

Title

Market coverage prior to entering agreement with event focusing on Danish startups

Provider

Beyond Beta, Copenhagen Business Hub; Fruebjergvej 3, 2100 Copenhagen Ø, VAT no. 40084711.

- **Date** 7 August 2024
- **Deadline for Offers:** 21 August 2024

Questions

Questions and offers are to be sent to program manager Anne Neerup Handlos: 30108081 / ah@ehhs.dk.

Presentation of the Provider

Copenhagen Business Hub provides impartial advice to companies on business areas such as sustainability, digitalization and internationalisation. We are organized with about 40 consultants with extensive experience and in-depth industry knowledge from working in the private sector.

Beyond Beta's Acceleration Program & Target Group

Copenhagen Business Hub, along with several other partners, runs the Beyond Beta acceleration program. Beyond Beta helps ambitious startups build the foundation for a scalable business and attract the right investors. The nationwide accelerator is tailored to the individual needs of early-stage startups, and the goal is to provide access to the right resources at the right time both in Denmark and internationally.

In Beyond Beta, startups gain access to a strong network within relevant industries combined with deep knowledge of what it takes to grow.

Beyond Beta is aimed at early startups with growth potential and covers a range of sectors – including technology, food and bio, healthcare, and design. Beyond Beta is proudly funded by the EU and the Danish Board of Business Development.

Learn more at beyondbeta.dk.

Description of the Task

Beyond Beta is looking to join a startup event in Denmark in 2024, where startups participating in the Beyond Beta program will have the possibility to showcase their products and engage in networking with peers and potential partners and investors. These startups span a wide range of sectors, yet they all share the readiness to onboard their first customers and scale their business, both nationally and internationally. Furthermore, Beyond Beta is looking to build brand awareness as being part of a leading startup event that have a strong focus on the startup ecosystem.

We are looking for an event with a specific focus on startups and the startup ecosystem, and an event able to provide the following requirements:

- An exhibition space of approximately 50 m².
- Rental of furniture, including carpeting, a back wall with print, plants, lighting, and chairs.
- Access to power outlets and Wi-Fi.

- Promotion of the Beyond Beta program on relevant social media platforms and at the event itself.
- Complementary tickets for 150 individuals, including founders, project managers, and business developers.
- Assistance with the set-up and dismantling of the exhibition stand.

Budget

Maximum budget: 300,000 DKK.

Schedule

- Deadline for submission of offers: 21. August 2024
- Selection of supplier: During week 34

Copenhagen Business Hub can postpone the deadline for submitting offers (and subsequent deadlines) if it is assessed that no offer meets the objective.

Offers

As the purchase involves public funds, a market survey is conducted with the collection of several offers to cover the market's solutions to the task described above. As part of the market survey, the program management at Copenhagen Business Hub may conduct short meetings with the bidding parties.

Specification

It is expected that the bidder will prepare a written offer as follows:

1. In Danish or English
2. Maximum 5 A4 pages
3. Clear indication of the date of the offer and the contact person of the bidder
4. A brief presentation of the event and the how the event has a particular startup focus
5. Presentation of how the bidder will live up to the requirements mentioned above
6. Clear indication of a fixed price excluding VAT for the above requirements
7. Price for the purchase of participation in similar events within the next years of the Beyond Beta program period

If the collaboration is a success, and Beyond Beta wishes to conduct similar purchases, this may be considered.

Submission of Offers



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the European Union



Danish Board of
Business Development

Offers are to be sent to Anne Neerup Handlos no later than 21. August 2024: ah@ehhs.dk



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Business Development