

SMV:Eksport – Market Access USA

Announcement of the desired purchase

General information

Workshop Title: Market Access USA

Purchaser: Erhvervshus Hovedstaden, Fruebjergvej 3, 2100 Copenhagen Ø

Date: April 10 2024

Deadline: April 24 2024

Contact person / information:

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The task:

We are looking for a business partner who can facilitate and conduct this workshop, where participating digital health and MedTech companies learn to access the US market:

- Build the necessary market knowledge to establish the User Case, i.e. uncover the market need through interviews with relevant American doctors and nurses, in hospital departments, with GPs, etc.
- Build the Business Case based on the need identified in the User Case, as well as input from relevant buyers, reimbursement experts and FDA approval processes, etc.
- Incorporate the information from the Use Case and Business Case into both product development, budgets, GTM strategy and business model.

Following the workshop, participants are encouraged to continue working on their own export plans and business cases. They will have the opportunity to receive feedback on their plan if it is submitted within an agreed-upon deadline a few weeks after the workshop. Feedback could be provided in the form of a follow-up shorter (online) workshop, where participants receive feedback in a plenary session, so they can learn from each other's cases as well – or it can be individual feedback.

The workshop is hosted by Erhvervshus Hovedstaden, who'll be responsible for location and catering during the workshop. The workshop is intended to be held Copenhagen, ideally on June 18, 2024. If the workshop and collaboration are successful, there will be opportunities for additional workshops within the project period.

We expect suppliers to be able to conduct workshops of high quality, involve participants, and create a lively experience. We also expect the supplier to have deep knowledge of the steps necessary for a Danish Start-up or Scale-up to:

- Develop the necessary market knowledge to establish a Use Case for the product's application by American hospitals, GPs, and patients. That is, uncover the market need through interviews with American doctors and nurses in relevant hospital departments, GPs, and patients.
- Build a Business Case concerning the need uncovered in the Use Case for the product. This includes gathering input from relevant purchasers, insurance companies, distributors, etc.
- Incorporate the information from the Use Case and Business Case into the product development, budgets, GTM (Go-To-Market) strategy, and business model.

The target group for the workshop is Danish start-ups and scale-ups within Digital Health and MedTech companies with up to 249 full-time employees who wish to start exporting or scale to the US.

The workshop should be able to engage a minimum of 10 participants. The supplier must explain how the participants are expected to spend their time up to a minimum of 10 hours. The workshop should provide a mixture of professional input and practical exercises. It is important that the participants feel that they are meeting on equal terms and that they have the opportunity to focus on their individual projects through the work at the workshop and any homework assignments.

In the process of recruiting participants for the workshop, we expect the supplier to provide input for marketing materials.

The offer must include a total price for holding the workshop with a minimum of 10 participants, including transportation and any materials. In addition to the registered participants, there must be room for employees from Erhvervshusene.

1. Task description

If the partner believes that they can handle the entire task and cover all topics, they should:

- Hold at least one workshop.
- Each course must be able to accommodate a minimum of 10 participants and any business developers from the local Business House.
- Describe the content of the workshop.
- Facilitate the workshop in such a way that participants can work practically with their project, during or in extension of the workshop.
- Participate actively in the marketing of the offer.

2. General requirements for all workshop courses:

- The workshop should be a mix of professional input and presentations and practical exercises.
- Emphasis should be placed on participants learning something they can use in their business afterwards.
- The workshop should end with suggestions for the next steps and possibly 5 good pieces of advice.
- The workshop should provide participants with suggestions for literature, articles, websites, social media, etc. that may be useful in their further work on developing their project.
- The workshop should inform participants where they can find help from both public and private advisors.
- It is expected that suppliers can provide participants with access to relevant material and information via a suitable digital platform, as well as making all material available to Erhvervshus Hovedstaden.
- A coordinating meeting will be held with the selected supplier to discuss the final details and any adjustments.

3. Offer specification



The offer must be sent to me at thh@ehhs.dk and must be dated and signed. The offer to Erhvervshus Hovedstaden should in approximately 3-5 pages specify:

- Price for holding one workshop including preparation, transportation, and any materials. As well as the price of repeating the workshop.
- Any assumptions for the offer.
- Contact person(s) regarding the workshop. Name, organisation, and email address should be specified.
- Description of the contact person(s) who will perform the task.
- Description of the content of the workshop.
- Description of the specific target group, if this is desired to be described in more detail than the overall framework.
- Confirm whether the supplier wishes to allow their offer to apply to later workshops, even if they do not initially win the task. This may come into play, among other things, if the project assesses that there is a need for more suppliers to solve the task nationally or more workshops. The task and offer price must be unchanged.

The total budget for the task with a minimum of 10 participants for one supplier or consortium of suppliers is up to DKK 35,000 excluding VAT. The price for any repetition of the course should also be included in the offer. If individual feedback cannot be included within this price, the additional cost of this feedback must be stated, either as a fixed price or per participant.

In the selection phase, an assessment is made of each bidder's general suitability for the requested task. The assessment is made based on the evaluation criteria below.

The evaluation criteria and their weighting are as follows:

- Price: 20%
- Quality: 80%

Quality is assessed based on the following 4 criteria, which the overall offer must provide a clear picture of:

- The concept and structure of the workshop
- Professional competencies regarding the workshop's theme.
- Experience and competencies in relation to teaching and facilitation.
- Understanding of and experience with the workshop's target group.

Erhvervshus Hovedstaden reserves the right not to choose any of the received offers if none of the offers are deemed to be able to perform the task satisfactorily. In that case, the project assesses whether the task is re-advertised or not carried.

Background for this announcement

1. Project summary: Experience from both Erhvervshusene and DI shows that the primary challenges for companies when starting exports are random market selection, lack of preparation, and inadequate strategy. SMV:Eksport will address these challenges by providing export-ready small and medium-sized enterprises with a strategic foundation, new skills, and relevant networks that strengthen their ability to make informed decisions and support success in new export markets.

2. Target group: The target group for SMV: Eksport is small and medium-sized enterprises throughout the country for whom strategic advice and/or skills development can support their internationalization. Access requirements for SMV:Eksport are:

- The company must have between 2-249 full-time employees. The number of full-time employees is calculated based on available data from CVR at the time of application.
- The company must have at least one completed annual report.

3. Erhvervshus Hovedstaden is aware of the need to act in accordance with the administrative law principles of impartiality, economically sound administration, prohibition of taking irrelevant interests into account, the principle of equal treatment, and the principle of proportionality. Erhvervshus Hovedstaden is conducting this advertisement to comply with EU requirements that the service is purchased on “market terms” and to find a partner who can best solve this specific task..