

**Terms of Reference (ToR) for
Appointing a Consultant under FNF'2023 Initiative**

Tender No. FMC/FNF/23-24/001

The Tender is available at <https://fmc.org.in/tender/> Please apply by **28th April, 2023 (till 5.30 PM)**. Please note that the financial quote (password protected) and technical quote must be electronically submitted at accounts@msmefoundation.org & nirbhay@msmefoundation.org in mail with self-attested clearly mentioning "For Appointing a Consultant under FNF'2023 Initiative" at the below mentioned address, FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder (Brochures, website link, projects completed) (ii) Undertakings and Supporting documents as per the requirements explicitly mentioned in this ToR.

Date of Publication: 04.04.2023

Last Date of Application: 28.04.2023

Award of Contract:

The proposal soft copies are to be mailed:

Foundation for MSME Clusters (FMC)

**USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,
6, Special Institutional Area, New Delhi – 110067**

Tel No. 011-40563323-24

Project Background

Foundation for MSME Clusters is implementing “**Empowering Startups/MSMEs through Virtual Exhibition Platform and connecting with MSME BMOs: 2023 Initiative**” in collaboration with **Friedrich Naumann Foundation for Freedom** which aims to promote and support Startups to make them investment ready and are able to raise funds from the financial institutions such as Angel Investors, Banks and Incubation Centres.

Deliverables

1. Provide techno-legal-managerial support to start-ups/MSMEs for raising a cumulative fund/investment of Rs. One Crore through equity and/or debt and/or grant-in-aid instruments. Startups should preferably be
 - a. Established and situated in Delhi NCR.
 - b. Early-stage startup
 - c. Pre-revenue stage startup
 - d. Startups who are more than 5 years into existence
2. Screen about 40-50 start-ups/MSMEs, and engage with 10-15 of them under this project by way of Engagement Letters issued by such start-ups/MSMEs for providing techno-legal-commercial support under this Project. An Engagement Letter for the purpose of this Project is construed as an official letter,

duly sealed, signed and issued on company/entity letterhead by an authorized officer of the start-up/MSME describing the terms of engagement with The Consultant under this Project (highlighting title of the initiative) containing terms that shall include, but may not limited to, (a) purpose of engagement including nature of support that shall be extended by The Consultant to the start-up/MSME under this Project; (b) no cash or non-cash remuneration to be paid to The Consultant for extending the techno-legal-managerial support to the start-up/MSME concerned during the Project period (c) non-disclosure and confidentiality obligations (d) period of engagement, which shall be consistent with the Project duration.

3. Provide 10 Letters of Declaration from the beneficiary(ies) of such support under this Project describing the nature of support provided either for equity/debt financing or grant-in-aid support. A Letter of Declaration for the purpose of this Project is construed as an official letter, duly sealed, signed and issued on company/entity letterhead by an authorized officer of the start-up/MSME concerned acknowledging, inter alia, (a) nature and description of the support that has actually been extended by The Consultant to the start-up/MSME concerned under this Project (highlighting title of the initiative) (b) the stage of investment/fund raising transaction applicable at the time of issuance of the Declaration, and (c) envisaged possibility of translation of the then ongoing negotiations/processes into actual investment/fund raising transaction including targeted volume of investment/fund .
4. In addition to deliverable 3, 05 grant-in-aid/credit linkage support for start-ups/MSMEs by showcasing submitted application.
5. Organise 10 funder/fundee/ investor investee/ grantor grantee meets on need basis which will be considered as 'investor meet' in respect to this Project Nature of these meet can be online or in person Provide Database and outreach emailers of 40-50 start-ups and 10 investors, which shall be interacted with in this Project. HNIs, VHNIs, AIFs, VCs, banks and other financial institutions, and/or a combination thereof shall be construed as 'investors' for the purpose of this Project, which to be enrolled/registered under 'letsstartup' portal created under this Project.
6. Engage for a half day/month in the meeting of ISBA and FMC to understand the investment requirement of ISBA Start-ups members and of those start-ups who have been enrolled under 'letstartup' portal.
7. Under this Project, outreach will be made to pre-seed/early-stage start-ups as well.
8. Submit Monthly Status Report by 3rd day of following month and Project Completion Report by 1st November 2023 along with any bills/invoices.

Timeline of Deliverables

	Deliverables	April'23	June'23	July'23	Aug'23	Sept'23	Oct'23
1	Outreach through emails to 200 Start-ups (List of 100-150 Start-ups will be provided by FMC)	25	50	50	50	25	
2	Outreach to 20 V.C.'s and other investors/financial institutions and onboard on our letsstartup website.		5	10	5	5	
3	Screening of 40-50 Start-ups for Potential Investment Opportunity		20	10	20		
4	Sharing Database of 40-50 Start-ups (S) and 20 V.C.s (V) and other potential investors/financial institutions	5 (S)	10 (S)+ 10 (V)	10 (S)+ 10 (V)		10 (S)+ 10 (V)	
6	Sharing Engagement Letter from 15 Start-ups		5	5	5		

7	Sharing Application Copy of 5 Start-up/MSMEs cases applied under Schematic support or credit linkage from any F.I.			1	2	2	
8	Provide Declaration Letter from 10 Start-ups/MSMEs on Investment Opportunity/Linkage			2	4	4	
9	Participate in meeting with ISBA (1 meeting/month)						
10	Submit Monthly Report						
11	Submit Project Completion Report						

Preferred Qualifications

1. Atleast 5-10 years of experience in the Startup domain sector.
2. Well versed with the Startup ecosystem acronyms and sound technical knowledge
3. Have previously mentored or provided techno-managerial support to startups along with making them investment ready.
4. Have previously supported startups in raising funds and getting it materialised.
5. Excellent communication and documentation skills.

Terms of Payment

1. 25% of the total consultancy amount shall be paid on signing of the agreement.
2. 25% of the total consultancy amount shall be paid on submission of Engagement Letter signed by 5-7 start-ups/MSMEs towards availing techno-legal-managerial support.
3. 25% of the total consultancy amount shall be paid on submission of Engagement Letter signed by additional 5-8 start-ups/MSMEs towards availing techno-legal-managerial support.
4. 25% of the total consultancy amount on submission of (a) proofs of fund/investment raised, and discussions under negotiation/process between funder-fundee / investor-investee / grantor-grantee supported under this Project by way of email confirmations and/or letters of declarations; (b) Project Completion Report (c) 05-10 Letters of Declaration by beneficiary start-ups/SMEs under this Project; and (d) database of 30 start-ups/SMEs and 10 investors, which shall be interacted with in this Project.