



Iraq Venture Partners

REQUEST FOR PROPOSAL

Call For Proposals for Event Management Agencies
Under Scale Iraq
2023004

RFP Release Date:	17 February 2025
Proposal Submission Deadline:	1 March 2025
Question/ Inquiry Submission Deadline:	26 February 2025

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II. INTRODUCTION

A. COMPANY BACKGROUND

Iraq Venture Partners (IVP) is a venture capital firm based in Baghdad, Iraq. It was founded with the aim of providing smart capital and support to exceptional Iraqi startups. IVP focuses on investing in startups in various sectors, including technology, internet, and communication. They aim to fuel entrepreneurship and innovation in Iraq by supporting early-stage companies with growth potential. IVP partners bring their expertise and experience in launching, scaling, and managing ventures in Iraq, helping startups capture the Iraqi market. In addition to providing financial capital, IVP also offers operational support, strategic guidance, and assistance in becoming investment ready.

B. PROGRAM BACKGROUND

Iraq Venture Partners (IVP) is implementing "Scale Iraq" a project as part of underscoring its commitment to fostering economic development and technological progress within Iraq through the growth of its vibrant tech startup community. Iraq has experienced an evolving entrepreneurial landscape over the last four years, where numerous donor-funded initiatives have significantly supported tech entrepreneurs in the idea and pre-seed stages. Particularly, in Erbil and Baghdad, these pivotal programs have engendered a foundational startup ecosystem as of 2023. Despite these strides, the entrepreneurship support organizations (ESOs) grapple with challenges posed by the necessity to implement standardized incubation and acceleration programs.

This standardization and support uniformity, albeit essential for providing equal assistance to all beneficiaries, inadvertently yield inefficiencies. The nuances of the technical assistance provided often fall short of meeting the diverse needs of the entrepreneurs, being either too elementary for some or inefficient for others. In light of this, there is a pressing need to optimize the technical assistance provided to each entrepreneur, ensuring it is commensurate with their unique needs and potential to achieve the project outcomes.

Iraq Venture Partners (IVP) aims to address these inefficiencies through a targeted initiative designed to maximize the return on granted capital. The program endeavors to provide tailored technical assistance that is not only reflective of the unique needs of each beneficiary but is also strategically allocated to those with the highest probability of success. Through a nuanced understanding of the entrepreneurial landscape and the challenges at hand, the program is committed to fostering an environment where startups not only thrive but also contribute significantly to the local economy.

The program is structured meticulously into phases, with each phase playing a critical role in the realization of the project's objectives. The initial phase involves the groundwork necessary for the program's launch, including finalizing contracts, recruiting essential personnel, and engaging service providers. The subsequent phase is pivotal, encompassing the implementation of 1-on-1 Support Packages and Regional Exposure Activities designed to provide bespoke support to selected startups and enhance their visibility in the regional entrepreneurial ecosystem. The final phase of the program is dedicated to reviewing and consolidating the gains made, with a focus on evaluating the investments raised by the beneficiaries and documenting the project's impact.

Through a nuanced and phased approach, the IVP program is not just an investment in individual startups but a broader commitment to nurturing a vibrant and responsive entrepreneurial ecosystem

in Iraq. The initiative is positioned to be a catalyst for change, driving innovation, fostering talent, and ultimately contributing to the economic development of the region. With a clear focus on tangible outcomes and sustainable impact, the IVP program is poised to be a cornerstone for entrepreneurial success in Iraq, laying a solid foundation for future initiatives to build upon.

III. PURPOSE

The objective of this RFP is to solicit proposals from reputable events and travel management agencies with proven expertise in securing visas, managing travel logistics, and coordinating event participation for organizations. The chosen agency will be responsible for efficiently handling the travel requirements of startups and Iraqi companies affiliated with Scale Iraq Program, ensuring smooth visa processing, arranging timely travel bookings, securing accommodations. The ultimate aim is to streamline the travel and event participation processes, allowing these entities to focus on their primary objectives while ensuring that logistical details are handled professionally and effectively.

A. SCOPE OF WORK

Iraq Venture Partners (IVP) seeks to pre-select a pool of eligible individual and institutional service providers specializing in **Events and Travel Management**. The selected service providers will be responsible for ensuring smooth logistics, efficient coordination, and high-quality execution for IVP's planned trips and event participations. The scope of services includes:

1. Visa Processing

- Communicate with startups and Iraqi companies to gather required documentation.
- Facilitate and ensure the successful processing and acquisition of visas for all travelers involved in the trips.
- Handle all aspects of visa applications, from submission to collection, ensuring all requirements are met and visas are obtained in a timely manner.
- Act as the point of contact for any visa-related queries and issues.

2. Travel Bookings

- Engage with travelers to determine their preferred travel dates and times.
- Coordinate and book **15 round-trip flight tickets** from Iraq to Dubai.
- Source the most **cost-effective and convenient travel options**, ensuring alignment with the travelers' schedules.
- Handle any modifications or cancellations as necessary, always maintaining open communication with the travelers.

3. Accommodation Arrangements

- Assess the needs and preferences of travelers to ensure suitable accommodations are booked.
- Regularly review and maintain a **list of preferred hotels** that offer quality services at competitive rates.
- Manage **hotel reservations, changes, and cancellations**, ensuring travelers are always kept informed.

4. Event Coordination

- Coordinate with event organizers for any specific requirements related to the **setup, branding**.
- Handle **administrative tasks** related to event participation, including **payment processes and confirmations**.
- Coordinate with **Catering Agency**.

5. On-Site Support and Troubleshooting

- Offer assistance to travelers during their journey, addressing any unexpected issues or challenges.
- Provide **on-site support during events**, ensuring that any **last-minute requirements or changes** are addressed promptly.

6. Feedback and Continuous Improvement

- Collect **feedback from travelers** post-trip to evaluate the effectiveness and efficiency of the services provided.
- Continually **refine and improve processes** based on feedback and evolving needs of Iraq Venture Partners and its affiliated entities.

7. Marketing, Branding, and Booth Frameworks

- Develop and implement **branding strategies** for IVP's presence at international events, ensuring consistent and high-quality visibility.
- Design and set up **booth frameworks** such as **Nomadic Stands, Backdrops, Roll-Up Banners, and other branding materials** as needed.
- Ensure **branding consistency** across all marketing materials, aligning with IVP's visual identity and communication goals.
- Work with event organizers and third-party vendors to **secure the best placements for branding visibility** at exhibitions and conferences.

- Coordinate **marketing collateral production**, including brochures, digital screens, and interactive displays, to enhance engagement.
- Manage **pre-event and on-site branding logistics**, ensuring that all materials are delivered and set up in time for each event.

B. Project Requirements

Each task should be completed with diligence, ensuring a smooth and hassle-free travel and event participation experience for all attendees. The agency should also ensure compliance with all travel regulations and guidelines and demonstrate flexibility and responsiveness to any unforeseen changes or challenges that might arise during the execution of these tasks.

To effectively manage and deliver on the outlined tasks, **you are kindly asked to provide a costing per Rate Card (per day for each Personnel) as well as management fees (in %) for event management.**

Personnel Requirements:

Event Manager: Tasked with managing booth bookings and setup and ensuring that all event-related requirements are met.

Event Coordinator: Tasked with liaising with event organizers. They will coordinate closely with the travel coordinator to ensure synchronization between travel and event schedules.

Travel Coordinator: Responsible for overseeing all travel logistics including flight bookings, visa processing, and transportation arrangements.

Designers: Responsible for designing and ensuring compliance with Scale Iraq and IVP branding.

Videographer and Photographer

Financial Terms

1- Rate Card Costing.

The Rate Card Costing will be provided based on logistical arrangements (External meetings, bookings, coordination).

Personnel	Rate Per Hour (USD)
Event Manager	
Event Coordinator	
Travel Coordinator	
Hostesses (x3)	
Graphic Designer	
Videographer and Photographer	

*These rates will be based on the specific logistical arrangements and bookings required not in relation to any event.

2- Branding and Exhibition Display Materials

The Rate Card Costing will be provided based on logistical arrangements (External meetings, bookings, coordination).

Event Branding & Exhibition Display Materials	Prices (USD)
8 Roll ups 2.5x1m	
Stage Backdrop flex 6x4m	
Nomadic stand and Press Wall 4.6x3m	
Interest Cards	
Name Tags (100)	
8 Hanging Banners & Overhead Displays 1x0.6m	
Branded Giveaways (Pens, Notebooks...)	

*These rates will be based on the specific logistical arrangements and bookings required not in relation to any event.

3- Management Fees

As for event management, travel arrangements, booth setups, kindly provide a management fee in terms of %.

*A management fee will be charged as a percentage of the total cost. This fee covers the comprehensive management of event and travel services, ensuring a turnkey solution for all participants.

Also, it is important to note that these events have not been finalized. IVP is currently in discussion to determine the suitable event for the startups.

IV. CONTRACT MECHANISM & TERMS OF PAYMENT

Iraq Venture Partners (IVP) – Scale Iraq Procurement Department, plans to issue a contract to a qualified Offeror. This contract is anticipated to serve as the primary mechanism for the selected Offeror to deliver specified services and support as outlined in the project's scope of work. The chosen contract mechanism will be carefully selected to align with the nature of services and requirements set forth by IVP. Whether it's a fixed-price, time-and-materials, or cost-reimbursable contract, the mechanism will ensure clarity, fairness, and transparency in the engagement between IVP and the selected Offeror. The details pertaining to the specific type of contract will be meticulously outlined in the final agreement, providing clear guidelines on the responsibilities, deliverables, timelines, and compensation terms.

Terms of Payment:

Payment terms under the issued contract will be established to facilitate a smooth flow of funds that supports the timely and efficient delivery of services. Typically, payments will be released upon the completion and approval of predetermined milestones or deliverables as stipulated in the contract. The payment schedule may include an upfront payment, interim payments based on progress, and a final payment upon successful completion and acceptance of all deliverables by IVP. Specific payment terms, including invoicing procedures, payment timelines, and any applicable taxes or deductions, will be detailed in the contract to provide a clear understanding and agreement between the parties involved. All payments will be subject to verification of services rendered and acceptance of deliverables by IVP. The Offeror will be required to submit appropriate

documentation, including invoices, progress reports, and any other required paperwork as proof of work completion for each payment request.

This approach aims to create a mutually beneficial arrangement, safeguarding the interests of both IVP and the Offeror, and promoting a collaborative and successful partnership throughout the duration of the contract.

V. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

A. INSTRUCTIONS FOR PROPOSAL PREPARATION

The selection committee will evaluate the Offerors based upon their written technical and financial proposals. Each section will be evaluated according to the criteria for evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk. Interested Offerors must provide the following:

1. CAPABILITY AND TECHNICAL EXPERIENCE STATEMENT

Demonstrate capabilities and technical experience by providing the following:

- a. Organization Overview
- b. Technical Proposal with Detailed Activity Plan.
- c. Previous Expertise
- d. Website & social media (If Applicable)

2. PROJECT STAFFING

Identify the project staffing, their role within the organization, their expertise.

3. Financial PROPOSAL

Offerors will submit a proposed budget in English with their proposals in a separate file via email. labeled "Travel and Event Management Proposal" Pricing is expected to be fair, reasonable, allowable, allocable, and cost-effective, and shall be subject to a cost/price realism analysis.

Offerors shall ensure no pricing information mentioned in the technical proposal.

The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Budgets should be submitted in USD currency. IVP reserves the right to request any additional information to support detailed cost and price.

4. REFERENCES

Please include two client references and contact information. References should have worked with your organization within the past two years in connection with the countries or regions applicable to this RFP.

B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

1. The technical and financial proposals shall be separately bound and identified as such (or sent via email). Each volume shall be clearly identified with the RFP number and the Offeror's name.

All responses to this RFP must be received no later than the submission deadline on the cover page of this RFP.

Faxed offers are not acceptable.

2. All inquiries and requests for information regarding this RFP must be submitted by email to the following individuals no later than the question/inquiry submission deadline on the cover page of this RFP. Reference the RFP number in all questions/inquiries.

Email:	Procurement@iraqventurepartners.com
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3. Iraq Venture Partners will not compensate Offerors for their preparation of responses to this RFP.

VI. CRITERIA FOR EVALUATION

Iraq Venture Partners will evaluate proposals based on a best-value determination; Offerors should submit their most competitive financial proposal. Proposals will be evaluated using the following criteria:

- The Technical part will be evaluated as 50% of the total score.
- The Financial Part will be evaluated as 50% of the total score.

The evaluation committee will review the technical proposal based upon the technical criteria listed above. The financial proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess the reasonableness of costs and the cost-effectiveness of the budget, and will determine whether the costs reflect a clear understanding of project requirements. A contract will be offered to the responsible Offeror whose proposal follows the RFP instructions and is judged to be the most advantageous to Iraq Venture Partners.

VII. SOLICITATION PROCESS

Once the RFP is released, the Offerors must prepare a formal proposal to be sent to the contact person at Iraq Venture Partners Procurement Department as indicated in Section IV (b) (1). The submitted proposals will be reviewed against the criteria for evaluation defined in Section V above and rated on their ability to satisfy the requirements stated in this RFP document. A preferred Offeror will be chosen and formally notified. A formal contract will be negotiated with the selected Offeror and, if endorsed, the Offeror will begin work on the project.

VIII. TERMS AND CONDITIONS

A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to Iraq Venture Partners Procurement or its employees/agents, or if it is in the best interest of Iraq Venture Partners.

B. MODIFICATION OF RFP REQUIREMENTS

Iraq Venture Partners retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. Iraq Venture Partners reserves the right to award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

Iraq Venture Partners may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. IVP may reserve the right to waive any minor discrepancies in a proposal. Iraq Venture Partners reserves the right to issue an award based on the initial evaluation of proposals without discussion. IVP also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

E. VALIDITY OF PROPOSAL

Proposals submitted shall remain open for acceptance for (enter number of days 90 days is recommended) from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.

F. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be officially licensed to do such business in (insert country), (2) be able to receive funds and (3) not have been identified as a terrorist or has not been blacklisted by any government, semi-governmental institute, or private institute nor involved in any litigation in the current or during the last three (3) years. In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management and financial resources to perform the contract
- Satisfactory records of performance history, integrity and business ethics

G. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of Iraq Venture Partners and the donor. The term "property" includes all data and reports associated with this engagement.