

Title

Market coverage prior to entering agreement with supplier for development and execution of 2 workshops focusing on how to onboard investors as part of the Beyond Beta acceleration program.

Provider

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

- **Date** 8 August 2024
- **Deadline for Offers:** 1 September 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 internationalization. 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 powered by Accelerace, the six regional business hubs, eleven business clusters, and TechBBQ. And proudly funded by EU.

Learn more at beyondbeta.dk.

Description of the Task

After the workshops, the participating startup should have:

- A thorough understanding of all steps for onboarding a private investor. Hands-on, in detail explanations of concepts, legal terms (Term Sheet, Investment Agreement, and Shareholder Agreement), calculating captables, and processes.
- Know how to find and qualify investors, how to prepare for and negotiate with investors, understand a due diligence process and more...
- Take-home templates for Term Sheet, Investment Agreement, and Shareholder Agreement and cap table excel sheet.

We expect about 20 startups to participate in the workshops. **Each workshop is a 2 x 4 hrs webinar covering 3 major topics. The workshop is repeated twice - on the 24 and 31 October 2024 and again in the spring 2025.** The workshops are in English and conducted online. Copenhagen Business Hub can provide an online workshop setup if desired and assist in the execution of the workshop.

Workshops

The workshops are part of the Beyond Beta accelerator program, which, in addition to offering sector-specific mentoring, advice on internationalization and market visits, and procurement of company-specific knowledge/tests, also includes the following collective (online) camps:

1. Product Market Fit (beach head, problem/value proposition)
2. Business Models & Leadership
3. Funnel Building & Sales
4. Getting Funding (how to create and perform a pitch that investors love)
5. Scaling

The workshop "Onboarding an Investor" will be part of the "Getting Funding" camp as part two and should therefore be considered in this context.

The workshop covers three main subjects:

Speaking the lingo of investors

- Money sources (Angels, VCs...)
- "The lingo" (pre-money / post-money, cap table, convertible loans, vesting, dilution, tag-along/drag-along, options/warrants, lock-up periods, good leaver/bad leaver, cliffs...)
- Steps 'n' Docs – a walk-through of documents: Term Sheet, Investment Agreement, and Shareholder Agreement

Preparing yourself for meeting investors

- How much cash do you need? Good budgeting practices
- Setting a value on your business – Valuation methods
- Understanding "due diligence" for an early-stage startup - process and content

Attracting investors and closing the deal

- The psychology of fundraising
- Pitch Deck 101 (general structure. Do's and don'ts)
- Negotiations:
 - Financial interests (valuation, liquidation, anti-dilution)
 - Governance – Influence/control (board composition, veto-rights)
 - Exit & Financing Rounds
 - Entrepreneurs Commitment (lock-up period, lever provisions)

- Competition clauses
- Finalization process – how to make it official
- Reporting to investors

At Beyond Beta we are not experts in this area, so we welcome input from the bidder on how the workshop can be solved – even if the solution breaks the above frameworks.

We expect the supplier to be willing to spend time familiarizing themselves with and working from the methodology that Beyond Beta is based on. To ensure consistency with the other activities in Beyond Beta, the development of the workshops must be done in collaboration with Beyond Beta's program management.

Supplier Profile

Copenhagen Business Hub is looking for a supplier with deep experience and expertise in investment targeted at small and early startups. The supplier should have a thorough understanding of the legal process, terms, contracts, etc. Mainly a legal expert, but likely necessary to also include an accountant on the relevant topics above. The supplier must have a thorough understanding of the startup environment and the challenges such companies face.

The supplier must be willing to provide take-home standardized templates for term sheets, investor agreement, and shareholder agreement (Danish templates can be ok, if no English are available).

Schedule

- Deadline for submission of offers: 1. September 2024
- Selection of supplier: During week 36

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

Budget

Maximum budget for the entire task: 70,000 DKK.

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. Clear indication of the date of the offer and the contact person of the bidder
3. A brief presentation of the bidder's experience, results, competencies, and references – with a special focus on work with the startup segment
4. Presentation of how the above tasks are thought to be solved
5. Clear indication of a fixed price excluding VAT for the above tasks
6. Price for the purchase of additional workshops during the Beyond Beta program period
7. Hourly rate for the purchase of additional services
8. Expected timetable

If the collaboration is a success, and Beyond Beta wishes to conduct more courses of the same type, this may be considered.

Submission of Offers

Offers are to be sent to Program Manager Anne Neerup Handlos no later than 1 September 2024: ah@ehhs.dk

Awarding

The winning bidder will be found after an evaluation of the offer's price and quality including experiences with the present task and the content of the offered solution.

The evaluation criteria and their weighting are as follows:

- Price: 20%
- Quality: 80%

Quality will be judged based on the following four criteria, which the overall offer should clearly depict:

- The structure of the workshop
- Professional competencies concerning the theme of the workshop
- Experience and competencies in relation to teaching and facilitation
- Understanding of and experience with the specific target group