

TERMS OF REFERENCE
STARTUP QC PROGRAM MANAGEMENT
(SHORTLISTING, MENTORING, ACCELERATING AND
OTHERS FOR STARTUP PROFESSIONAL AND STUDENTS CATEGORY)

I. RATIONALE AND BRIEF BACKGROUND

The StartUp QC Program was created by the City Government to foster inclusive economic development, growth through innovative companies by streamlining government and non-government policies to create new jobs, improve production processes, and advance innovation and trade in the city.

II. PROJECT DESCRIPTION

The StartUp QC Program was envisioned to: (1) create new jobs and opportunities, (2) stimulate entrepreneurial spirit, (3) promote innovation, and (4) strengthen the startup culture in Quezon City.

The objective of the program is the formation of business hubs that will inspire and empower QCitizens to build innovative business models that can help provide solutions to social issues and dilemmas.

The City Government will provide financial grants to innovative startup ventures that have promising and viable products or services for execution. The program will have three (3) phases: application and evaluation, business development, and product development, all with curated activities to mentor startup *techpreneurs*, refine and finalize business models from conceptualization to implementation.

In this regard, the Quezon City Government shall seek the services of a qualified accelerator partner that will help identify/mentor a minimum of five (5) startup companies in their early stages, with members of which meet the qualifying criteria of (1) being at least 18 years of age, (2) being a resident of Quezon City, or at least one

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member of the team is a resident, (3) not having been convicted of any cases, (4) having no relatives from members of the program committee up to the fourth consanguinity, and (5) having a minimum viable product.

III. PROJECT SCOPE OF WORK

The Contractor/Co-Organizer shall be responsible for designing, executing, and managing all phases of the program in the indicated project duration (Sec. VI) - ensuring that it abides by the approved Implementing Rules and Regulations of the program:

STARTUP PROFESSIONAL CATEGORY		
Phase	Scope of Work	Minimum Activities
1. Application and Evaluation	A. Application Sourcing	- Assist in sourcing at least 30 startups.
	B. Evaluation and shortlisting of entries	- Coordinate with partners in evaluating all entries
2. Business Development	A. Mentorship Management	- Accommodate a minimum of 5 startups. - Manage and coordinate the flow of mentorship. - Integrate participation of partners.
	B. Mentorship and Coaches	Provide and onboard a minimum of 5 coaches and mentors.
	C. Mentorship Topics	Provide in-depth mentorship coverage including, but not limited to topics listed under the topic coverage section below.
	D. Venue & Resource Materials	- Provide a venue for housing mentorship and mini-events. - Provide resource materials to supplement mentorship.
	E. Demo Day & Awarding	- Prepare and execute a pitch day event.
3. Product Development	A. Milestone-based Grant Awarding	- Determine KPI basis of startup growth for awarding.

		- Guide and monitor startup progress in achieving KPIs.
	B. Venture Acceleration	Accelerate at least 5 startups.
		Engage at least 15 local and international partners/investors.
	C. Post-Program Support	- Offer consultation and advisory support to startups. - Offer more accelerator opportunities and partnerships.
	D. Feedback & Reporting	- Create and consolidate startup reports and outputs. - Present and submit performance reports of the cohort run to the StartUp QC Team.

STARTUP STUDENT CATEGORY	
Scope of Work	Minimum Activity
1. Application and Selection of Winners	<ul style="list-style-type: none">• Assist in the evaluation of winners
2. Business and Product Development	<ul style="list-style-type: none">• Connect at least 5 startups coming from the student category to the TBI partners.• Engage at least 25 partners, private institutions, investors, and mentors including university-based tech business incubators (TBIs)
3. Pitch Day and Awarding	<ul style="list-style-type: none">• Help determine the top 3 startups that will win the cash prize for the StartUp QC student category.

All tasks and activities for the completion of the scope of work must be coordinated closely with the concerned departments and offices of the Quezon City Government. Any revisions and improvements to be made during the actual implementation must be properly coordinated and approved by the Local Economic Investment and Promotions Office (LEIPO). Modifications and enhancements to the program that may need to be undertaken during the implementation must be undertaken at no additional cost to the city.

Topic Coverage (in accordance with the needs of the StartUp depending on the assessment) may include the following, but not limited to:

- Startup Fundamentals
- Pitch Deck 101
- Lean Startup Canvas
- Product Development and Roadmap
- Value Proposition
- Market Analysis
- Competitive Landscape
- Operational Framework & Execution
- Unit Economics
- Relevant Startup Metrics
- Investment, Fundraising, and Financing Options
- Startup Valuation
- Capitalization Table
- Startup Term Sheet
- Accounting
- Online Marketing Strategy Planning
- Founders Backgrounds and Competency Building
- HR & People Management
- Technology Stack Consultations
- Product Market Fit
- Go-To-Market Strategies
- Customer Segmentation
- External Partnerships
- Incorporation and Corporate Structure
- Back-Office Processes
- Philippine Tech Ecosystem
- Global Tech Trends
- Legal, Risk, and Compliance
- Intellectual Property
- Employee Retention and Vesting

IV. AREA OF COVERAGE

The program will be executed within Quezon City. StartUp applicants are open to all, following that (a) if applying as an individual, the applicant must be a resident of Quezon City, or (b) is applying as a team, at least one (1) member of the team must be a resident of Quezon City.

V. PROJECT STANDARDS AND REQUIREMENTS

The following are the minimum qualifications and requirements for the Contractor or Bidder:

Track Record

- 1. The Contractor should have at least three (3) years of actual experience in the mentorship, coaching, acceleration, and management of startups.
- 2. The Contractor should have a platinum PhilGEPS membership

Organization

The contractor should have an established Organizational Structure that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed service to show its capability to undertake the Project. An Organizational Chart must be submitted as part of the Technical Requirements.

Manpower

- 1. The Contractor shall adhere to all existing labor laws, policies, wage orders, safety, and such guidelines as prescribed by the Department of Labor and Employment (DOLE).
- 2. Sufficient qualified personnel must be provided to ensure proper and efficient implementation of the program. The following are the minimum personnel required:

Personnel	Required No. of Personnel	Personnel Minimum Qualification
Program Leader	1	<ul style="list-style-type: none">- Has a degree in either science and technology or business and entrepreneurship- Has experience working with or in

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		startup companies for at least one (1) year
Program Associates	2	<ul style="list-style-type: none"> - Has experienced facilitating workshops or training in-person or online - Has experience working with or in a startup company for at least one (1) year
Mentors & Coaches	20	<ul style="list-style-type: none"> - Seasoned professionals in their respective industries (IP, VC, Business Development, Legal, Finance, Modern Technology, Agriculture, IoT, etc) - Has extensive experience working with or in a startup for at least one (1) year

The Contractor shall submit the complete list of personnel with their corresponding qualifications accompanied with the following documentary requirements as part of the Technical Requirements:

- Curriculum Vitae (CV) highlighting relevant work experience

VI. PROJECT DURATION

The project will be implemented upon issuance of Notice to Proceed until December 31, 2025.

VII. DELIVERY SCHEDULE*

Description / Output	Projected Implementation Schedule*
Program Design and Implementation Plan approved by the Local Economic Investment Promotions Office	February 2025
Assist the Program Committee in shortlisting three (3) business proposals for the grand prize -Submission of report re: evaluation of winners	February or March 2025

Accomplishment Report for the StartUp QC Program: Student Category	April 2025
Shortlist at least 5 startup companies for the Professional Category (Phase 1)	July 2025
Accomplishment Report for the Professional Category Mentorship (Phase 2)	September 2025
Accomplishment Report for the Professional Category Venture Accelerator (Phase 3)	October 2025

**Still subject to changes*

VIII. APPROVED BUDGET FOR THE CONTRACT

The Approved Budget for the Contract (ABC) amounts to Two Million Five Hundred Thousand Pesos Only (Php2,500,000.00) VAT inclusive.

IX. BASIS OF PAYMENT

The Service provider shall be paid based on the following tranches:

Description / Output	Tranches
Program Design and Implementation Plan approved by the Local Economic Investment Promotions Office	15%
Assist the Program Committee in shortlisting three (3) business proposals for the grand prize -Submission of report re: evaluation of winners	15%
Accomplishment Report for the StartUp QC Program: Student Category	20%
Assist the Program Committee in shortlisting at least 5 startup companies for the Professional Category (Phase 1) -Submission of report re: evaluation of the applicants	15%
Accomplishment Report for the Professional Category Mentorship (Phase 2)	20%
Accomplishment Report for the Professional Category Venture Accelerator (Phase 3)	15%
TOTAL	100%

X. PENALTIES FOR BREACH OF CONTRACT

Failure to deliver the services according to the standards and requirements set by the City shall constitute an offense and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 and its revised Implementing Rules and Regulations.

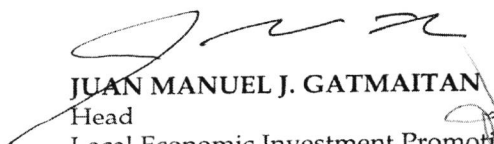
XI. CANCELLATION OR TERMINATION OF CONTRACT

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminates the Contract due to default insolvency, or for cause, it may enter negotiated procurement pursuant to RA 9184 and its IRR.

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TERMS OF REFERENCE

EVENTS MANAGEMENT, CONCEPTUALIZATION & PRODUCTION OF PARAPHERNALIAS AND VIDEOS FOR THE QUEZON CITY STARTUP PROGRAM

I. BACKGROUND / RATIONALE

Republic Act No. 11337, otherwise known as the "Innovative Start Up Act", declares the policy of the State to foster inclusive growth through an innovative economy by streamlining government and non-government initiatives, in both local and international spheres, to create new jobs and improve production, and advance innovation and trade in the country.

On 07 April 2022 Ordinance No. SP-3109, S-2022 otherwise known as an "Ordinance Institutionalizing the Startup QC Program and Appropriating Funds Thereof" was approved by the Sangguniang Panglungsod of the CITY, which aims to assist in the startup businesses within the City by providing business support and capital that helps ensure business continuity in the first few years of operation through support activities and incentives.

II. PROJECT DESCRIPTION

Management of an event that will gather incubatees, partners and the Quezon City Government leaders. This project will require an integrator to conceptualize, plan and execute the events for the StartUp Program.

The StartUp QC Program was envisioned to: (1) create new jobs and opportunities, (2) stimulate entrepreneurial spirit, (3) promote innovation, and (4) strengthen the startup culture in Quezon City.

The objective of the program is the formation of business hubs that will inspire and empower QCitizens to build innovative business models that can help provide solutions to social issues and dilemmas.

This project includes event management, writing and creative services, and production of various collaterals, giveaways, and videos.

III. SCOPE OF WORK

A. EVENTS MANAGEMENT AND CONCEPTUALIZATION & PRODUCTION OF PARAPHERNALIAS

1. The Project Proposal of the Integrator should contain an Event Plan composed of Pre-event preparation activities, Event Proper Activities adhering to the guidelines stated above.
 - a. Venue plan, layout, capacity and designs;
 - b. Creative designs and physical prototypes of all proposed collaterals to be used in the program;
 - c. Table of Organization for the project;

2. Conceptualize, plan and execute various activities of the Quezon City StartUp QC Program in close coordination with the Local Economic Investment Promotions Office (LEIPO) of the Quezon City Government;
3. To manage, coordinate, and oversee the planning, execution, and follow-up of the event, as well as the collaterals, physical structures, technical equipment, logistical requirements, and other aspects related to the activities, form a project management team with qualified personnel.;
4. Use of LED Lights in accordance with the Ordinance on Green Public Procurement
5. Use of reusable of dining ware with the Ordinance on Green Public Procurement
6. Management and supervision from concept to production of proofs to final printing and delivery;
7. Concept of visual theme, design and layout of all pages, photography direction and execution;
8. Provide the following for the project:
 - Booking and reservation of the event venue
 - Rental of physical structures
 - Rental of technical equipment
 - Provide logistics, manpower and manage ingress and set up, egress and dismantling of collaterals, physical structures, technical equipment and electrical fixtures
 - Provide production team, creative and technical manpower for the events
 - Source, recommend and hire local host for program related activities

B. VIDEO PRODUCTION

1. Provide the following for the project:
 - Script Development
 - Voice Over Talent
 - VO Recording
 - Soundtrack
 - Graphics
 - Storyboard
 - Shoot
 - Video Editing
 - Field Expenses
 - Length: 2-3 Minutes

IV. APPROVED BUDGET OF THE CONTRACT AND COST DERIVATION

The Approved Budget for the Contract amounts to Nine Million Four Hundred Seventy Thousand Pesos Only (Php 9,470,000.00.). It shall cover the following expenditures:

A. ADVERTISING (VIDEO PRODUCTION AND OTHERS)
Php 1,080,000.00

Item Description	Qty	Unit	Unit Price	Total
PRODUCTION OF AVPs May include the following but not limited to: Script Development Voice Over Talent VO Recording Soundtrack Graphics Storyboard at least 16-hrs shoot day or two (2) days Multiple Location per day Video Editing Field Expenses Length: at least 2-3 minutes Will include all the finalists Soft copies of all the still shots and video footage will be turned over to the Local Economic Investment Promotions Office	2	Lot	450,000.00	900,000.00
SOCIAL MEDIA BOOSTING Digital Post - Media Boosting	6	Unit	30,000.00	180,000.00

B. PRINTING AND PUBLICATION EXPENSES
Php 12,000.00

Item Description	Qty	Unit	Unit Price	Total
Wayfinding Signages for mini event Tarpaulin Roll-up With Mechanism	2	Piece	6,000.00	12,000.00

C. RENT EXPENSES
Php 2,360,000.00



Item Description	Qty	Unit	Unit Price	Total
EQUIPMENT Mini Event May include the following but not limited to: Lights and Sound System Teleprompter - Floor LED Screen Video Playback/ Watchout System	2	Lot	280,000.00	560,000.00
EQUIPMENT Major Event May include the following but not limited to: Lights and Sound System Teleprompter - Floor Teleprompter - Presidential (for the City Mayor) LED Screens Video Playback/ Watchout System	2	Lot	900,000.00	1,800,000.00

D. OTHERS MAINTENANCE AND OPERATING EXPENSES
Php 6,018,000.00

Item Description	Qty	Unit	Unit Price	Total
VENUE RENTAL WITH FOOD FOR MINI EVENTS 100 Guest Either an event place or restaurant around NCR May include the following but not limited to: Use of function space for 6 hours Ingress and Egress Corkage and Other Fees	1	Lot	250,000.00	250,000.00

with Coffee or Tea Servers/Wait Staff Linen and set-up AM/PM Snack: 1 Snack that may be: <ul style="list-style-type: none">- Pasta- Sandwich- Filipino Snack- Others Lunch or Dinner: <ul style="list-style-type: none">- Rice- Main Course/s- Drink/s- Dessert				
VENUE RENTAL WITH FOOD FOR MAJOR EVENTS 150 guests Either an event place or restaurant around NCR May include the following but not limited to: Use of function space for 6 hours Ingress and Egress Corkage and Other Fees with Coffee or Tea Servers/Wait Staff Linen and set-up AM/PM Snack: <ul style="list-style-type: none">- 1 Snack that may be:<ul style="list-style-type: none">- Pasta- Sandwich- Filipino Snack- Others Lunch or Dinner: <ul style="list-style-type: none">- Rice- Main Course/s- Drink/s- Dessert	1	Lot	300,000.00	300,000.00

VENUE RENTAL WITH FOOD FOR MINI EVENTS 200 Guest Either a 3 to 4-star hotel, event place or a restaurant around NCR May include the following but not limited to: Use of function space for 6 hours Ingress and Egress Corkage and Other Fees with Coffee or Tea Servers/Wait Staff Linen and set-up AM/PM Snack: 1 Snack that may be: <ul style="list-style-type: none"> - Pasta - Sandwich - Filipino Snack - Others Lunch or Dinner: <ul style="list-style-type: none"> - Rice - Main Course/s - Drink/s - Dessert 	1	Lot	750,000.00	750,000.00
VENUE RENTAL WITH FOOD FOR MAJOR EVENT 250 Guest Either a 3 to 4-star hotel, event place or a restaurant around NCR May include the following but not limited to: Use of function space for 6 hours Ingress and Egress Corkage and Other Fees with Coffee or Tea Servers/Wait Staff Linen and set-up AM/PM Snack:	1	Lot	1,080,000.00	1,080,000.00

Menu Options: - Pasta - Sandwich - Filipino Snack - Others Lunch or Dinner: - Rice - Appetizer/s - Main Course/s - Drink/s - Dessert				
CREATIVES FOR MAJOR EVENT (2 Events) LED Wall Design with Motion Graphics On Screen Graphic Overlays/Graphic Cards Countdown Video Animation Event Continuity Script	2 30 2 2	Lot Unit Unit Lot	150,000.00 3,000.00 20,000.00 40,000.00	300,000.00 90,000.00 40,000.00 80,000.00
CREATIVES FOR MINOR EVENT (2 Events) LED Wall Design with Motion Graphics On Screen Graphic Overlays/Graphic Cards Countdown Video Animation Event Continuity Script	2 40 2 2	Lot Unit Unit Lot	75,000.00 3,000.00 20,000.00 40,000.00	150,000.00 120,000.00 40,000.00 80,000.00
PRE-EVENT MANPOWER & EVENT DAY CREW MEALS FOR MAJOR EVENT (2 Events) Production Coordinator - Pre Event Production Coordinator Transportation and Communication Ocular Field Expenses Event Day Meals and Crew Needs - Technical Crew, Suppliers, Production Team Meals Briefing and Rehearsal Meals	2 2 2 2 2	Lot Lot Lot Lot Lot	63,000.00 30,000.00 20,000.00 65,000.00 25,000.00	126,000.00 60,000.00 40,000.00 130,000.00 50,000.00
PRE-EVENT MANPOWER & EVENT DAY CREW MEALS FOR MINOR EVENT (2 Events) Production Coordinator - Pre Event	2	Lot	60,000.00	120,000.00

Production Coordinator Transportation and Communication	2	Lot	27,000.00	54,000.00
Ocular Field Expenses	2	Lot	19,000.00	38,000.00
Event Day Meals and Crew Needs - Technical Crew, Suppliers, Production Team Meals	2	Lot	50,000.00	100,000.00
Briefing and Rehearsal Meals	2	Lot	21,000.00	42,000.00
7. PRODUCTION TEAM (PER EVENT)				
• Event Sequence Director	4	Lot	95,000.00	380,000.00
• Technical Director	4	Lot	45,000.00	180,000.00
• Stage Manager	4	Lot	65,000.00	260,000.00
• Soundtrack Spinner	4	Lot	32,000.00	128,000.00
• Video Playback Operator	4	Lot	32,000.00	128,000.00
• Production Manager	4	Lot	20,000.00	80,000.00
• Talent Coordinator	4	Lot	20,000.00	80,000.00
• Event Helpers	4	Lot	9,000.00	36,000.00
8. TALENTS FOR MAJOR EVENTS -				
• Host	2	Lot	60,000.00	120,000.00
• Voice Over Talent	2	Lot	30,000.00	60,000.00
9. MISCELLANEOUS FOR MINI EVENT				
• Ingress and Egress Manpower	2	Lot	40,000.00	80,000.00
• Ingress & Egress Meals	2	Lot	42,000.00	84,000.00
• Materials and Supplies	2	Lot	15,000.00	30,000.00
10. MISCELLANEOUS FOR MAJOR EVENT				
• Ingress and Egress Manpower	2	Lot	61,000.00	122,000.00
• Ingress & Egress Meals	2	Lot	71,000.00	142,000.00
• Materials and Supplies	2	Lot	34,000.00	68,000.00



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SUMMARY	AMOUNT
A. ADVERTISING (VIDEO PRODUCTION AND OTHERS)	1,080,000.00
B. PRINTING AND PUBLICATION EXPENSES	12,000.00
C. RENT EXPENSES	2,360,000.00
D. OTHERS MAINTENANCE AND OPERATING EXPENSES	6,018,000.00
TOTAL	9,470,000.00

VII. TERMS OF PAYMENT

No.	Particular	Weight
1	Submission of event plan for the mini and major event approved by the Local Economic Investment Promotions Office	15%
2	After the completion of the 1st mini event (200 pax)	17%
3	After the completion of the 1st major event (250 pax)	23%
4	After the completion of the 2nd mini event (100 pax)	20%
5	After the completion of the 2nd major event (150 pax)	25%
TOTAL		100%

VIII. PROJECT STANDARDS AND REQUIREMENTS

- Organizational Chart that clearly identifies the line of authority and responsibility as well as the specific divisions/sections dedicated to the needed service to show its capability to undertake the Project.
- Sufficient qualified personnel must be provided to ensure proper and efficient implementation of the program. The following are the minimum personnel required:

Personnel	Required No. of Personnel	Personnel Minimum Qualification
Program Leader	1	<ul style="list-style-type: none">- With Bachelor's Degree- With at least two (2) years work experience
Program Associates	2	<ul style="list-style-type: none">- With Bachelor's Degree- With at least one (1) year work experience

- Notarized Affidavit of Undertaking stating compliance to the following:
 - The Contractor should have at least three (3) years of actual experience in events management
 - The Contractor shall adhere to all existing labor laws, policies, wage orders, safety standards, and such guidelines as prescribed by the Department of Labor and Employment (DOLE)

IX. PROJECT DURATION

The project will be implemented upon issuance of Notice to Proceed until December 31, 2025.

X. DELIVERY SCHEDULE

Description / Output	Projected Implementation Schedule*
Submission of Event Plan	January 2025
First Mini Event	February or March 2025
First Mini Event	April or May 2025
Second Mini Event	July or August 2025
Second Major Event	September or October 2025

**Still subject to changes*

XI. PENALTIES FOR BREACH OF CONTRACT


Failure to deliver the services and shall subject the Contractor to penalties and/or liquidated damages pursuant to RA 9184 AN ACT PROVIDING FOR THE MODERNIZATION, STANDARDIZATION AND REGULATION OF THE PROCUREMENT ACTIVITIES OF THE GOVERNMENT AND FOR OTHER PURPOSES and its revised Implementing Rules and Regulations.

XII. CANCELLATION OR TERMINATION OF CONTRACT

Should there be any dispute, controversy or difference between the parties arising out of this TOR, the parties herein shall exert efforts to amicably settle such dispute or difference. However, if any dispute, controversy or difference cannot be resolved by them amicably to the mutual satisfaction of the parties, then the matter may be submitted for arbitration in accordance with existing laws, without prejudice for the aggrieved party to seek redress before a court of competent jurisdiction.

The guidelines contained in RA 9184 and its revised IRR shall be followed in the termination of any service contract. In the event the City terminated the Contract due to default insolvency, or for cause, it may enter into negotiated procurement pursuant to section 53(d) of RA 9184 and its IRR.

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