

TERMS OF REFERENCE

Consultancy Assignment to Manage the Bangladesh SUN Pitch Competition

1) Background

a) About the SUN Business Network (SBN)

In 2010, the Scaling Up Nutrition (SUN) is Global Movement that was launched to support national leadership and collective action to scale up nutrition. In Bangladesh, the SUN Business Network (SBN) is one of the six global networks that support SUN countries along with Government, UN, Civil Society, Donor Networks and Academia. It is convened by the Global Alliance for Improved Nutrition (GAIN) and the UN World Food Programme (WFP) and further supported by an Advisory Group comprised of senior business leaders under the Guidance of the government of the Bangladesh. The SBN aims to reduce malnutrition in all its forms through mobilising business to invest and innovate in responsible and sustainable actions and operations. To do this SBN provides a neutral platform to facilitate and catalyse partnerships and collaboration between businesses and all actors on nutrition at national, regional and global level to support SUN Country plans. We believe that when consumers demand improved nutrition, businesses will act responsible, and national economies will grow. Currently the SBN is supporting over 30 SUN Countries, of which 18 of have an established national SBN.

b) Rationale for the SUN Pitch Competition

Small and Medium Enterprises (SMEs) can serve as a powerful catalyst and vehicle for harnessing innovative solutions that address local food system constraints. Not only do SMEs occupy critical positions along agri-food value chains as input suppliers, off-takers, processors, distributors, retailers or otherwise, at a global level they feed the vast majority of individuals who procure their food in the open market. Against this backdrop, SBN in collaboration with key partners will organise the second edition of the Scaling Up Nutrition (SUN) Pitch Competition, with the following key objectives:

1. Develop a pipeline of quality 'nutrition sensitive investments' in Africa and Asia that can be linked to investors and technical assistance providers.
2. Leverage local and global strategic partnerships that can increase the reach of SBN's partnerships.
3. Position SBN as the local and regional coordinating mechanism for private sector investment in nutrition.

The theme for the 2019/2020 SUN Pitch Competition is 'Rethinking Nutrition Innovations'. Specifically, the SUN Pitch Competition is focusing on identifying innovative SMEs that can provide big, inspiring and disruptive investment solutions to the following food system innovation challenges:

1. **Food Design Innovations:** How can your business offer an innovative solution to develop or introduce new, affordable and nutritious food products for local vulnerable populations?
2. **Post-Harvest Loss Reduction Innovations:** How can your business offer an innovative solution to reduce post-harvest losses along the supply chain and ensure the retention of nutrients in nutritious food?
3. **Market Connectivity Innovations:** How can your business offer an innovative solution to improve the linkage between the supply, demand and distribution of affordable nutritious foods to especially remote populations?
4. **Food Safety Innovations:** How can your business offer an innovative solution to ensure food safety along the supply chain to improve the local consumption of safe and nutritious foods?

To build a pipeline of eligible finalists for the Global SUN Pitch Competition, a series of National SUN Pitch Competitions will run in select African and Asian countries over the course of 2019. The Global SUN Pitch Competition which will take place in Singapore in April 2020, will see 20 SMEs drawn from National SUN Pitch Competitions present an innovative investment opportunity to a panel of judges that addresses a local nutrition priority.

2) Scope of Work

The SUN Business Network Bangladesh is seeking to engage a service provider to run a series of local events that aim to identify and provide business development support to a cohort of local nutrition sensitive SMEs that will compete in the Bangladesh SUN Pitch Competition final. Shortlisted applicants will compete for a basket of technical assistance/ cash prizes and the overall winner will participate in the 2020 Global SUN Pitch Competition finals.

3) Methodology

Under the supervision and guidance of the SBN Bangladesh it is proposed that the consultancy assignment is divided into 7 principal tasks which are as follows:

1. Launch the Bangladesh SUN Pitch Competition:

Using the existing SUN Pitch Competition website and application portal, the service provider will work with the SBN communication team to launch the SUN Pitch Competition Call for Proposal. Building on the SUN Pitch Competition Communication and Branding toolkit, the service provider must leverage their wide network to run targeted promotional activities to ensure the engagement of relevant SMEs and partners.

2. Facilitate the shortlisting of eligible applicants:

The service provider will manage the application process including managing all communication to applicants on the status of their application. With input from SBN and selected partners, the service provider will use the standard SUN Pitch Competition eligibility and selection criteria to shortlist applicants. This can be done through the convening of a selection committee.

3. Prepare shortlisted applicants to participate in the pitch competition finals:

The service provider will organise a series of training sessions for shortlisted applicants. The service provider will use the SUN Pitch Competition training materials and where necessary the service provider will customise the training materials to the local context. Together with the SBN team, the service provider will review the delivery of the curriculum and its outcomes in order to identify areas that need to be updated and/or improved, either from the curriculum and/or the training program delivery. Building on the training sessions, the service provider will assess and document key areas of improvement for each shortlisted applicant. Ahead of the final pitch event, the service provider will identify and match mentors that can further assist shortlisted finalists to address key areas of improvement identified through the training sessions. The service provider will thereafter manage the mentoring process of each of the finalists by ensuring mentors are effectively supporting finalist to refine their investment teaser, investment proposal, business plan and pitch presentation documents as per the agreed upon mentorship plans.

4. Facilitate the engagement of relevant investors and technical assistance service providers:

With a strong focus on local investors and technical assistance providers the service provider will scan relevant databases and own networks to identify relevant investors that can be linked to each finalist. Where possible, these investors will be linked to the finalist and thereafter invited to the National SUN Pitch Competition finals to participate in one-to-one pitch meetings with finalists. Parallel to this, the service provider will work with each finalist to finalise relevant documentation that will be needed to facilitate introductory engagements with investors i.e. investment teasers, investment proposal, updated business plan and pitch presentation. This will also lead up to the preparation of a deal book of all finalists. As per an agreed upon period, the service provider is to offer onwards support to the finalists during the due diligence process should they be able to secure interest from an investor/technical assistance service provider.

5. Support partnership development:

The service provider should leverage their network to identify and broker strategic partnerships that will strengthen the success of the Bangladesh SUN Pitch Competition. These partners could be headline sponsors of the main event, co-sponsors of side events, award providers etc. identifying partners that can offer in kind or financial support.

6. Support communication and branding efforts:

Using the SUN Pitch Competition Communication and Branding Toolkit jointly work with SBN to promote the pitch competition before, during and after the final Bangladesh SUN Pitch Competition event. This also includes supporting the SBN to build the audience for the final pitch competition event.

7. Facilitate the selection of the Bangladesh SUN Pitch Competition winner:

The service provider will facilitate the deliberations of the jury panel. Thereafter, the service provider will document and share feedback of judges during the final pitch event and judges' deliberations to the SBN team.

4) Duration

The expected start date of the contract is **30th August 2019** and the duration of the assignment is up to **100** working days.

5) Deliverables and Expected Outputs

The workplan and the budget for the following deliverables will be agreed upon between the service provider and SBN Bangladesh. Funds will be released based on the timely delivery of the deliverables as per the below table. Please note that all deliverables must be developed in English.

	Deliverables	Deadline
1	Submit inception report that includes a plan of action and timeline for conducting the consultancy assignment. It should also provide additional guarantee of adherence to, and interpretation of the TOR.	10.08.2019
2	Bangladesh SUN Pitch Competition Call for Proposal launched.	15.08.2019
3	Submit an assessment report that provides an analysis of the Bangladesh SUN Pitch Competition applications and the selected shortlisted applicants.	20.10.2019
5	Submit a comprehensive list of invitees to the final pitch competition event.	08.11.2019
6	Submit a report outlining the mentorship and coaching of each finalist and post mentoring feedback from mentors.	15.11.2019
9	Jointly with the SBN, promote the Bangladesh SUN Pitch Competition winner.	06.12.2019
10	Submit a report outlining the selection of the Bangladesh SUN Pitch Competition winner including judges' deliberation notes.	13.12.2019
11	Submit a report outlining the outcome of the engagement of finalists with identified investors and technical assistance service providers.	20.12.2019

6) Required Skills and Experience

Education: The applicant should possess the academic qualifications necessary to successfully execute the assignment, including advanced university degree in business administration, entrepreneurship, nutrition, or a related field.

Experience:

- Past performance in designing and delivering training for SMEs in the agribusiness, food and nutrition sectors in **Bangladesh**.
- The applicant must demonstrate experience in designing and delivering acceleration programs for SMEs in the agribusiness, food and nutrition sectors with a focus on innovation and technology in **Bangladesh**
- The applicant must demonstrate access to a wide network of mentors, investors and industry experts that are relevant to nutrition sensitive SMEs under the food system innovation challenge areas being explored under the SUN Pitch Competition i.e. food design, post-harvest loss reduction, market connectivity and food safety.
- Demonstrated experience successfully running pitch competitions and investor showcases for especially SMEs in the agribusiness, food and nutrition sectors in **Bangladesh**.
- Demonstrated experience leveraging investment for SMEs in the agribusiness, food and nutrition sectors in **Bangladesh**.
- The applicant must have a team of at least two experienced and available trainers, specialized in business planning, strategy, marketing, investment, and soft skills with relevant experience in **Bangladesh**. Experience in delivering nutrition awareness training is highly desirable.
- Strong organizational, event coordination and project management experience.
- Experience working with local and international teams preferred.

Language requirements: Fluency in English Bengali is a must.

Other: Excellent computer skills (MS Office applications) and ability to use information technologies as a communication tool and resource.

7) Application and Evaluation Process

Interested individual service providers must include the following documents when submitting their applications:

- a) Technical proposal that includes a proposed methodology and workplan for undertaking the assignment. In addition to submitting relevant project references and team CVs;
- b) Submission of financial proposal in US Dollars broken down by main cost categories (personnel, sub-contracts, travel, operational, and indirect costs) and by main activities. Include a brief narrative justification for line items included. The budget should be inclusive of all taxes/VAT and indirect costs. Payment is subject to approval by SBN Bangladesh and will be made in instalments that are linked to deliverables (to the extent possible) as stipulated in the final consultancy contract and grant agreement.

The proposals should be sent via email to smridwan@gainhealth.org with the subject line '**SUN PITCH COMPETITION PROPOSAL**' no later than midnight **27th August 2019**. Proposals to be received after the deadline will be rejected.

The award of the contract will be made to the individual service provider whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable; and
- Having received the highest weighted average score out of a pre-determined set of technical and financial criteria specific to the solicitation.
- Technical Criteria will bear a weight of 70%;
- Financial Criteria will bear a weight of 30%.

8) Confidentiality

All information provided as part of the proposal evaluation process is considered confidential. In the event that any information is inappropriately released, SBN **Bangladesh** will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this TOR will be held as strictly confidential.