

**Invitation to Tender - We're looking for a partner in the US to support Catalyst as we continue to build a network of mentors to accelerate the growth and success of NI companies**

Basecamp Boston 2023 is the second iteration of a programme developed by Catalyst designed to forge solid connections between Northern Ireland businesses and the US to accelerate growth.

In 2022, we accepted applications from innovation driven enterprises who had a product ready to enter the US market, were eager to develop a go-to-market strategy and had set aside a budget to implement US expansion over the next two years. Following a selection process to identify those companies that would benefit most from the Basecamp Boston programme, the final cohort comprised of 18 NI companies. In 2023, the cohort will ideally consist of 10 new companies and 8 returning companies (TBC depending on the outcome of open call applications).

**The programme connects NI companies with established experts and experienced executives in the US market – providing the insights and networks they need to scale their business**

Catalyst anticipate all participating NI companies will be selected by end of Feb 2023. Following the open call selection process, Catalyst will undertake a Needs Analysis with each NI company to identify key areas that will support their path to scale in the US. We will then leverage a set of trusted business connectors to access appropriate talent and US mentors. A formal invitation to participate in the programme will be extended to the most appropriate US mentors following a series of conversations with selected US business leaders.

**We have a pre-existing extended network of business connectors but will work with a US delivery partner to help co-ordinate Basecamp Boston and fulfil the following responsibilities:**

- Support Catalyst in the review of applications and selection of NI participants
- Meet with up to 18 selected NI companies to review their current status, communication tools, identify their goals in the US, and outline types of mentoring support required.
- In collaboration with Catalyst recruit potential Boston/US based mentors for the Basecamp Boston programme.
- Assist with the development of, and participate in, the Basecamp Boston Programme (26-30 June 2023) with a view to helping to solidify go-to-market strategies based on the input from US mentors and the requirements of participating NI companies
- Debrief with NI companies post event to identify specific US mentor(s) to develop clear identifiable goals and a plan of action to access new US markets and scale their business.
- The ideal US delivery partner will have a pre-existing and extensive network of business consultants, industry leaders, and established experts to draw from to help in identifying relevant US mentors who can provide specific insights into go-to-market strategies for participating NI companies.
- The US mentors will be experienced in key markets and applicable business sectors, notably:
  - **FinTech / CyberTech / Big Data / RegTech / SportsTech**
  - **Life Sciences / MedTech / BioTech / Pharma**
  - **GreenTech / AgriTech / Adv Manufacturing / Renewables**

Respondents to the request to tender should identify anticipated number of days to complete a Needs Analysis with up to 18 participating NI companies, along with number of days required to recruit up to a maximum of 30 potential US mentors who can address specific needs of the NI companies, and provide a breakdown of cost per NI company, cost per US mentor, staffing costs, and timeline for completion. Successful applications will be selected on experience and quotes provided.

**Deadline for tender submissions is 8<sup>th</sup> Feb 2023.**