



TERMS OF REFERENCE

REQUEST FOR A SERVICE PROVIDER FOR "GO-TO-MARKET" SUPPORT

Version 3: 15/04/2025

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I. CONTRACTING ORGANISATION AND GENERAL INFORMATION ON THE CONTRACT

Contracting Authority: PRIMA FOUNDATION
Carrer Jordi Girona 29, 2nd floor 2A, 08034 - Barcelona

The PRIMA Foundation in its function as the coordinating entity of the project FUTURE4PRIMA (Grant No. 101131632), funded by the European Commission under Horizon Europe, hereby invites tenders in accordance for the provision of services for "Go-to-market" support.

This call for tenders will be published on the PRIMA FOUNDATION (<https://prima-med.org/>) and FUTURE4PRIMA (<https://future4prima.eu/>) websites. All updates, clarifications, or modifications related to this procedure will be communicated through the same website.

This contract constitutes a direct service provision contract. The contractor shall not allocate financial support to third parties or act as a broker. All services must be delivered directly by the contractor (or its declared subcontractors) to pre-identified beneficiaries, under PRIMA Foundation's coordination and control.

Date of issue: 14 April 2025
Closing date: 10 May 2025 @ 6:00 PM CEST,
Email: Antonella.Autino@prima-med.org
Place of fulfilment: The services to the project partners can be delivered online and in person.
Estimated duration: Start date: 01/07/2025
End date of the term: 31/12/2025
Language: The contractor must perform the subject matter of the contract entirely in English.

II. BACKGROUND AND OBJECTIVES OF THE "GO-TO-MARKET" SERVICES TO BE PROVIDED BY THE CONTRACTOR

FUTURE4PRIMA is an action funded by Horizon Europe aiming at reinforcing and enlarging collaborations between R&I national funding institutions in the fields of sustainable agri-food systems and water management in the Mediterranean, as has been done within the "Partnership for Research and Innovation in the Mediterranean Area" (PRIMA), establishing a new PRIMA ("PRIMA2").

FUTURE4PRIMA's primary goal is to fostering collaboration among the R&I funding bodies of the PRIMA Participating States, broadening PRIMA's thematic scope through advocating an



integrated resource management approach in the ecosystems, energy, and health sectors, thus advancing PRIMA's commitment to sustainable water management and food systems.

- First, FUTURE4PRIMA is poised to shape regulatory frameworks to enhance R&I cooperation effectively.
- Second, it aims to strengthen the international dimension of the European Research Area (ERA), to align national regulations conducive to improved research and innovation international cooperation aligned with Europe's global approach to cooperation in research and innovation.
- Third, FUTURE4PRIMA is committed to fast-tracking the market introduction of innovative solutions and invigorating innovation ecosystems, particularly in widening regions and the southern Mediterranean.

In order to achieve the third objective mentioned above, FUTURE4PRIMA assesses the innovation potential of PRIMA funded projects and is piloting accelerations services (PRIMA2Business).

At the end of each PRIMA2Business edition of the capacity building, a dedicated pitching contest will be organised in 2025, 2026 and 2027. The two projects that performed best in these yearly competitions will each be rewarded with a "go-to-market" support worth a maximum of € 10,000, giving them access to specialised services that address the needs they expressed during the pitch. The winners of the "go-to-market" support will be the beneficiaries of the services provided by the contractor.

The Partnership on Research and Innovation in the Mediterranean Area (PRIMA) is a public-public institutionalised Article 185 European Partnership between the European Union and Participating States.

The aim of PRIMA is to build research and innovation capacities and develop knowledge and common innovative solutions in the Mediterranean area in the following thematic areas:

- water management,
- farming systems,
- food value chain,
- since 2021, PRIMA increasingly focuses on funding projects in the Water-Energy-Food-Ecosystems Nexus.

PRIMA-funded research projects produce research results for which there are no longer any fundamental research questions and which appear to be suitable in principle for broad application, but which nevertheless do not find their way into practice without obstacles. To overcome these hurdles, the research results must first be tested and evaluated for their practicality and feasibility. For example, in order to be transferred to application, the basic suitability and acceptance must first be demonstrated by carrying out feasibility studies, pilot applications or test series. The research result should, for example, lead to the expectation that its application in practice will result in significantly greater benefits for the user, significant savings or positive changes for users.

In this way, the "Go-to-market" support the further development of research results into innovative products, processes or services. At the same time, the risk for third parties to invest in further



development is reduced. The “Go-to-market” support thus serve as a bridge to subsequent utilisation or application.

Please note: the selected contractor will deliver services directly to the beneficiaries. The contractor will not disburse financial support to third parties.

This contract does not constitute a framework agreement, grant, subsidy, or financial aid. The selected contractor will provide services directly to final beneficiaries under the coordination and control of the PRIMA Foundation.

This procurement shall result in a subcontracted service in line with **Article 6.2.C.1 of the Horizon Europe Model Grant Agreement**, and does **not** constitute financial support to third parties. The selected contractor will be paid directly by PRIMA Foundation to deliver defined services to selected beneficiaries.

The procurement of these services follows the PRIMA Foundation Procurement Guidelines (Document: PRO_PRO, v1, 24/07/2017). The selection of the contractor is based on the Limited Competitive Bidding (LCB) procedure applicable to service contracts below €200,000.

III. DESCRIPTION OF THE “GO-TO-MARKET” SERVICES TO BE PROVIDED BY THE CONTRACTOR

- The “Go-to-market” services will be implemented by the contractor.
- These services are contracted by the PRIMA Foundation and executed by the selected service provider, without any financial transaction occurring between the provider and the beneficiaries.
- There will be two winners of the “Go-to-market” support in the year 2025. Two winners in total. These winners will be the beneficiaries of the services provided by the contractor. These beneficiaries can be i.e. Universities, Higher Education institutes, Research institutes, start-ups, private or public, small or medium sized enterprises.
- The contractor will implement services to each beneficiary worth €10,000. All services offered by the contractor to the beneficiaries may under no circumstances exceed the maximum value of € 10,000.
- The services implemented by the contractor must respond individually to the needs expressed by the projects during the pitch.
- All services offered by the contractor must be fully implemented within six months of the conclusion of the binding agreement with the beneficiary.
- The binding agreement between provider and beneficiary must be finalised within four weeks of the support being awarded.
- The services to be provided under this contract aim to accelerate the market uptake of research results by supporting selected beneficiaries with targeted innovation support. While the precise needs of the beneficiaries will only be known after the project evaluation phase, all support services will be strictly confined to a predefined and closed list of service categories described below. No additional categories will be introduced during implementation without prior written consent from the PRIMA Foundation, and no services will be delivered outside the established scope. To ensure a level playing field and proportionality, tenderers are not required to offer all services in-house. However, they must demonstrate the capacity to coordinate and deliver high-quality support across the following service areas, either internally or through clearly identified external



providers/subcontractors included in their proposal. Predefined service categories (non-exhaustive examples):

- Prototyping and laboratory validation
- Market research and competitor analysis
- Legal support on IPR or spin-off creation
- Business plan development
- Investment readiness and pitching support
- Licensing negotiation and contractual support
- Communication and branding strategy advisory
- Standards compliance and technical validation
- Matchmaking with industry stakeholders and investors
- Tenderers must outline, in their technical proposal, the delivery model they propose for each category (in-house vs. subcontracted) and the quality control mechanisms to ensure alignment with PRIMA's objectives.
- Any use of third-party providers or subcontractors must be explicitly identified in the tender application and approved at the contract award stage. The PRIMA Foundation reserves the right to reject proposed subcontractors if deemed misaligned with project objectives or legal requirements.

IV. DELIVERABLES

Binding Agreement with Beneficiaries: The contractor shall sign a binding agreement with each beneficiary within four (4) weeks of the respective support being awarded. Each agreement must:

- Clearly describe the nature and scope of the services to be delivered.
- Include a timeline for implementation.
- Provide a comprehensible and verifiable cost breakdown, not exceeding €10,000 (VAT included).

Submission of Agreements for Client Approval: The contractor must submit each signed agreement to the client (PRIMA Foundation) within one (1) week of signature, by email with the subject line: "Go-to-Market support - Service Agreement for [Beneficiary Name]". The submission must include:

- The signed agreement in PDF format.
- A summary table of services, timeline, and cost.

Client Review and Approval Mechanism: Upon receipt, the client will review the submitted agreement and respond within three (3) working days with one of the following:

- Written approval (via email).
- Request for clarification or revision.
- In the absence of a response after three (3) working days, the agreement shall be considered tacitly approved. The contractor may not begin service implementation until written or tacit approval is obtained.

Final Reporting: For each beneficiary, the contractor shall submit a concise final report within two (2) weeks after the completion of the six-month service delivery. The report shall:

- Be a maximum of 10 A4 pages (PDF format).



- Be sent by email with the subject line: "Go-to-Market Support – Final Report for [Beneficiary Name]"
 - Include the following mandatory sections: Beneficiary Name and Description; Service Objectives and Scope; Service Activities Conducted (with dates); Results Achieved and Impacts; Beneficiary Feedback; Confirmation of Budget Execution. The PRIMA Foundation may request additional clarifications or supporting documentation as needed.

Right to Reject: The PRIMA Foundation reserves the right to reject any service plan or implementation that fails to meet the defined objectives, formal requirements, or budgetary constraints. Approval—whether written or tacit—must be obtained prior to the start of service delivery.

Payment Terms: Invoices submitted by the contractor will be reviewed and validated against the signed service agreements, corresponding deliverables, and approved final reports. The PRIMA Foundation reserves the right to withhold payment until deliverables are accepted and any clarifications are resolved.

V. DURATION AND TIMEFRAME

The assignment of the service provider should commence in 01 June 2025 and be concluded in 31 December 2025. Within this duration, the contractor will have to

- Work out a binding agreement within four weeks with two beneficiaries per year on the services to be delivered and sent the binding agreement to the client for approval;
- Deliver the services within six months to the beneficiaries;
- Each service cycle (agreement + execution + reporting to PRIMA Foundation) shall be completed within a maximum of 32 weeks from the date of support award.

VI. BUDGET

The budget for the services to be delivered is € 20,000 (including VAT). Payment shall be made in **two equal instalments of €10,000 (VAT included)**, after each final report is approved for each beneficiary. The contractor must issue a separate invoice per supported beneficiary, referencing the support service ID and the name of the supported beneficiary.

VII. DEADLINE FOR SUBMISSION AND REQUIRED CONTENT OF THE OFFERS

The offer documents should be sent by e-mail to the following address:
Antonella.Autino@prima-med.org

The deadline for submitting the offer documents is
15 May 2025, 18:00 CEST

Offer documents sent later than this deadline cannot be considered.

The body of the email must indicate:

- Title of the contract: "REQUEST FOR A SERVICE PROVIDER FOR "GO-TO-MARKET"



SUPPORT”

- Company details: Address, telephone, e-mail and contact person for communications and relations that generally derive from this procedure.

Content of the offer:

The offer must be written in English and signed by the authorized representative of the company. All documentation must be submitted in digital format (PDF format). Technical offers submitted must have a limited length: they may not exceed 2 A4 pages, using the Arial 11 font and single line spacing.

Each offer must include the following:

- 1) Organizations interested in this tender should prove their general technical and professional capacity by submitting suitable references for previously completed contracts within the last three years (the day on which the tender deadline ends is decisive for the calculation), stating the customer, the subject of the contract, the contract value and the period of service provision on the following criteria:
 1. Proven experience in the field of consulting on issues relating to the implementation of scientific results in technical products and processes, the development of a business idea based on this into a business plan and the preparation of the planned company foundation.
 2. In addition, experience must be demonstrated on the capability to the implementation of projects, contracts and other activities within the scope of this call for proposals in an international context in English.
- 2) Detailed description of the qualifications and specialised experience of the proposed responsible or managerial Lead Expert. Key information should include number of years of experience and degree of responsibility held in various relevant projects/activities, whereby references must be provided for each of the qualifications listed below:
 - At least three years' experience as head of an organisational unit of at least 5 people (at least one reference for at least one responsible or senior member of staff),
 - Knowledge of and experience in the field of consulting on issues relating to the implementation of scientific results in technical products and processes, the development of a business idea based on this into a business plan and the preparation of the planned company foundation,
 - Knowledge of and experience in the implementation of projects, contracts and other activities within the scope of this call for proposals in an international context in English.
- 3) Technical offer:
 - Concept for the implementation (2 pages), containing a catalog of services to be provided to the beneficiaries, including a short description on methodology , scope of implementation and objectives and a description of the execution plan for undertaking the proposed assignment, addressing all activities described above, including the estimated duration.
- 4) Financial offer including information on:



- Given that the total value of the contract is fixed at €20,000 (VAT included) for the delivery of services to two beneficiaries (€10,000 per beneficiary), tenderers must confirm acceptance of this amount as the total compensation. The financial offer must include a statement of agreement to deliver the services for the fixed contract amount and to ensure proper execution within this budget, including any necessary travel or subcontracted services.

The financial offer must be signed by the person representing the company and must in any case follow the model below:

*"The undersigned Mr/Mrs [●], with ID [●], in the name and on behalf of the company [●], with VAT registration number [●], acting in its capacity of [●], having knowledge of the bid for the contracting of the service of "Consultancy to assess the performance and impact of the PRIMA Programme", I declare hereby my interest to participate in the mentioned tender procedure, undertaking to implement the above referred contract for a total price of.....€ (not inclusive of Value Added Tax, VAT), in strict compliance with the Tender Terms of Reference that I also declare to know and accept in their entirety.
Sign: [...]
Date:[...]"*

Offers will be excluded when:

- they are not signed
- they are incomplete
- they present a higher price than the maximum budget indicated on the point 6.
- Late submissions or those not fulfilling all the requirements will be excluded without further consideration.

VIII. REQUIREMENTS AND SELECTION CRITERIA

Tenderers can be either natural persons or legal entities.

The tenderer should not be in any of the exclusion situations listed in Article 136(1) of the Financial Regulation of the European Union (<https://eur-lex.europa.eu/legalcontent/EN/TXT/PDF/?uri=CELEX:32018R1046>). Tenderers found to be in an exclusion situation will be rejected.

Selected tenderers will be required to provide a signed Declaration on Honour as evidence of non-exclusion. Any time during the awarding procedure, the contracting organisation may request the documents mentioned in the Declaration on Honour as supporting evidence on nonexclusion.

Award Criteria and Evaluation Method

The contract will be awarded to the tenderer submitting the most economically advantageous offer, based on the following weighted evaluation:

Evaluation component:	Maximum points	Weight in final Score
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Technical offer	100 points	70%
Financial offer	100 points	30%

Technical Evaluation Criteria (70%)

The technical proposal will be evaluated against the following components:

Criterion:	Scores
1. Quality of the submitted references:	Max. 35 points
2. Quality description of the qualifications of the technical specialists or technical positions to be deployed in connection with the provision of the service:	Max. 35 points
3. Quality and soundness of the proposed methodology and work plan	Max. 30 points
TOTAL (Technical)	100 points

Tenderers must achieve a **minimum threshold of 75 points** (out of 100) in the technical evaluation to be considered for financial evaluation.

Financial Evaluation Criteria (30%)

The offered price will include all the necessary expenses, including travel expenses, if needed, to ensure a correct execution of the Contract.

The financial proposal will be evaluated based on the price offered, which must not exceed the **fixed maximum budget of €20,000 (VAT included)**.

The financial score will be calculated as follows:

$$\text{Financial Score} = (\text{Lowest Price} / \text{Tenderer's Price}) \times 100$$

The lowest valid financial offer will receive the full 100 points for the financial component. Other offers will be scored proportionally.

Final Ranking

The final score of each tender will be calculated using the formula:

$$\text{Final Score} = (\text{Technical Score} \times 0.70) + (\text{Financial Score} \times 0.30)$$

The contract will be awarded to the tenderer with the highest **Final Score**, provided all eligibility and compliance conditions are met.

All qualifications and experience must be supported by verifiable references. Failure to provide sufficient evidence may result in disqualification.

IX. EVALUATION OF PROPOSALS

At the end of the period for the receipt of proposals, the Evaluation Committee constituted by FUTURE4PRIMA project coordinator staff at PRIMA will proceed with an internal and non-public act to the examination and assessment of the proposals.



The announcement of the company selected for the execution of the service will be communicated via email directly. Following the award decision, the successful tenderer will be formally notified via email and invited to sign the service contract. The contract will be formalized within **10 working days** from notification, unless otherwise agreed.

The Evaluation Committee will issue a reasoned evaluation report, which may be requested by applicants.

Any complaint or appeal related to this procurement procedure may be submitted.

X. PROCESSING OF PERSONAL DATA

Any personal data generated in connection with this call for tenders will be handled in compliance with [PRIMA's privacy policy](#) and the General Data Protection Regulation (GDPR) (EU) 2016/679.

All personal data will be retained only for the duration necessary to fulfill the procurement procedure and may be deleted upon request after finalization of the process

XI. DECLARATION ON HONOUR: EXCLUSION AND CONFLICT OF INTEREST

As part of the submission, tenderers must include a signed Declaration on Honour, duly dated, certifying the following:

Exclusion Criteria (Article 136(1) of the EU Financial Regulation): That the tenderer is not in any of the exclusion situations as defined in Article 136(1) of Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council (Financial Regulation), including but not limited to:

- Bankruptcy, insolvency, or winding-up procedures.
- Professional misconduct or grave breach of obligations.
- Fraud, corruption, or involvement in criminal organisation.
- Failure to comply with obligations relating to the payment of taxes or social security contributions.

Conflict of Interest: That the tenderer has no actual or potential conflict of interest in connection with this procurement procedure and the resulting contract. In the event that such a conflict should arise during the implementation of the contract, the tenderer agrees to immediately inform the PRIMA Foundation and take appropriate steps to remedy it.

Accuracy of Information: That all information provided in the tender is complete, accurate, and true to the best of the tenderer's knowledge and belief. The tenderer understands that providing false or misleading information may lead to exclusion from the procedure and/or termination of the contract.

Obligation to Provide Supporting Evidence: That the PRIMA Foundation reserves the right to request supporting documentation at any point during the evaluation or contract implementation phase. Failure to provide such evidence within the deadline set may result in exclusion from the procedure or rejection of the tender.

Template Declaration (in headed paper, to be signed and included by the tenderer)
DECLARATION ON HONOUR



*I, the undersigned, [Name, Surname], as [Position] of [Legal Entity Name], hereby declare that:
The company I represent is not in any of the exclusion situations referred to in Article 136(1) of the
Financial Regulation;*

There is no conflict of interest, or if there is, it will be declared and managed as required;

The information provided in the tender is accurate and complete;

I understand that I may be requested to submit documentary evidence at any stage.

Place and date:

Signature:

Name and position:

Company stamp

XII. OTHER CONDITIONS

The contractual documentation and official communications will be conducted in **English**, which shall be considered the binding language of this procurement procedure and subsequent contract.

The contracting authority reserves the right to amend or modify conditions laid down in the tender documentation. The contracting authority shall be obliged to inform all invited tenderers about any amendment to the tender documentation.

Any modifications to the ToR during the tendering phase will be communicated simultaneously to all interested parties via the same channel used for publication

Guarantee of Execution: No execution guarantee is required for this contract. However, the PRIMA Foundation reserves the right to request an execution guarantee if specific risk factors are identified during the negotiation phase.

Conflict of Interest: Tenderers must declare the absence of any conflict of interest that may affect the impartial and objective execution of the contract. A conflict of interest may arise where the contractor or its staff have personal or financial interests that could influence the performance of the contract. PRIMA Foundation reserves the right to exclude any tenderer if a conflict of interest is detected, either during the tender process or throughout the contract's implementation, and the tenderer fails to take adequate remedial measures.

Requests for additional information can be made at the following email address:
Antonella.Autino@prima-med.org