

Request for Proposals 2020 ICT Growth program

SILICON VALLEY

Korea Innovation Center, Silicon Valley

Release Date: July 23, 2020 Submission Date: August 12, 2020, at 5 PM



1. Introduction/Background

Korea Innovation Center Silicon Valley ("KIC SV") is currently accepting proposals from qualified partners to jointly design and launch our accelerator program, Korean Future Unicorn (hereinafter "ICT Growth" or the "Program"), to the second-stage entrepreneurs of young and high-potential Korean technology companies.

Korean Innovation Centers were created by the Korean government with the vision of enhancing Korean entrepreneurship and enterprise development through innovation by stimulating comprehensive acceleration of Korean startups and SMEs throughout the US and beyond – Silicon Valley, Washington DC, Berlin, and Beijing. Since January 1st, 2015 when established in San Francisco Bay Area, KIC SV has been helping hundreds of Korean startups and small enterprises for coaching, consulting, and deal sourcing, so that they could gain US market access and investment opportunities. By doing so the KIC SV also provided a sustainable environment and a positive impact on the Silicon Valley community through job creation and capital generation in the advanced technology industry sectors.

While KIC SV has advanced entrepreneurial and business success through numerous incubation/acceleration programs in its history, ICT Growth is unique in that it is targeting the proven hidden champions generating sustainable funding and/or driving progressive annual growth for years in the local market. The Program is designed to help these future unicorns scale up and expand their businesses into the US market through intense, rapid, and immersive education and hands-on training coupled with active interaction opportunities with VCs and industrial experts in Silicon Valley.

While the Program primarily will be administered online for the Participants joining from Seoul, South Korea, over the ten weeks starting from this September 21, KIC prefers to have the Program launched onsite in Seoul and provide the Program for the first two weeks after the Boot Camp week. Therefore, it would be ideal if the key facilitators and/or mentors can travel during those weeks; This "Launching in Seoul" plan is not static, and can be updated upon feasibility.

Based on these needs, KIC SV is inviting proposals from qualified respondents with a large entrepreneurship network and proven business acceleration success to partner with the KIC SV in the design and operation of the Program. Please read the information in this packet carefully and provide your proposal accordingly by 5:00PM (PDT) on Friday, August 12, 2020.

To be eligible for consideration, the completed proposals should be submitted via email by the deadline to:

Helen Han, Accelerator Program Manager Korea Innovation Center, Silicon Valley

Email address: hhan@kicsv.org

Subject: 2020 ICT Growth Program RFP

2. Program Overview & Scope of Work



KIC SV seeks to enter into a ten-week contract with a program partner (the "Awardee") who will create, implement, and manage the ICT Growth Program ("the Program"). The Program is a critical component of the larger initiative to grow the first cohort of Korean future unicorns (the "Participants") to expand their prominent businesses to the US market. KIC SV seeks to partner with a firm that aligns with KIC SV's mission and is able to professionally address its business acceleration needs and services for the success of the Program.

2.1. Program Goals and Objectives

The primary Goals of the Program are to:

- a. Help foster Korean hidden champions to diversify their businesses into the US market by supporting and exceeding their business acceleration needs.
- Scale up promising small business enterprises to solve US market access and localization challenges by creating and providing a smarter and more sustainable acceleration programs; and
- c. Provide additional investment and business opportunities within innovation and technology-driven industry sectors in Silicon Valley community

The Objectives of the Awardee should include, but are not limited to:

- **a.** Identify, design and launch a well-managed, fully equipped the Program:
- **b.** Develop a strategic plan and financial plan for the Program;
- **c.** Develop programming, including, but not limited to, business mentorship, educational programming, workforce development, and networking opportunities to attract investment capital to the Participants, culminating in a public pitch event or demo day;
- **d.** Develop the success metrics for the Program (See Program Metrics on next page)
- **e.** Encourage local, regional and international collaborations to enhance the outcome, establish market opportunities, and support and attract investors and resources:
- **f.** Enhance the value of the Participants and their business by increasing their probability of success;
- **g.** Provide both outcomes and evaluation reports that delivers in-depth analysis and feedback about each Participant to the KIC SV.
- **h.** Provide the number of professional staff that will provide the services under the proposal;
- i. Offer affordable (i.e. less than or equal to market rates on a per square foot or per desk basis), and flexible lab spaces to administer the Program.
- **j.** Enable basic support services (i.e. high-speed wifi, printer/copier, etc.) when providing the spaces

To address the Objectives identified above, the Awardee will engage in the following activities and provide a plan to execute on these activities. More details are outlined in Section 3.

- a. **Programming:** Deliver state-of-the-art business accelerator training to the Participants in the Program in order to transform innovation into commercially viable products and services in the US market.
- b. **Network:** Provide access to the US network to mentor the Participants in the



Program, while also connecting stakeholders throughout Silicon Valley (e.g. upstate universities, pre-accelerator programs, incubators, and companies). The network should include potential investors and/or corporate partners.

c. Investment Capital: The Awardee should put its best efforts to plan and provide opportunities that can lead investment capital for all participants in the Program.

d. **Program Reporting:** The Awardee must prepare and submit interim and final progress reports that include the following information.

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Report Type	eport Information		
Weekly Report	 Individual contribution check 		
	 Mentoring progress & results 		
Interim report	 Analysis and progress to meet 		
	milestones		
	 Detailed work plan for/to achieve the final 		
	objectives/milestones		
	Summary of activities		
	 Should be handed at the last day of the 		
	fifth week of the Program		
Final report	Comprehensive report including all the		
	information of weekly and interim reports		
	Should be delivered within five business		
	days after the Program is ended		

e. **Program Metrics:** Awardee must prepare and submit updates on Program metrics during the Program as well as in the interim and final reports. Throughout Program delivery KIC will require tracking of the following metrics, with an evaluation of improvement from baseline metrics over time:

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Category	Relevant Metrics		
Program	 Number of participants joining in the Program 		
Completion	 Number of participants completing the Program 		
Mentorship Network	 Number of individuals in the mentorship network 		
	(investors, serial entrepreneurs, corporate,		
	academia) from different entities		
	Please list organization associated with each		
	individual		

2.2. Minimum Eligibility Qualifications

Award will be made to the qualified organization with the capacity to perform the services described herein.

2.2.1. Qualification and Experience

An entity that submits a proposal must be an existing accelerator and/or active VCs and/or startup incubating agencies that is a legal entity, and satisfy the following eligibility criteria and provide evidence in its proposal. The proposing firm should state the size of the firm, 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. Critical to the KIC SV's evaluation of candidates is the ability of the proposing firm to adequately staff for the size of the engagement and to do so within the time constraints mandated by KIC SV.

2.2.2. Partners, Supervisory and Staff Qualifications and Experience

The firm should provide as much information as possible regarding the number, qualifications, experience, and training of the specific staff to be assigned to this engagement: Identify supervisory and management staff and engagement specialists who will be assigned to provide the services.

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

- a. must be familiar with Silicon Valley entrepreneurial and/or startup business ecosystem;
- b. has knowledge of entrepreneurship, business development, marketing, and product innovation best practices as well as market drivers and trends within technology;
- c. is able to design, implement, and facilitate purpose-driven innovation programs that cultivate an entrepreneurial spirit and innovative concepts that are grounded in customer & business problems or opportunities.
- d. has experiences working with business leaders for mentorship, coaching, consulting, training for business expansion and innovation scale-up for at least 5 years;
- e. can establish, analyze, and report clear performance metrics to validate DFV (desirability, feasibility, and viability).
- f. has a large and active entrepreneurship network and proven records on business acceleration success;
- g. has experiences of working with venture capitalists and investment firms, for at least 3 years (or equivalent investment-related public work experiences);
- h. Preferably located in San Francisco Bay Area

2.3. Selection Criteria

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

- a. Capability and Capacity
 - Proven track record and experience in the delivery of advanced accelerator programs for scaling up second-stage entrepreneurs and their businesses
 - Relevant experience of the firm and the individual consultants
 - Space plan and workspace offerings with detailed descriptions
- b. Contribution to KIC SV's goals and objectives
 - Commitment to tailoring a program to meet the needs of the KIC SV and the Participants
- c. Structure and Feasibility

The proposed structure of the collaboration, including:

 Key program details: each component of the Program with expected outcome including enrolment dates and other critical timelines



- Training, tools and processes (i.e. design thinking, lean-start-up, etc.) that accelerate the exploration, prioritization, and resource allocation for the entire lifecycle from concept to the successful launch of new business opportunities
- Network pools which can lead to high potential investment opportunities;
 Include a list of investor connections
- d. Proven track record of success in helping companies leap up their business globally through the advanced accelerator program

2.4. Contract

The solicited bid proposal is an ONLY inquiry as part of the invitation of the offer. The successful proposal may be invited for an interview and will have chances to explain their proposals. Final selection may take additional steps/procedures as set forth by KIC SV as necessary. Please note that depending on the bid results,

- a. KIC SV reserves the right to select no proposal as the final contracting entity. KIC also reserves the right to counter any proposals that it deems to be the closest to the requirement of the proposal.
- b. KIC SV will do its best to make the process as fair, reasonable, transparent as possible.
- c. KIC SV may negotiate with any selected proposal for further adjustment to finalize the program together.

2.5. Schedule and Timeline

Issuance of RFP	July 23, 2020
Questions/Comments Due Date	July 31, 2020
KIC SV's Responses to Questions	August 4, 2020
RFP Response Due Date	August 12, 2020, 5:00 PM PST

2.6. Submission of Proposals

Each proposing firm should submit a clear, concise proposal that provides all of the information requested below in section "3. Program Features".

The format of the proposal is flexibly opened for each proposer, but the proposal, regardless of the format, must include a substantial portion of proposed topics and the contents as described in the sample curriculum in section "3. Program Features".

Proposals must be received by August 12, 2020, at 5:00 PM PST to:

Helen Han, Accelerator Program Manager

Korea Innovation Center, Silicon Valley

Email address: hhan@kicsv.org

RFP Title: "K-Unicorn Project Services RFP"

2.7. Questions

All substantive questions should be sent by email to hhan@kicsv.org by July 31, 2020. Proposing firms should note that any necessary clarification must be sought by



the deadline for questions set forth in the "2.4. Schedule and Timeline" section of this RFP.

3. Program Features

3.1. Duration and Location

There will be a kick-off meeting before the ten (10) weeks from Sep 21, 2020 to Dec 4, 2020

- Kick-off meeting: TBD, online
- 1st-week (Boot Camp week): Sep 21, 2020 Sep 25, 2020 (online)
- 2nd through 10th week: Oct 5, 2020 Dec 4, 2020; onsite (2nd 3rd week) and online (4th to 10th week)

3.2. Participants

There will be ten (10) companies that are selected from a very competitive process.

- All the Participants generated more than 2 million dollars of funding from local and/or global VCs for the last three years
- All the Participants drove more than 10 percent of annual revenue growth for the last three years

3.3. Program Format

	Date	Location	Description
Kick-off Meeting	TBD	Seoul (online)	 General information sharing for analysis of the Participants Goals and milestones setting
Pre Boot Camp	09/21 – 09/25	online	 Pre-training to fill in "Must Know" to do business in US market: ✓ Global entrepreneurship ✓ US business ecosystem ✓ US market access case study In-depth interviews for Business Matching and Mentoring Planning
Off-line Boot Camp & Mentoring	10/05 – 10/16	TBD: online or Seoul/Pankyo	 Training to enhance capability for global business ✓ Concept/Product validation ✓ Target/Market analysis ✓ Business development process ✓ Communication and networking process and method Network with investors
Phase 1	10/19 – 11/06	online	 Curriculum Connect/Expose to investors Interim Demo Day Interim assessment & report
Phase 2	11/09 – 12/04	online	 On-going curriculum On-going network with investors Final Demo Day Additional pitch opportunity at the 2020 K-global@SV (annual business pitch event)



Final assessment & report

3.4. Expected Curriculum Components

- a. Seminars (lectures) & Workshops (hands-on)
 - Topics and hours shall be finalized between KIC and the Awardee, but we value on:
 - ✓ To conduct substantial proof of concept/ pilot for solutions being developed and to build up EAC (early adopter community), at least 1 PoC per each phase
 - √ To draw new business canvas (or amend) for at least 1 time for pivoting if necessary
 - ✓ To set short term and long term business objectives and goals with the execution plans in Silicon Valley
 - ✓ To validate business and marketing capabilities
 - ✓ To assess and optimize presentation slides and pitch/communication with buyers/investors
- b. Mentorship & 1:1 Consultation (40 hours 5 hours per week for 8 weeks)
 - Each Participant will be assigned a mentor who is an expert in the industry that the company is in and this mentorship matching will be through an online preliminary mentorship/introductory session prior to the mentorship sessions begin so that each party can find their fits by sharing goals and execution plans.
 - The mentorship should be flexible in terms of design and contents based on the assigned Participant's needs to maximize his/her potentials and chances to meet the goals. (i.e. Moc interviews with investors)
 - Connecting potential customers/buyers to the Participant through meeting invitation is an essential part of the mentorship. A mentor should arrange at least two business meetings with potential customers/buyers/investors and introduce the Participant to have more chances to expose and validate his/her market potentials every week during the mentorship sessions.
 - Mentors will evaluate their mentees weekly with progress check and more constructive feedback.
- c. Business matching (20 rounds per Participant)
- d. Demo Day (Interim & Final)
 - The Awardee will host pitch events where the Awardee is expected to invite potential investors, industry experts, and other interested parties to introduce and expose the Participants' business.
 - This event will be held in the evening in the 6th and the 10th week.
- e. Progress check & Feedback
 - Collect weekly progress and assess the overall improvement of each Participant to ensure to meet the Program goals.
 - Provide weekly feedback to the Participants for better performance and experience.
 - Receive and update weekly Program feedback from the Participants to manage to advance the Program quality.



- The due dates, format, and specific information to be contained in reports required will be determined by KIC SV at the sole discretion of its own.
- f. Small group meetings
 - Meet with founders who have successfully scaled up companies.
- g. Assessment & Reporting
 - Consolidate weekly assessment and results of Demo Day along with other activities, and submit interim and final reports for records within two weeks after the Program ends.
 - The due dates, format, and specific information to be contained in reports required will be determined by KIC SV at the sole discretion of its own.

3.5. Network with Investors

The proposal also must provide details on the proposed mentorship network including number s and identity of all prospective mentors/mentor pool:

- a. Investors: Provide a plan or a list to engage top-tier VCs and investors to mentor and invest in participating business enterprises.
- b. Serial Entrepreneurs: Provide a plan or a list to engage serial entrepreneurs with experience building and developing companies in the ICT sector to mentor participating business enterprises.
- c. Corporate: Provide a plan or a list to engage leading ICT-related corporations that are likely investors, partners, or customers to mentor participating business enterprises.

3.6. Cost

Provide cost projections for the Program. Projections should include both direct and indirect costs. Include operating costs (i.e., management and staff, programming and marketing materials, lab space rent, events, and travel) and capital costs (e.g., supplies, equipment). Include assumptions that are inputted into the cost projections including the number of hourly wage per staff/mentor/partner participating in the Program, hourly/daily cost of lab space rent, etc.

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

3.7. 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.

3.8. Reference

Please refer to the sample curriculum and submit your own curriculum for ten (10) weeks of the Program: Note that the provided sample curriculum is only a guide, and your actual proposal could be different in format, topics/subjects, and structure. It is intended to provide an idea of how to develop a curriculum for this proposal.

[Table 1. Sample Curriculum for Proposal]



Format	Week	Activities topic	Goal/ description	
	Mon	KIC SV Orientation		
Week 1	Tues	Startup business and ecosystem	Identify key metrics for product and marketing	
Seminar/Work shop		How to be perfect MVP	Solution development and pivot	
	Wed	Traction & customer	Make a sales call for solutions newly developed.	
		US Marketing and Monetization	utility value against customer's costs	
	Thurs	Business Modeling	How to optimize money making	
		Metrics in Startup	Scaling up the business	
	Fri	Sales Call and customer development	Starts from SNS and Starbucks network marketing	
SILIC		Team works and research	Ideation and team management	
1:1 mentoring (5 hours of	mentoring meeting with 1 week)	:1 assigned mentors per	
Week 2	Mon	Funding Process Review	Funding basics for startups	
Seminar/Work shop		Investor and Startups Perspective	CTO vs Angel Investor Approaches	
	Tues Intellectual Property		Basic Patent strategies	
		Networking	Meet-up	
	Wed	Executive Presence for CEO	Communication essentials	
		Technology Commercialization	Strategic Corporate Partnerships	
	Thurs	Advanced Market Strategies	Dynamics and logic of defining your target market	
		Building a successful product	creating customer satisfaction with storytelling	
	Fri	How to move successful startups to the valley	silicon valley ecosystem	
		Advanced IP strategies	funding, partnership	



1:1 mentoring	(5 hours of	mentoring meeting with 1:1 assigned mentors per week)
	Week 3	Mentoring (5 hours of mentoring
Mentoring	Week 4	meeting with 1:1 assigned mentors per week) Company visit/ business meeting
	Week 5	Pitch Workshop and Demo day
		Mentoring Continued (3 hours of mentoring per week)
	Week 6	Mentoring Continued (3 hours of mentoring per week)
	IC	Graduation Ceremony (KIC Silicon Valley provided)

[Table 2. Sample Lists of Available Mentors/ Speakers/ Instructors for program]

No	Name/ title and business	Profile	Expert area	Memo
1	Helen Han/CEO (sample)	Investor, Partner of XXX Venture Capital	IoT, VR	Gov VC

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