**2024 KIC SV**

**Diamond Program**

**– Request for Proposal –**

**K Innovation Center @Silicon Valley**

**May 2024**

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**1. Introduction/Background**

K Innovation Center Silicon Valley (“KIC SV”) is now soliciting proposals to establish a contract to provide comprehensive business acceleration service for the upcoming KIC SV Diamond Program targeting Korean startups.

K Innovation Centers were built by the Korean government with the vision of enhancing Korean entrepreneurship and enterprise development through innovation by providing comprehensive acceleration to Korean startups and Small and medium-sized enterprises (hereinafter “SMEs”) throughout the US and beyond – Silicon Valley, Washington DC, Berlin, and Beijing. Established in the San Francisco Bay Area in 2014, KIC SV has been helping hundreds of Korean startups and SMEs with coaching, consulting, and deal sourcing for US market access and investment opportunities.

We are currently seeking a partner to collaborate and co-lead the KIC SV Diamond Program, in which participating startups can successfully adapt their product/service/business model/organization to thrive in the US market.

Based on these needs, KIC SV is inviting proposals from qualified respondents with a large entrepreneurship network and proven business success to collaborate with the operation of the KIC SV Diamond Program. Please read the information carefully and provide your proposal accordingly by 5:00 PM (PDT) on May 30, 2024.

**2. Program Overview & Scope of Work**

KIC SV is seeking to establish a seven-month contract with a Program Partner (the “Awardee”) who will manage the **2024 KIC SV** **Diamond Program** (the “Program”). The Program is a critical component of the initiative to support the cohort of Korean startups (the “Participants”) to expand their businesses to the US market.

**2.1. Program Goals and Objectives**

**2.1.1. The Primary Goals of the Program Are To:**

Help foster the Participants to expand their businesses into the US market by supporting and exceeding their business acceleration needs.

**2.1.2. The Detailed Objectives of the Awardee Should Include, but Are Not Limited To:**

1. Establish, design, and launch a well-managed Program
2. Develop a strategic plan and budget plan for the Program.
3. Curate Program networking events.
4. Deliver the final report that provides to KIC SV at the end of the Program.
5. Specify the number of professional staff members that will provide the services under the proposal.

**2.1.3. To Address the Objectives Identified above, the Awardee Will Engage in the Following Activities and Provide a Plan to Execute These Activities. More Details Are Outlined in Section 4:**

1. Network building support: Building a network to discover cooperative businesses such as joint development and production projects with local companies, supporting networking with various local investors, and promoting events.

- Promotion of networking events between diamond companies once a year

- Promoting networking events with various local investors once a year

- Introduction to various local networking events

1. Professional legal consultation support for expansion into the U.S. market: Provided upon request after surveying corporate demand

- Investment after Series B

- Exit (M&A, IPO, etc.)

- Recruitment of VP level or higher (US executive)

- JV, flip etc. legal

1. Marketing Support: Marketing budget support for expansion into the US market

**3. Schedule of Dates**

**3.1. Estimated Schedule of RFP Selection (PDT)**

|  |  |
| --- | --- |
| **Process** | **Date** |
| Issuance of RFP | May 7, 2024 |
| RFP Application Deadline | May 30, 2024, 5:00 PM PDT |
| Online Screening Interview  & Final Decision Notification | May 31 ~ June 4, 2024 |

**4. Program Features**

**4.1. Participants**

There are twelve (12) Participant companies selected.

**4.2. Expected Components**

**4.2.1. Network Building Support**

Building a network to discover cooperative businesses such as joint development and production projects with local companies, supporting networking with various local investors, and promoting events:

1. Promotion of networking events between diamond companies once a year(In Korea)
2. Promoting networking events with various local investors once a year(In Silicon Valley)
3. Introduction to various local networking events

**4.2.2. Advanced legal support for expansion into the U.S. market**

Provided upon request after surveying corporate demand:

1. Investment after Series B
2. Exit (M&A, IPO, etc.)
3. Recruitment of VP level or higher (US executive).
4. JV, flip, etc. legal

**4.2.3. Marketing Support:** Marketing budget support for expansion into the US market

1. Fixed Budget: $2,000 per company

**4.3. Program Budget**

Provide cost projections for the Program, including direct and indirect costs. This should cover operating costs such as management and staff, events, travel, marketing materials (standing banners, etc.), any field trip costs, on-site visit costs, networking events, and capital costs if applicable. If any other costs occur, they may need to be covered. Assumptions used in the cost projections, such as the hourly wage per staff /partner participating in the Program, should be included.

1. The contract proposal should present unit prices and total price computation in a reasonable accounting format.
2. The contract proposal should present itemized services, times, and numbers in a reasonable accounting format.

NOTE: The estimated budget for the Program is **a maximum of $40,000.** The program budget is subject to adjustment contingent upon the number of participants. (Tax and all logistics included, current currency exchange rate applied)

**5. Pre-Qualifications**

All proposals received by the requested deadline will be reviewed and evaluated to ensure that the respondents meet the basic criteria set forth below:

**5.1. Minimum Eligibility Qualifications**

Awardee will be made to the qualified organization with the capacity to perform the Services described herein. This Request for Proposal (RFP) is open to entities that are legally registered and operate within the United States. Only proposals submitted by organizations domiciled in the United States will be considered for evaluation.

**5.1.1. Qualification and Experience**

The proposing firm should state the number of professional staff that will be dedicated to this engagement during the contract period, the (online) platform of which the work on this engagement is to be performed, the number and nature of the professional staff to provide services under this engagement on both a full-time basis and part-time basis.

We expect the team for this project must consist of such individual experts who:

1. Must be familiar with the Silicon Valley entrepreneurial and/or startup business ecosystem.
2. Understand the knowledge of entrepreneurship, business development, marketing, and product innovation best practices as well as market drivers and trends.
3. Have a large and active entrepreneurship network and proven records on business acceleration success;

**6. Evaluation Criteria**

The technical evaluation shall be based on the following criteria:

|  |  |  |
| --- | --- | --- |
| **No.** | **Criteria** | **Weight** |
| 1. | Qualifications and experience of operating accelerator program   * Proven track record and experience in building advanced accelerator program * Credentials and relevant professional experience in the tech industry * Evaluation of past projects and performance | 30% |
| 2. | Proposed Program curriculum and model   * Strength, creativity, and feasibility of the program * Proven skills in coordinating, managing, and executing the program | 30% |
| 3. | Understanding and interpreting KIC SV’s goals and objectives   * Commitment and flexibility to meet the needs of KIC SV and the Participants * Ability to meet all requirements for KIC SV including logistics, etc. | 30% |
| 4. | Cost Projections   * Level of potential economic impact to operate the program | 10% |

**7. Submission**

**7.1. Submission of Proposals**

Each proposing firm should submit a clear, concise proposal that provides all of the information requested below in section “4. Program Features”.

The proposal format is flexibly open for each proposer, but it is recommended that the proposal, regardless of the format, include a substantial portion of the proposed topics and the contents as described in the sample curriculum below.

Proposals must be submitted through the KIC website(https://kicsv.org/). Please ensure that your submission adheres to the guidelines outlined on the website.

**[Sample Curriculum for Proposal]**

* **Network Building Support**

|  |  |  |
| --- | --- | --- |
| Promotion of networking events between diamond companies once a year | Place of the event | The place information  Name:  Address:  Pictures for the place |
| Promoting networking events with various local investors once a year | Number of the guest for networking event | All Expected guests information  Name:  Company:  Position: |
| Introduction to various local networking events | Number of local networking events | All Expected local networking events information |

* **Advanced legal support for expansion into the U.S. market**

|  |  |
| --- | --- |
| Investment after Series B  Exit (M&A, IPO, etc.) | All Expected counselors’ information  Name:  Company:  Position:  Strength:  Consultation fee: |
| Exit (M&A, IPO, etc.) |
| Recruitment of VP level or higher (US executive). |
| JV, flip, etc. legal |

* **Marketing Support:** Marketing support for expansion into the US market

Fixed budget: $2,000 per company

**7.2. Contract**

The solicited bid proposal serves as an INQUIRY ONLY as it is part of the offer invitation process. **Successful proposals may be invited for a screening online interview and allowed to present their proposals.** The final selection may take additional steps/procedures as set forth by KIC SV as necessary. Please note that depending on the bid results,

1. KIC SV reserves the right to select no proposal as the final contracting entity. KIC SV also reserves the right to counter any proposals that it deems to be the closest to the proposal's requirement.
2. KIC SV will do its best to make the process as fair, reasonable, and transparent as possible.
3. KIC SV may negotiate with any selected proposal for further adjustment to finalize the program.

**7.3. Additional Agreements (needs basis)**

Certain materials should be recorded for training purposes and internal use only. Any additional consent and release forms can be added if needed.

**8. Confidentiality**

This Request for Proposal, along with its contents, belongs to KIC SV and is considered confidential business information. This information is intended solely for the Awardee’s use in preparing a response to this Request for Proposal. The Awardee is strictly prohibited from disclosing this information to any other parties, whether internally or externally, without the prior written consent of KIC SV.

**9. Questions**

All substantive questions should be sent by email to sygil@kicsv.org.

**[End of Document]**