

**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 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 &	- Create and consolidate startup reports

	Reporting	and outputs. - Present and submit performance reports of the cohort run to the StartUp QC Team.
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STARTUP STUDENT CATEGORY	
Scope of Work	Minimum Activity
1. Business and Product Development	<ul style="list-style-type: none"> <li>• Connect at least 5 startups coming from the student category to the TBI partners.</li> <li>• Engage at least 25 partners, private institutions, investors, and mentors including university-based tech business incubators (TBIs)</li> </ul>
2. Pitch Day and Awarding	<ul style="list-style-type: none"> <li>• Help determine the top 3 startups that will win the cash prize for the StartUp QC student category.</li> </ul>

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 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:

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| <ul style="list-style-type: none"> <li>• Startup Fundamentals</li> <li>• Pitch Deck 101</li> <li>• Lean Startup Canvas</li> <li>• Product Development and Roadmap</li> <li>• Value Proposition</li> <li>• Market Analysis</li> <li>• Competitive Landscape</li> <li>• Operational Framework &amp; Execution</li> <li>• Unit Economics</li> <li>• Relevant Startup Metrics</li> <li>• Investment, Fundraising, and Financing Options</li> <li>• Startup Valuation</li> </ul> | <ul style="list-style-type: none"> <li>• Online Marketing Strategy Planning</li> <li>• Founders Backgrounds and Competency Building</li> <li>• HR &amp; People Management</li> <li>• Technology Stack Consultations</li> <li>• Product Market Fit</li> <li>• Go-To-Market Strategies</li> <li>• Customer Segmentation</li> <li>• External Partnerships</li> <li>• Incorporation and Corporate Structure</li> <li>• Back-Office Processes</li> <li>• Philippine Tech Ecosystem</li> <li>• Global Tech Trends</li> <li>• Legal, Risk, and Compliance</li> </ul> |
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- Capitalization Table
- Startup Term Sheet
- Accounting
- 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"> <li>- Has a degree in either science and technology or business and entrepreneurship</li> <li>- Has experience working with or in startup companies for at least one (1) year</li> </ul>
Program Associates	2	<ul style="list-style-type: none"> <li>- Has experienced facilitating workshops or training in-person or online</li> <li>- Has experience working with or in a startup company for at least one (1) year</li> </ul>
Mentors & Coaches	20	<ul style="list-style-type: none"> <li>- Seasoned professionals in their respective industries (IP, VC, Business Development, Legal, Finance, Modern Technology, Agriculture, IoT, etc)</li> <li>- Has extensive experience working with or in a startup for at least one (1) year</li> </ul>

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%
<b>TOTAL</b>	<b>100%</b>

#### **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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