



TENDER ANNOUNCEMENT

1. General Information

Title of the tender: Business Incubator - SMM and Digital Marketing

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: February 2026 - December 2027

Deadline for submission of proposals: 18.09.2026 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 February 2026 - December 2027. Through this period of time, the goal is to educate and improve the entrepreneurial skills of more than 900 Ukrainians residing in Denmark.

2. Task Description

The European-Ukrainian Hub invites qualified suppliers to submit proposals for the delivery of a structured **Business Incubator** program titled **SMM and Digital Marketing**. 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).

The goal is to equip Ukrainian entrepreneurs in Denmark with strategic, operational, and digital tools to effectively promote and develop their businesses through social media, including the relevant use of AI-based tools.

Proposed Modules:

1. Strategic Use of Social Media

Setting business-focused objectives, selecting suitable platforms, establishing core elements of an SMM strategy, and improving the structure and presentation of business profiles.

2. Audience, Market and Competitive Position

Identifying and segmenting customer groups, understanding customer needs and buying motivations, researching competitors, and defining a clear market position for the business.

3. Social Media for Customer Acquisition and Sales

Developing an effective value proposition, mapping the customer journey, creating a practical sales funnel, and managing customer enquiries and objections through social media channels.

4. Content Planning and Production

Developing content themes and a realistic publishing plan, producing written and visual content across relevant formats, and using AI-supported tools for ideation and production.

5. Paid Social Media Advertising

Preparing a business for advertising, setting up and launching Meta campaigns, defining audiences and budgets, creating advertising content, and evaluating and optimizing campaign performance.

6. Professional Visibility and Growth Planning

Using professional networks and personal positioning to support business development, working with external marketing support, and preparing a measurable social media growth plan for the following three months.

The final structure and focus areas may be refined in collaboration with the selected supplier to ensure maximum relevance for participants.

Workshop requirements:

- Each session should last 3 hours, combining theoretical input with practical application. Content should address real-world digital marketing scenarios and challenges relevant to entrepreneurs and small business owners.

- 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, live content creation, platform demonstrations, or case-based discussions to promote active participation and deeper learning.
- After each session, participants must receive a practical task (e.g. create a post, video, or ad campaign draft) to apply what they've learned. The trainer is expected to review and provide short feedback during the next session or in written form.
- The supplier must prepare a well-structured presentation and provide all relevant learning materials for each module, including templates, step-by-step guides, and toolkits relevant to SMM and AI tools.
- 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 or six modules and submit all 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, and submitting a final list of eligible participants.
- The program will be conducted on Zoom or Google Meet. The supplier is fully responsible for the technical setup, including managing the session, recording, screen sharing, and participant logistics.
- Modules are to be delivered once a week or on an alternative schedule agreed upon by both the supplier and TEUH.

The first session for participants is expected to take place in January 2027.

The supplier must ensure:

- Deliver a balanced combination of theory and practice within each module, ensuring that participants gain both strategic understanding and applied skills in social media marketing.
- Develop and utilize relevant SMM tools, content templates, platform walkthroughs, and AI-based solutions (such as ChatGPT, Canva AI, Notion AI) that support practical learning and reflect current digital marketing standards.

- Foster an interactive online learning environment, encouraging engagement through live content creation, peer feedback, group work, and real-life examples from the participants' own businesses.
- Provide and operate necessary technical equipment (including computer, camera, microphone, and stable internet connection) to ensure high-quality delivery of online sessions.
- Design and deliver clear, actionable presentations for each module, tailored to the needs of Ukrainian entrepreneurs aiming to grow their businesses via social media.
- Record each session in full, ensuring proper quality and timely file delivery. While TEUH will manage access and distribution, the supplier must ensure all materials are submitted on time.
- 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:

Record a short 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.

Provide 3 social media post drafts (announcements/reminders) in text format:

Post 1 (announcement) – at least 10 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 business/SMM/marketing training programs.
- Familiarity with the digital marketing landscape.
- 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

Tender proposals will be evaluated based on the following criteria:

Quality and content of the training programme (60%)

The proposed programme should be well-structured, practical, and highly interactive. It should enable participants to define an effective social media strategy, understand target customers and competitors, develop a clear offer and customer journey, create relevant content, use paid advertising, and prepare a realistic growth plan for their business in Denmark. The programme should emphasize learning by doing, practical assignments, and real-world application.

Experience and qualifications of the supplier as a trainer (40%)

The supplier should demonstrate proven experience in delivering SMM programmes, digital marketing training, business incubators, entrepreneurship programmes, or other relevant practical learning programmes. Experience in social media strategy, content development,

customer acquisition, paid advertising, analytics, AI-supported marketing, and facilitating interactive online learning will be considered an advantage. Experience working with Ukrainian entrepreneurs or multicultural audiences is also an advantage.

Financial condition:

The maximum budget allocated for this tender is:

48,000 DKK (excluding VAT) for the delivery of one Business Incubator.

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 SMM training program, including the proposed educational approach, preliminary module structure, and expected learning outcomes related to social media strategy, content creation, advertising, analytics, and use of AI tools.
- Trainer profile(s) outlining relevant experience in social media marketing, digital entrepreneurship, adult education, and the use of AI in marketing. Please include qualifications, examples of previously delivered training programs, and references (if available).
- A technical and organizational implementation plan, detailing how the supplier will manage live online sessions (via Zoom or Google Meet), ensure high-quality recordings, provide structured presentations and learning materials, track participant engagement and progress, and handle post-session communication and follow-up.
- Contact information of the responsible person for coordination and further communication with TEUH, including name, email, and phone number.

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: 18.09.2026