

Request for Proposal: Personal coaching for early-stage engineering and technology entrepreneurs

May 2022

Deadline Monday 6 June, 4pm

Summary of invitation

The Royal Academy of Engineering is looking to engage a company to deliver 1-2-1 coaching for new entrepreneurs leading early-stage technology startups based in Northern Ireland for our [Regional Talent Engines programme](#). Coaching sessions should be practical, focusing on equipping participants with the appropriate skills to understand their own strengths and weaknesses as leaders, improve their leadership skills to enable them to reach their full potential, and be able to establish and lead a technology startup from inception all the way through to launch.

We are also tendering for a company to provide training sessions for the entrepreneurs on the programme. This can be found on our [Calls for Proposal webpage](#). You may apply for one or both tenders.

We look forward to receiving your proposals, as we seek to continue our new regional entrepreneurship acceleration initiative.

About our organisation

The Royal Academy of Engineering (Academy) harnesses the power of engineering to build a sustainable society and an inclusive economy that works for everyone.

In collaboration with our Fellows and partners, we're growing talent and developing skills for the future, driving innovation and building global partnerships, and influencing policy and engaging the public.

- As a charity, we deliver public benefit from engineering excellence and technology innovation.
- As a national academy, we provide progressive leadership for engineering and technology, and independent expert advice to government in the UK and beyond.
- As a Fellowship, we bring together an unrivalled community of leading business people, entrepreneurs, innovators and academics from every part of engineering and technology.

In everything we do, we are guided by our five values: progressive leadership, diversity and inclusion, excellence everywhere, collaboration first and creativity and innovation.

The Academy's strategy can be [viewed here](#).

About the Enterprise Hub

The Royal Academy of Engineering Enterprise Hub supports the UK's brightest technology and engineering entrepreneurs to realise their potential.

We run three programmes for entrepreneurial engineers at different career stages. We offer equity-free funding, an extended programme of mentorship and coaching, and a lifetime of support through connection to an exceptional community of engineers and innovators.

The Enterprise Hub focuses on supporting individuals and fostering their potential in the long term, taking nothing in return. This sets us apart from the usual 'accelerator' model: the Enterprise Hub's programmes last between 6 and 12 months, and all programmes give entrepreneurs lifelong access to an unrivalled community of mentors and alumni.

Our goal is to encourage creativity and innovation in engineering for the benefit of all. By fostering lasting, exceptional connections between talent and expertise, we aim to create a virtuous cycle of innovation that can deliver on this ambition.

The Enterprise Hub was formally launched in April 2013. Since then, we have supported over 290 researchers, recent graduates and SME leaders awardees to start and scale up businesses that can give practical application to their inventions. We've awarded over £11 million in grant funding, and our Hub Members have gone on to raise over £800 million in additional investment funding.

Further information can be found here: www.enterprisehub.raeng.org.uk

Summary of the Regional Talent Engines programme

Programme website [here](#).

The programme is a new initiative for the Enterprise Hub, and aims to deliver a support programme for aspiring entrepreneurs based in four regions of the UK: Northern Ireland, North West England, North East England and Yorkshire & Humber. The short-term aims are to upskill talented and ambitious individuals who want to start up a new company in the engineering or technology sector in

their own region, and the longer-term aims are to support new business, job and sustainable wealth creation across the UK.

This will be our second round of delivering this programme, the first programme ran from February 2022 – September 2022.

The programme will be delivered locally in each region, connecting entrepreneurs with expert support, funding, training, mentoring, and connections to their regional ecosystem to continue their progress as well as to the Academy's vast network.

For Northern Ireland, we will base the training at Ormeau Baths in Belfast.

We will deliver the programme in two phases, with more individuals supported in Phase One and then the best candidates selected to proceed to Phase Two.

Phase One

This will be a three-week part-time 'bootcamp' programme for up to 15 individuals designed to help refine the candidate's idea and business plan, giving them the skills to test and validate ideas, and develop a basic prototype for a product or service that is led by design for end users. The phase will culminate in a short pitch to a panel of judges for selection to the next phase, detailing their ideas, what they have learnt and what their next steps are to progress their innovation and business. **No coaching is required for this phase.**

Phase Two

This will be a longer 5-month programme to support the top 10 candidates (there can be some flexibility with numbers here, depending on quality of applications and available Academy grant funding), who will need to commit the vast majority of their time to pursuing the project.

They will be provided with grant funding, business training workshops, business mentoring and personal leadership coaching, as well as a variety of events, roundtables and clinics. They will be expected to carry out ongoing customer discovery and validation as they prepare to launch a new business.

The profiles of candidates eligible for this programme are as follows:

- **Recent leavers from Further Education colleges** (graduated since September 2016) who have achieved a technical qualification – engineering or related subject – at [level 3-5](#) (must be at least 18 to apply)
- **Mid-/later- career engineers or technologists** who have been working in skilled jobs and are seeking a career change

Applicants should have essential technical/engineering know-how and an aptitude for creativity, problem solving and design. They should already have an idea or early prototype or have identified a problem/market need that can be solved with an engineering or technology-based solution. The business idea

should have the potential to scale and reach international markets. The idea can be from any sector of engineering.

We anticipate there will be a variety of candidates participating in the programme with differing levels of experience and at different stages of idea and technology development.

Statement of requirements

1. **Summary:** the Academy is seeking a provider to deliver 1-2-1 coaching sessions for entrepreneurs leading early-stage technology startups based in Northern Ireland. Coaching sessions should be practical, focusing on equipping participants with the appropriate skills to understand their own strengths and weaknesses as leaders, improve their leadership skills to enable them to reach their full potential as technical leaders and grow a new company, and have the skills required to establish and lead a technology startup from inception all the way through to launch.
2. **Timing:** the services should be delivered starting October 2022 for a two year contract covering four cohorts (we will run the programme every September and February).
3. **Content:** coaching sessions should be tailored to the participants and should enable them to transform their innovation idea into a successful startup. It should provide them with a good level of understanding and awareness of the broad range of skills and knowledge required to run a startup.

Some themes that could be explored through the coaching are but not limited to: communicating their vision to stakeholders and customers, public speaking, managing stakeholders, time management, relationship building, confidence building, strategy, setting goals, mindset, resilience. We are open to additional suggestions from providers.

A diagnostic questionnaire should be run for each participant before the coaching begins so that the participant can have access to a personal report which can be used as a benchmark to discuss with the coach in sessions.

4. **Location:** Coaching sessions can take place in-person at [Ormeau Baths](#), Belfast or online if needed.
5. **Delivery:** Sessions will be held on a 1-2-1 basis. Each participant should be given 5 coaching sessions over the period of 5 months.
6. **Method:** The participants will discuss their coaching needs and set out a development plan with their coach during the first session.



7. **Provider expenses:** All other related costs should be factored into the proposal.
8. **Feedback:** Participants should be requested to submit feedback on the coaching programme, and the results provided to the Academy for discussion at project review meetings so that any learnings can be implemented.
9. **KPIs:**
 - Deliver coaching on time, to budget and in line with agreed parameters (to be agreed at the inception meeting with the successful provider)
 - Support the attainment of the individual goals set at the start of the programme as part of each participant's personal development plan
 - Support the skills development of participants based on a before and after survey that the coach will provide, which should provide measurements of strategy, skills and mindset (or similar)
 - Responsiveness to the participant's communication
 - Action-led progress measurement in each session to ensure participants are following through with commitments
 - Achieve participant satisfaction of >90% with the learning outcomes of the coaching
 - Implement ongoing improvements, considering feedback from participants, the Academy and its partners
 - Lead regular contact with the Academy's programme management team

Please send your clarification questions and submissions to:

Catherine Capone, Senior Manager, Regional Entrepreneurship Programmes

catherine.capone@raeng.org.uk and please copy enterprise@raeng.org.uk

Note our mailbox size limit is 25Mb so for documents over this limit submitting a download link will be required.

Your response

You must include the following in your proposal:

- **Content:** outline of coaching sessions. Include high level summary of areas to be covered, methodology or tools that might be deployed to deliver effective coaching
- **Customisation:** Cover your approach to customisation, both to individual participants and to the Enterprise Hub as a whole
- **Schedule:** Proposed schedule of coaching sessions

- **Track record:** Track record to date (including consortium partners where applicable) in delivering similar coaching programmes. Experience of coaching in technology entrepreneurship and innovation leadership is preferred but not essential. Please include bios of individual coaches.
- **Cost:** overall cost for the delivery of the programme, including design, delivery, materials, travel, accommodation, and VAT. Please indicate if the number of participants will affect costs.
- **Organisation (e.g. consortium):** details of the consortium lead organisation, including company registration details, the latest set of annual accounts, an appropriate level of professional risk indemnity insurance. Where appropriate, memorandum of understanding (MoU) or similar to demonstrate commitment from all consortium members.
- **References:** please provide the contact details of two referees. We will only contact them should your proposal still be in consideration post-interview.

Schedule

Deadline for proposals is 6 June 4pm.

Date	Activity
9 May 2022	Invitation to tender goes live
6 June 4pm	Deadline for proposals
w/c 6 June	Selection and invites for interview
w/c 20 June	Presentations and interviews from suppliers (online)
w/c 27 June	Notification of preferred supplier
w/c 11 July	Meet with successful bidder and issue contract

Budget

We anticipate spending £1500 - £2500 for each participant in total (anticipated cohort of 10 participants), inclusive of VAT.

Selection criteria

Your response will be evaluated using the following

Section: <i>Programme Content</i>			
Description of criteria	Score	Weighting	Max Points
Quality, appropriateness and novelty	0-5	5	25
All key coaching areas covered	Yes / No	Pass / Fail	
Total			25

Section: <i>Customisation</i>			
Description of criteria	Score	Weighting	Max Points
Approach to Customisation	0-5	3	15
Additional services and technical assistance	0-5	1	5
Total			20

Section: <i>Track Record</i>			
Description of criteria	Score	Weighting	Max Points
Methodology/tools deployed	0-5	1	5
Experience of successful delivery of similar programmes	0-5	2	10
Total			15

Section: <i>Schedule</i>			
Description of criteria	Score	Weighting	Max Points
The timescale to successfully deliver is realistic	0-5	1	5
Delivery process is clear and realistic	0-5	1	5
Total			10

Section: <i>Cost</i>			
Description of criteria	Score	Weighting	Max Points
Is competitively priced	Yes / No	Pass / Fail	
Has accounted for all cost to deliver proposal	0-5	1	5
Expenditure broken down and pricing clear	0-5	1	5
Appropriateness of the budget / expenditure	0-5	1	5
Total			15

Section: <i>Organisation</i>			
Description of criteria	Score	Weighting	Max Points
Suitability of the organisation	0-5	2	10
Suitability of the selection process for coaches	0-5	1	5
Client References - suitability of nominated references	Yes / No	Pass / Fail	
Client References - quality of reference received back	Yes / No	Pass / Fail	
Numbers of staff proportionate to services tendered	Yes / No	Pass / Fail	
Appropriate processes and procedures for appointing coaches	Yes / No	Pass / Fail	



Contract terms

The Academy's standard contract terms can be found [here](#).

*All proposals must remain valid for a period of **90 days** from the date of submission by the vendor. This RFP and the information contained within it are deemed to be confidential information. Proposals must include information about costs and state whether these do or do not include VAT or any other levies. By submission of a proposal, the vendor warrants that the prices in the proposal have been arrived at independently, without consultation or agreement with any other potential vendor.*