



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

[www.raeng.org.uk](http://www.raeng.org.uk)

### 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 north east England. 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 look forward to receiving your solutions, as we seek to launch a 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 200 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 £4 million in grant funding, and our Hub Members have gone on to raise over £400 million in additional funding.

Further information can be found here: [www.enterprisehub.raeng.org.uk](http://www.enterprisehub.raeng.org.uk)

## **Summary of the Regional Talent Engines programme**

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 and 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.

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.

We will deliver the programme in two stages, 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've 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, who will need to commit the vast majority of their time to pursuing the project. They will be provided with grant funding, business training and workshops, mentoring and coaching, and 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 coaching sessions will happen during this phase of the programme.

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 north east England. 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 February 2022 to July 2022.
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:** Programme delivery will take place both in-person at a venue in Newcastle (TBC) and also online if needed. Preferably coaching sessions can be carried out in person at a suitable venue in the region, but if needed, they can be carried out online.

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

Preference will be given to suppliers based in the region they are bidding for, however proposals for more than one region are also welcomed. We are currently requesting proposals for the north west and north east England regions.

Deadline for proposals: 25 October 2021

#### Schedule

Date	Activity Number	Activity
20 September	1	Issue of RFP (this document) to potential suppliers
18 October	2	Deadline for expressions of interest to receive further updates
18 October	3	Deadline for submission of RFP clarification questions to RAE
20 October	4	Deadline for RAE to respond to all clarification questions
25 October	5	Deadline for return of RFP
w/c 8 November	6	Deadline for initial evaluation of RFP
w/c 15 November	7	Presentations and interviews
w/c 22 November	8	Notification of preferred supplier
w/c 6 December	9	Meet with successful bidder

Please send your clarification questions and submissions to:

Sarah Gummer, Senior Manager Regional Entrepreneurship Programmes

[Sarah.gummer@raeng.org.uk](mailto:Sarah.gummer@raeng.org.uk) and please copy [enterprise@raeng.org.uk](mailto: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.

Please state clearly which region(s) your proposal relates to in the email subject line and in the proposal document.

## Budget

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

## Contract terms

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

## Scoring matrix

0	No Answer/Unacceptable Response
1	Very Poor Response
2	Poor Response
3	Acceptable Response
4	Good Response
5	Excellent Response

To score well (i.e. 3 and above) the evaluation panel will look for clear evidence. The scores will be weighted to give an overall score. The tables below indicate the weightings which will be applied to each section. The two highest scoring proposals will be invited to the Academy to present their proposal.

At interview, we will consider all criteria. The scores given before the interview may be amended following new information provided at interview.

The interview will be used as a principal means of scrutinising the proposals of shortlisted providers, based on their tenders. A fundamentally important requirement of all providers is a capability to engage, collaborate and co-ordinate across all aspects of the project. Such matters may only effectively be judged by personal discussion with the key individuals who will be responsible for a provider's delivery.

For reasons described above, the assessment tenders will utilise the marking scheme set out below as one part of the assessment and the ultimate decisions will be taken as a result of:

1. consideration of the outcomes of the marking scheme;
2. the application of a wider mediating, reasonable professional judgement, in relation to criteria to which a marking system does not apply, or which does not provide a full and proper basis, absolutely, or relatively, of assessing all relevant aspects and factors; and
3. the reasonable professional judgement made in respect of the interview.

### Selection criteria

Your response will be evaluated using the following

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

<b>Section:</b>	<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
	<b>Total</b>		<b>20</b>

<b>Section:</b>	<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
	<b>Total</b>		<b>15</b>

<b>Section:</b>	<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
	<b>Total</b>		<b>10</b>

<b>Section:</b>	<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
	<b>Total</b>		<b>15</b>

<b>Section:</b>	<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 trainers	Yes / No	Pass / Fail	
	<b>Total</b>		<b>15</b>

*If you wish to receive any additional or updated information, please ensure that you register interest prior to submitting the proposal. 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.*