

Tender for Integrated Communications Agency

1. Summary

- 1.1 SEEDS Capital (SC) is seeking to appoint an integrated communications agency (Vendor) for one year from tentatively 15 December 2022 or upon award of tender, with the option to extend the contract for two years.
- 1.2 SC reserves the right to further extend the contract for up to another two years, which can be exercised in full or in parts as long as the cumulative period does not exceed two years.

2. Background of SC

- 2.1 SC is the investment arm of Enterprise Singapore (EnterpriseSG). We seek to catalyse investments into Singapore-based, early-stage technology startups. Our main activities are:
 - a. Co-investing into deep tech startups alongside institutional investors;
 - b. Expanding and anchoring our pool of co-investment partners; and
 - c. Value-adding to our investee companies to support their growth.
- 2.2 We focus on startups in the following nascent and strategic industries (but not limited to):
 - a. Advanced Manufacturing & Engineering (AME);
 - b. Health & Biomedical Sciences (HBMS); and
 - c. Urban Solutions & Sustainability (USS).
- 2.3 For more information on SC, please visit our website [here](#).

3. Objectives of Appointing an Integrated Comms Agency

- 3.1 To step up on our communications outreach, SC is looking for an integrated communications agency to drive our public relations (PR) and digital/social media efforts, to better reach our target audience as specified in paragraph 4. The Vendor is required to submit an integrated communications proposal based on the specifications in this document. The communications strategy shall achieve the following main objectives:
 - a. Increase awareness of SC as an active investor that seeks to invest in deep tech. This includes the projection of SC as one of the most active investors in the region and our role as the investment arm of EnterpriseSG, that seeks to co-invest alongside institutional investors.

- b. Increase awareness of SC as an investment partner for VCs. This includes profiling our co-investment model and how we partner VCs to catalyse investments into deep tech.
- c. Increase the profile of our investees. This is to raise awareness of the companies which SC has invested in and to promote our successful investments. It should include, but not limited to, success stories on how they have grown with assistance from SC, EnterpriseSG and our co-investment partners.

3.2 The above is expected to be done through a range of communications and outreach channels, including mainstream media (international, local and tech-centric) and SC's own communication channels such as our newsletter¹, LinkedIn² and website³.

4. Target Audience

4.1 The three target audiences are:

- a. Venture capital firms (VCs), family offices and corporate venture arms
These are institutional investors focusing on early-stage deep tech⁴ startups as mentioned in paragraph 2.2. They can be in Singapore or overseas as long as they have an interest in investing in and scaling Singapore-based startups.
- b. Singapore-based deep tech startups
These startups should have core activities in Singapore. These core activities include having the founders or management team operating primarily in Singapore and undertaking development activities such as R&D, IP development or collaboration with local research institutes in Singapore.
- c. Corporates
This includes growth partners such as MNCs or local corporates who are keen to learn about SC, our co-investment model and investees. These partners may also co-invest with us and engage our investees.

5. Scope of Work and Deliverables

¹ Latest newsletter disseminated via MailChimp: <https://us14.campaign-archive.com/?u=b5fb15f5d3fd9e98d46329c56&id=d848098406>; Archive: <https://us14.campaign-archive.com/home/?u=b5fb15f5d3fd9e98d46329c56&id=d848098406>

² <https://www.linkedin.com/company/seeds-capital>

³ <https://www.enterprisesg.gov.sg/financial-assistance/investments/investments/seeds-capital/overview> (A new standalone website will be published at end-2022)

⁴ A deep tech startup refers to a startup whose business model is built around critical, proprietary technologies, research or hardware, and for which significant developmental efforts (e.g. Product design and prototyping, product testing, clinical trials etc.) are needed before the product is ready for sale.

5.1 The Vendor **must** have past track record in servicing or having serviced VCs, investor clients or deep tech startups and/or governments, or government VCs or non-profit investment related entities. The Vendor should be knowledgeable of Singapore’s VC and startup ecosystem, and should offer integrated communications capabilities i.e. Strategy, marketing communications, digital marketing and PR capabilities.

5.2 The Vendor shall submit an **integrated communications proposal** for a one-year retainer to commence upon award of the tender. The proposal shall include:

FIRM REQUIREMENTS – MAIN SERVICES		
Area of scope	Scope of work	Deliverables
Integrated communications and marketing strategy with message house	<ul style="list-style-type: none"> Organise kick-off and subsequent discussions to understand SC’s current messaging and communication approach to develop the communications strategy and message house Regular meetings until the communication strategy, message house and story bank are identified (the Vendor can propose the frequency of meetings) Develop and execute a communications strategy to achieve the objectives as indicated in paragraph 3.1. This should include the development of a message house, as well as a communications plan to identify and schedule the type of content for which channels, via a content calendar and story bank (e.g. Editorial stories and opinion pieces to pitch to media, or to be used on SC’s LinkedIn, website and newsletter). The plan will be developed with inputs from EnterpriseSG’s communications team Propose performance metrics for the various channels e.g. Newsletter, LinkedIn, website to be reported regularly Advise SC on how to deliver on its own channels, develop better contents and better engage its stakeholders to increase its communications reach and enhance SC’s mindshare 	<ul style="list-style-type: none"> 1 strategy report containing the proposed communication strategy and message house 1 presentation to SC’s Management
Content development (covering media, LinkedIn, e-newsletter and website)	<ul style="list-style-type: none"> Develop monthly editorial plan on the content and channels to pitch and publish, including mainstream media and tech media, LinkedIn and/or other platforms/events Craft or adapt editorial content required with inputs from SC, for various communications channels. These could include formats such as long-form blog 	<ul style="list-style-type: none"> Up to 10 articles to be drafted Up to 10 infographics to be created Line-up of content calendar and story bank

FIRM REQUIREMENTS – MAIN SERVICES		
Area of scope	Scope of work	Deliverables
	<p>posts, opinion pieces, success stories, and social contents</p> <ul style="list-style-type: none"> • Develop content that include thought leadership pieces, success stories featuring existing and/or exited startups that can be published on SC’s channels and/or pitched to media bodies; As and when required, write new content or adapt any other written articles for publishing (on mainstream media, or other SC’s channels e.g. Website, newsletter and LinkedIn) – this may include interviews required with SC’s key executives or partners’ key executives • Develop content calendar and story bank (editorial stories and opinion pieces) for usage on LinkedIn website, newsletter • Update existing comms content based on revised strategy e.g. Boilerplate, creative assets 	<ul style="list-style-type: none"> • Up to 6 interviews with key executives
Management of digital channels and digital marketing	<ul style="list-style-type: none"> • Manage online communication assets such as LinkedIn, SC’s website and newsletter • Develop and publish contents on SC’s channels at the frequency stated below: <ul style="list-style-type: none"> ○ LinkedIn: Min. weekly and up to 2 posts per week ○ Newsletter: Quarterly ○ Website: Regular monthly update of contents e.g. New investees; Press release or media coverage as required <p>LinkedIn:</p> <ul style="list-style-type: none"> • Plan and manage digital marketing for LinkedIn (budget determined by SC) • Engage LinkedIn’s followers’ community by responding to tagged posts, comments and/or requests on LinkedIn timely • Develop a plan to grow SC’s LinkedIn followers (target 2,000 followers in the first year) <p>Newsletter:</p> <ul style="list-style-type: none"> • Develop editorial plan and publish quarterly e-newsletter • Track and manage e-newsletter performance <p>Website:</p>	<ul style="list-style-type: none"> • Monthly report that summarises the publication of contents on SC’s channels with the stipulated frequency e.g. Min weekly LinkedIn posts, quarterly newsletter, monthly updates on website and press releases (as required) and reports the key performance metrics

FIRM REQUIREMENTS – MAIN SERVICES		
Area of scope	Scope of work	Deliverables
	<ul style="list-style-type: none"> • Publish press release or media coverage as required • Maintain SC’s website’s contents monthly e.g. Investees • Search engine marketing (budget determined by SC) 	
Media relations and cultivation	<ul style="list-style-type: none"> • Identify key target media (mainstream, trade publications) for pitching purposes. • Facilitate media engagements and interviews at key events or otherwise • Draft media releases and materials to highlight SC’s investments into new investee companies or SC’s quotes for investee companies’ media releases • Secure and facilitate top-tier media coverage opportunities (e.g. 1:1 interviews, contributed articles, trend stories) involving SC, our-co-investment partners and/or investees 	<ul style="list-style-type: none"> • At least 6 editorial pitches • Up to 20 media releases to media • Up to 30 quotes (of which each is less than 100 words) to be prepared for investees’ media releases • Monthly report that summarises the work done
Media monitoring	<ul style="list-style-type: none"> • Send media coverage as and when published/broadcasted • Provide a detailed media report and analysis on coverage garnered on a quarterly basis. These are to be tabulated according to different tiered media outlets and include copies of broadcast reports and interviews in TV and online platforms (e.g. podcasts). The report must be produced in English and shall detail a summary of content, article headline, date, placement, tonality and article size/duration and intended target audience. 	<ul style="list-style-type: none"> • Monthly report that summarises the work done
General administration	<ul style="list-style-type: none"> • Designate an Account Manager to liaise with SC and its nominees on all proposed content, edits or any related discussion. The Account Manager shall remain contactable during the performance of this Contract and if the Account Manager is not available for any duration, the Vendor shall designate another employee to perform his/her duties and functions after informing SC at least 5 working days in advance. Where the appointed Vendor intends to replace the Account Manager assigned with personnel of equivalent 	<ul style="list-style-type: none"> • Monthly report

FIRM REQUIREMENTS – MAIN SERVICES		
Area of scope	Scope of work	Deliverables
	expertise, it shall do so in consultation with SC. <ul style="list-style-type: none"> • Submit a monthly report to summarise the key deliverables in all the areas of scope. 	

ADDITIONAL REQUIREMENTS – ADDITIONAL SERVICES		
Content development	<ul style="list-style-type: none"> • Support content development work e.g. Copying writing of additional articles, development of infographic outside of the prescribed deliverables 	<ul style="list-style-type: none"> • Article (less than 1,200 words) • Infographic etc • Interview (less than 2 hours)
Media relations and cultivation	<ul style="list-style-type: none"> • Undertake a media audit of SC’s brand and positioning 	<ul style="list-style-type: none"> • 1 media audit report
Translation	<ul style="list-style-type: none"> • Translate developed contents from English to Chinese 	<ul style="list-style-type: none"> • Per word

OPTIONAL REQUIREMENTS - Items under this section will be required as and when the need arises during the term of contract (if exercised).		
Overseas media relations and cultivation and media monitoring	<ul style="list-style-type: none"> • Provide PR engagement support for specific in-market activities (7 days coverage before and after the event) 	<ul style="list-style-type: none"> • Post-event report

5.3 The appointed Vendor shall submit a revised proposal if SC decides to exercise the option to extend contract.

6. General Terms and Conditions

- 6.1 The appointed Vendor shall treat all documents, material or database information received from or provided to SC with utmost confidentiality. Unauthorised use or release of said materials will result in the immediate termination of the contract and potential legal action.
- 6.2 The appointed Vendor shall not disclose any data obtained in connection with this contract without SC’s written permission. The appointed Vendor shall notify SC when they become aware that a disclosure of data may be required by law.
- 6.3 The appointed Vendor shall ensure that all data belonging to SC is securely stored and safeguarded against any misconduct and/or misuse.
- 6.4 The appointed Vendor shall ensure that any employee or subcontractor requiring access to any data held in connection with this Contract makes an undertaking in writing to not access, use, disclose, or retain data except in performing their duties of employment. They should be informed that failure to comply with this undertaking may be a criminal offence and may require the Vendor to take disciplinary action against the employee or subcontractor.

- 6.5 The copyright of any materials produced with/for SC will reside solely with SC. The appointed Vendor cannot use part of or all the data and information for other purposes without written permission from SC.

7. Submission Deadline

- 7.1 Please include the following documents in your submission by **31 October 2022 06:00pm**:

- a. Bidder information including contractor’s profile, full name, UEN (Unique Entity Number), GST registration number (if any), address, name and contact number of contact person, country of incorporation, and year of establishment.
- b. **[Compulsory]** Integrated communications proposal containing:
 - i. Proposed integrated communications strategy and plan, as well as a suggested content calendar.
 - ii. Proposed list of top-tier international, local and tech-centric media to target.
 - iii. Assessment and analysis of the current SC’s brand proposition (capped at one page).
 - iv. Proposed measurements of success of comms’ strategy and implementation.
- c. **[Compulsory]** Past relevant projects and client lists to include portfolio of project works undertaken by the agency for public sector agencies and/or Business-to-Business companies over the past two years. Among which, please include:
 - i. Two clients that **must be a VC or investor client or deep tech startup client and/or government, or government VC or non-profit investment related entity** with similar scope of work. Please include the description of the contract, scope of work and contract period. These clients can be current or past.
 - ii. Two articles or blogs written on topics related to tech or startup topics.
- d. **[Compulsory]** Project team composition including proposed areas of responsibility, with the team head/ account director and main account manager (if different) clearly indicated.
- e. Individual profiles and number of years of experience of each team member.
- f. **[Compulsory]** Price schedule in **Annex A**.

- 7.2 The following table contains the anticipated schedule for SEEDS Capital’s selection process:

Release of tender	10 October 2022
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Deadline for submission for clarification questions	19 October 2022
Proposals due at 06:00pm	31 October 2022

- 7.3 SC will conduct the evaluation based on the proposals submitted during the tender and may contact the tenderers to clarify on the submitted proposals. This does not imply acceptance of proposals.
- 7.4 All quotations will be voided if the proposals are not received through ESHProcurement@enterprisesg.gov.sg by the above closing date and time. Apart from the recipients within your company, please do not copy any other email addresses during submission of proposals.
- 7.5 Clarification questions should be addressed by email to Ms. Desiree Lim at desiree_lim@enterprisesg.gov.sg and Mr. Wong Ken Mun at wong_ken_mun@enterprisesg.gov.sg.

8. Evaluation

- 8.1 **Critical Criteria** – Tender offers that do not meet the critical criteria shall be disqualified from further evaluation:
- The vendor must have track record in servicing or having serviced a VC or investor client or deep tech startup client and/or government, or government VC or non-profit investment related entity.
 - The vendor shall submit the compulsory document as specified in paragraph 7.1.
 - The vendor must quote for both Firm Requirements (Main Services) and Additional Requirements (Additional Services) as listed in **Annex A**.
- 8.2 **Other Criteria** - Tender offers that have complied with the critical criteria will be evaluated according to the following criteria and weightage:

Evaluation criteria	Weightage
Quality of the proposal, including understanding of SC's requirements and knowledge of the startup landscape	40%
Price competitiveness	40%
<ul style="list-style-type: none"> Price of firm requirements (main services) for 1-year contract and optional 2-year period (30%) Price of additional requirements (additional services) for 1-year contract and optional 2-year period (10%) 	

Evaluation criteria	Weightage
Credentials and track record of the Vendor, including past experiences with VC, government and startup clients	10%
Proposed team structure, capabilities and track record of individual team members	10%

9. Payment Schedule

9.1 The price table in **Annex A** reflects the firm, additional and optional requirements.

Firm Requirements (Main Service)	Payment to be made quarterly, on a retainer basis. The quarterly amount to be paid will be the total monthly sum multiplied by 3. Payment will be made at the end of every calendar month and upon receipt of the invoice.
Additional Requirements (Additional Services) and Optional Requirements (if exercised)	<p>The additional requirements (additional services) and optional requirements should be billed together with the quarterly invoice, upon successful completion. The line items should be provided in the monthly invoice.</p> <p>For the avoidance of doubt, the rate of deliverables as quoted in the price table will remain constant during the contract period, and SC reserve the right to tap on them during the contract period.</p>

9.2 All payment shall be made within thirty (30) days from the receipt of invoice, subject to satisfactory receipt of services.

9.3 Even though SC may consider other payment schedule/terms proposed by the appointed Vendor, it reserves the right not to accept these schedule/terms.

Annex A – Price schedule

Please furnish the price breakdown in the pricing schedule.



Price Schedule.xlsx