**(B) Bidding Process**

- (I) Minimum Pre-Qualification Process:** Only the agencies that satisfy the Minimum Pre-Qualification Criteria (PQC) after initial screening will be considered for the technical evaluation.
- (II) Technical Bid:** The Technical Bids will be opened by the evaluation committee and marks will be given based on the criteria detailed in the technical bid document. The Technical Marks obtained will be referred to as Technical Scores (St). Agencies will be ranked on the basis of the Technical Score (St), and only agencies who have scored 70 or more marks, will be qualified for financial evaluation. The list of technically qualified applicants will be published in the e-tender portal on the date shown in the schedule of process.
- (III) Financial Bid:** Financial bid shall carry **30%** weightage Financial bid is the amount in Indian Rupees which is being sought by a bidder from the Dept. for the work of seeding Kerala event coordination in the Financial Bid Proforma

$$Sf = 100 \times Fm/F;$$

in which Sf is the Financial Score, Fm is the lowest Financial Proposal, and F is the Financial Proposal under consideration. 17

**(IV) Combined Technical and Financial Score**

For final evaluation, the Agencies will be ranked in accordance with their combined Technical (St) and Financial (Sf) scores with weightage. The Technical Score (St) will be given 70% weightage and Financial Score (Sf) will be given 30% weightage, so that the combined Score will be:

$$S = St \times Tw + Sf \times Fw;$$

Where S is the Combined Score, and Tw and Fw are weights assigned to Technical Score and Financial Score that will 0.70:0.30.

**Selection of the agency**

- (a) The Agency with highest Combined Technical & financial Score (S) will be selected, based on the above QCBS System. In the event of two or more agencies obtain same highest

Combined Technical & financial Score (S), the agency with maximum technical score will be selected.

**QCBS Mark**

<b>SI No</b>	<b>Documents</b>	<b>MARK</b>
1	Organization registered and has been in operation for at least two years and Incorporation/ Registration Certificate	5
2	Online Solution	25
3	Successfully conducted least three events	5
4	Details of events in table format along with MoU / contract/work order/Programme photos	25
5	PPT Presentation	40

## Form 2 - Financial Proposal

To,

The Chief Executive Officer Kerala

Start-Up Mission,

G3B, Thejaswini, Technopark Campus, Trivandrum 695581

Dear Sir,

Sub: Financial Proposal

Ref: RFP No: KSUM/RFP/SK/OFL/2021-22

1. I/we the undersigned, offer the services associated with RFP No KSUM/RFP/SK/OFL/2021-22 dated 03<sup>rd</sup> November 2021 and execute all works in conformity with RFP referred above and is submitting our financial proposal
2. I / we hereby certify that I / we have read the entire terms and conditions of the tender document, which shall form part of the contract agreement and I / we shall abide by the conditions / clauses contained therein.
- 3.. I/We hereby agree to offer the services /requirements mentioned in this RFP at the rate of Rs ..... ( Rupees..... ) Inclusive of GST and other taxes

The Breakup of the Financial Proposal is given below;

## A. Physical Event

<u>Sl No</u>	<u>Items Required</u>	<u>Nos</u>	<u>Price</u>
1	Registration backdrop	1	
2	LED Wall	2	
3	Slide changer -	3	
4	Led TV	2	
5	Laptop -	4	
6	Scale switcher	1	
7	Stage Platform - Size 32ft x16ft	1	
8	LED Wall Platform	1	
9	Thematic Backdrop setup & side wings	1	
10	Branded Podium	3	
11	Console Masking	1	
12	Pathway signage Standees size 3 x 6)	6	
13	Light & Sound-6000watts Sound	1	
14	Cordless Mikes	6	
15	Stand Mikes	5	
16	Led Par Lights	10	
17	Content Making for LED Wall	1	
18	Generator Set including Running expenses	1	
19	Branded Delegate Tags	200	
20	Branded Pen	200	
21	Branded Conference Pad	200	
22	Branded Conference Bag	200	
23	Branded Gift	200	
24	Photography	1	
25	Toyota Innova Vehicle for guest transportations	3	

26	Master of Ceremony (female)	1	
27	Others, If any		
28	A. Total Amount		
29	B. GST		
30	C. .Any other Taxes, if any		
31	Grand Total for Part A (.A+B+C)		

Dated this .....day of..... 2021

Signature of

In capacity of

Duly authorized to sign the bid for and on behalf of -----