



TENDER ANNOUNCEMENT

1. General Information

Title of the tender: Business Incubator - Business Start

Advertiser: TEUH - The European-Ukrainian Hub, IVÆKST ApS, Islands Brygge 39, 4. sal
København S, Denmark

Contact Person:

Veronika Rulli – Program Manager

E-mail: veronika@ivaekst.com

Phone: 5280-8657

Project Duration: December 2024 – December 2025

Deadline for submission of proposals: 14.04.2025 at 12.00 noon

Please submit all questions in writing for the sake of documentation.

TEUH - The European Ukrainian Hub is a national entrepreneur project running from December 2024- December 2025. Through this period of time, the goal is to educate and improve the entrepreneurial skills of more than 700 Ukrainians residing in Denmark.

2. Task Description

The European-Ukrainian Hub invites qualified suppliers to submit tender proposals for the delivery of a structured **Business Incubator** program titled **Business Start**. The program will consist of **6 modules**, each delivered online over the course of 6 weeks (once per week or as agreed with the supplier).

Proposed Modules:

1. Building a Business Model
2. Financial Essentials – Budgeting, Accounting and Forecasting
3. Funding Opportunities in Denmark – Grants, Investments, Loans
4. Pitching – Preparing to Present your Business to Investors
5. Location, Permits and Hiring – Finding and Renting Commercial Property in Denmark
6. Pricing Strategy and Cost Optimization

The title of the modules may be adjusted by mutual agreement; however, it must accurately convey the essence and objectives required by the project from the supplier.

Workshop requirements:

- Each session should last 2–3 hours, combining theoretical input with practical application. Content should address real-world scenarios and challenges relevant to early-stage entrepreneurs in Denmark.
- The modules must be delivered in Ukrainian or English, depending on the target group and trainer's expertise.
- Each session must include a Q&A segment and interactive components such as group exercises, discussions, or live examples to promote active participation and deeper learning.
- After each session, participants must receive a practical task to apply what they've learned. The trainer is expected to review and provide short feedback either during the following session or in written form.
- The supplier must prepare a well-structured presentation and provide all relevant learning materials to participants for each module.
- All sessions must be recorded by the supplier. TEUH will be responsible for storing and providing access to the recordings for participants after each session.
- Participants who complete five-six modules and assignments must receive a certificate of completion. The supplier is responsible for designing and issuing the certificates, which must include the logos and branding elements provided by TEUH. The supplier must also provide a final list of eligible participants to TEUH.

- The program will be conducted on Zoom. The supplier is fully responsible for the technical setup, including starting the session, managing the recording, and handling participant logistics during the session.
- Modules are to be delivered once a week or on an alternative schedule agreed upon by both the supplier and TEUH.

The supplier must ensure:

- Deliver a balanced combination of theory and practice within each module, ensuring that participants gain both foundational knowledge and applied skills relevant to starting a business in Denmark.
- Develop and utilize relevant tools, frameworks, and materials that support participant learning and are aligned with current market standards and startup methodologies.
- Foster an interactive learning environment, encouraging participant engagement through discussions, exercises, group activities, and real-life case studies.
- Provide and operate necessary technical equipment (including computer, camera, microphone, and stable internet connection) to ensure high-quality delivery of all online sessions.
- Design and deliver clear, structured presentations for each module, tailored to the needs of Ukrainian entrepreneurs in the Danish context.
- Record each session in full, ensuring proper file quality and format. While TEUH will manage the distribution of recordings, the supplier must ensure timely delivery of the files.
- Identify and report high-potential participants throughout the program. The supplier is expected to maintain awareness of participant progress and engagement levels and share recommendations with TEUH for potential further support.

As a part of the promotion of the workshops and attracting participants, the supplier must ensure promotional support for the workshop by providing:

One speaker video

Duration: 30 to 90 seconds.

Format: Horizontal or vertical, suitable for social media (MP4, 1080p).

Content: Speaker introduction, program purpose, and call to action.

Deadline: At least 14 days before the first session.

Three social media posts

Post 1 (announcement) – at least 14 days before program start. Post 2 (reminder/update) – 5 days before first module. Post 3 (reminder/update) – one day before first session.

Platforms: Facebook, Instagram or relevant social networks.

Posts must include the project name, purpose, DEM funding acknowledgment and visuals.

3. Supplier requirements

- Proven experience in delivering entrepreneurship, business development, or startup education.
- Familiarity with the Danish business environment, startup support system, and regulatory requirements.
- Strong facilitation skills with the ability to engage a diverse audience.
- References and evidence of previous successful training programs.
- Capacity to deliver both strategic and operational insights.
- Commitment to co-creation and adaptation in coordination with TEUH.

Ownership of materials and recordings:

All intellectual property (presentations, recordings, handouts, and additional materials) developed within this project remains the sole property of TEUH. These materials may not be repurposed, shared, or distributed outside of the project scope without prior written consent from TEUH.

4. Evaluation criteria for proposals

All submitted proposals will be evaluated based on the following criteria:

- **Quality and content of the training program (60%)**

This includes the relevance of topics, logical structure of modules, level of interactivity, balance between theoretical and practical content, and the program's ability to meet the needs of Ukrainian entrepreneurs in Denmark.

- **Experience and qualifications of the supplier as a trainer (20%)**

Assessed based on prior experience in delivering business training, knowledge of the Danish startup ecosystem, facilitation skills, and the ability to work with multicultural groups.

- **Financial proposal (20%)**

The pricing must be transparent, well-justified, and competitive. It should cover preparation, delivery, development of materials, technical support, and any additional associated costs.

This tender does not specify a fixed service price. Suppliers must independently propose a market-based cost for their services.

5. Submission conditions for the tender proposal

To participate in the tender, suppliers must submit a complete proposal that includes:

- A detailed description of the training program, including the educational approach, module structure, methods for engaging participants, and expected outcomes.
- Trainer profile(s) outlining relevant experience, qualifications, previously delivered training programs, and references (if available).
- A technical and organizational implementation plan, detailing responsibilities related to Zoom sessions, recordings, presentations, participant tracking, and technical delivery.
- Contact information of the responsible person for further communication with TEUH.

Proposal should be sent to e-mail: veronika@ivaekst.com

6. Payment terms:

- Payment will be processed within 30 days following the completion of the final module.

Deadline for submission: 14.04.2025

