

TERMS OF REFERENCE

CONSULTANCY FOR IN-MARKET BROKERS TO GENERATE QUALIFIED LEADS IN NORTH AMERICA FOR JAMAICAN TECH FIRMS PARTICIPATING IN THE TECHNOLOGY INNOVATION DISTRICT (TID)

ACCELERATOR PROJECT

Jamaica (JA-L1079)

BACKGROUND AND JUSTIFICATION

The Programme:

The Government of Jamaica requested of the InterAmerican Development Bank (IDB) the operation “Skills Development for Global Services” (JA-L1079). The total amount of this loan is US\$15 million. The programme will support the Government of Jamaica (GoJ) in developing its Global Services Sector or GSS.

Objectives. The main objective of the loan is to promote the growth of the Global Services Sector (GSS) in Jamaica particularly in higher value-added segments. Specifically, it intends to: (i) provide the sector with better-skilled workers; and (ii) increase Jamaica’s institutional capacity to attract Foreign Direct Investment (FDI) and increase exports. This operation proposes the following components:

Component 1. Skills Development for the Global Services Sector and Strengthening of the Skills Development System. This component seeks to align and improve the skills development system to provide the GSS with workers, particularly in higher value-added segments. First, it will finance activities to improve the system’s ability to guarantee relevance of training to increase the share of activities that are higher up the value chain from 60% BPO to 40% KPO, by 2020. Second, it will finance activities to improve the quality of training.

Component 2. Global Services Sector Ecosystem. The objective of this component is to strengthen Jamaica’s capacity to attract investment and increase exports in higher value-added and digital segments. First, the component will optimize investment promotion processes as well as the institutional, regulatory and incentive framework that governs the GSS. Second, it will support the development of a strengthened value proposition for GSS firms (foreign and domestic) seeking to invest or reinvest in Jamaica. Third, it will increase the Jamaica Promotions Corporation’s (JAMPRO) capacity to support MSMEs in the GSS, including through the establishment of an incubator and accelerator programme. Lastly, it will create a digital management system -building on existing one-stop shop platforms- to consolidate trade and business information and strengthen decision-making based on data analytics.

Execution. The Jamaica Promotions Corporation (JAMPRO) is the Executing Agency of the loan under preparation (JA-L1079). The sequence of the activities to be financed will be established by JAMPRO, which will communicate this to the Bank in the context of permanent dialogue for project preparation. The activities will be carried out/executed through consultancy services.

Strengthened value proposition for Global Services Sector. The second component of the Global Services Sector Project (GSS Project) will finance: (i) Development of a Digital Global Services Strategy - a gap analysis and an action plan for adapting to future demand for digital services in the GSS. (ii) Digital GSS

Branding campaign (iii) Digital GSS promotional activities and materials. (iv) Attendance at, and hosting of, international and regional investment targeting events. (v) National awareness campaign to increase the sector's attractiveness to local investors, job seekers, and the public.

The Context:

Jamaica is keen to grow up the value chain of the GSS and one key strategy to accomplish this objective is to boost home-grown businesses that offer exportable digital services. The establishment of a Technology Innovation District (TID) Accelerator serves as a key enabler for such a reality, given that it will create and maintain a dedicated environment designed to foster the evolution and growth of local tech firms that are scalable and have the potential to sell services overseas.

The Technology Innovation District (TID) Accelerator is being established under Component 2 of the GSSP. The main objectives of the TID Accelerator are to establish an ecosystem designed to:

- i. support the development of companies that are scalable and ready for acceleration so that they may offer exportable tech/digital services.
- ii. build a portfolio of exporters of tech-enabled services that supply the Global Services Sector (GSS), thus confirming Jamaica as a destination of choice for the GSS.

A key component of the TID Accelerator Project for qualified companies already operating that need specific interventions to develop their capabilities, gain access to international markets and grow global revenue streams.

To qualify for enrolment, the local tech firms must provide services in at least one of the following niches:

- Mobile & Web App Development
- Cybersecurity Services
- Digital Services Management
- Software Development

The Government of Jamaica, through Jamaica Promotions Corporation (JAMPRO) and under the auspices of the Technology Innovation District's Accelerator Project, is seeking to contract the services of two (2) in-market brokers (lead generators). These brokers will be required to identify, assess, select and present qualified leads for 20 technology firms from Jamaica within the qualified niches of the tech sector. The reasons for the use of more than one in-market brokers is to proactively manage risks of failure of a broker to perform and the misconception that a single broker can be an expert in all the requirements follows:

Below are the most critical reasons for seeking to recruit more than one broker:

- With the short time frame for the project, if a single in-market broker fails to perform, there is a risk that there will be no time to course correct the situation and the project could end without gaining access to qualified leads.
- It is very unlikely to find a single in-market broker that focuses on lead generation for all four (4) tech niches- i) cybersecurity ii) software development iii) digital services management iv) mobile & web application development
- It is very unlikely to find a single in-market broker that is an expert in all the geographic locations being targeted for lead generation in North America – i) Tri-State Area (NY/Connecticut/New Jersey) ii) Texas iii) Miami, FL

A Zone Manager has been engaged as the consultant with the responsibility to manage the TID Accelerator Project's operations and ensure the achievement of its performance targets.

CONSULTANCY'S OBJECTIVE

Rationale

The role of the In-Market Broker is to generate and present qualified leads who are buyers of tech/digital service and facilitate pre-arranged meetings with targeted C-Suite executives that will:

1. Present Jamaican tech/digital firms with qualified leads i.e. companies that are ready to buy tech services from Jamaican firms and have the budget to do so, within North America, targeting Canada, the Tri-State area (New York, Connecticut and New Jersey), Washington DC, Texas and Florida. These regions are recognized as hubs for Tech activity and also represent areas with a high concentration of Diaspora tech professionals who are likely to be receptive to exploring collaborations with local tech firms and providing mentorship to them.
2. Bring together international companies with a special focus on contracting IT services.
3. Present the opportunities and competitive advantages the Tech firms have to offer in the digital/tech sector to the targeted C-Suite executive.
4. Support the creation of events and opportunities to ensure high lead conversion.

Based on a set of pre-determined criteria, the in-market broker(s) will highlight Jamaica's top IT companies that qualify them as suitable to export their tech services.

Key Objective:

The objective of this consultancy is to engage two In-Tech Market Tech Brokers who will support the TID Accelerator Project by establishing new and sustainable relationships with buyers in the targeted regions of North America's Tech sector and coordinating business matching meetings. In so doing, it is expected that there will be:

- Forging stronger relationships with technology firms and prospective clients in the targeted region's market
- Exposure of the participating Jamaican firms to buyers to help them grow their export of services
- Facilitate a minimum of 10 B2B meetings with key buyers per firm for each engagement
- A greater understanding of the market needs to sharpen export strategies.

KEY PROJECT STAKEHOLDERS

Given the nature and scope of the Project, the administration of this consultancy will be supported & guided by the interventions of the following key Project stakeholders:

- **JAMPRO** – the supervising agency for the consultancy, including the following:
 - **Contract Supervisor** – the key individual within JAMPRO that approves all deliverables, outputs and payments in the assignment
 - **GDS Department** – the sales and promotions department within JAMPRO with portfolio responsibility for the tech sector.

- **North America Regional Office** – JAMPRO’s regional office focused on the North American market based in New York, USA.
- **TID Zone Manager** – the TID Zone Manager is responsible for the development and implementation of programmes under the TID
- **TID participating firms**– firms selected to participate in the TID Accelerator Project.

SCOPE OF SERVICES

Task One: Buyer Profile, Targeting Strategy Report

- **Understanding the Profile and Service Offerings of the Jamaican Tech Firms –**
 - Review the business profile of each local tech firm. The Business Profiles will be provided by the TID Zone Manager
 - Do a virtual consultation session with each of the firms to gain first hand understanding of their business, services offerings, track record and what the best fit client would be for each firm
- **Market Intelligence and Targeting**

A high-level assessment of the market potential to guide business matching, informed by:

 - stakeholder consultation with key stakeholders, including but not limited to JAMPRO and the TID Zone Manager
 - Desk review of Jamaica’s GSS Strategy and Perception Surveys on Jamaica’s industry
 - Review of the company profiles prepared by the Zone Manager for the targeted firms
- **Buyer Profile** - Buyers of Tech Services/Companies seeking to outsource tech services
 - Development of a “Buyer/Outsourcer Profile” framework that establishes the criteria to be used to screen Buyer/Qualified Leads(North American-based buyer/outsourcer/influencers/C-suite executives) for business matching.
 - Profiling of all buyers/qualified leads/outsourcers that have, *inter alia*, signaled an interest in outsourcing tech services tech/ doing business in Jamaica to determine and select those which are qualified leads (companies that are ready to buy tech services from Jamaica or outsource tech work to Jamaica) and are prepared to participate in B2B meetings with the firms.
 - Prepare a Potential Buyers List based on the foregoing
- **Development of an Engagement Strategy** for Participating Firms, inclusive of:
 - Recommended business matches based on consultation with local firms and market intelligence and targeting activities
 - Strategy to be employed for entrepreneurs/firms to engage the targeted identified buyers under the TID Accelerator Project.
 - Session for buyers and sponsors (JAMPRO and the TID) to engage with buyers/outsourcers on the opportunities and competitive advantages Jamaica offers in the IT sector and thus encourage investments in the country.

Buyer/Outsourcers profiles and the engagement strategy are to be submitted to the Contract Supervisor and TID Zone Manager for review and circulation with mission attendees.

Outputs: (1) Targeting and Engagement Strategy (2) Buyer/Outsourcer Profiles

Task Two: Execution of TID Engagements or Tech Missions

- **Hosting of Match Making and Engagement Sessions** (All agreed costs will be paid directly by the GSS Project and suppliers are to be determined in consultation with the Contract Supervisor and the TID Zone Manager).
 - Development of meeting schedule for all business matching meetings, in accordance with the approved engagement strategy
 - Confirmation of at least 10 one-to-one business meetings per Participating Firm for each activity or event
 - Buyers prepared for meetings with firms, with company profiles provided and schedules confirmed.
 - Handle scheduling, logistics and execution for all individual matching meetings
 - Coordinate a session between the buying/outsourcing companies and the Participating Firms to also include JAMPRO.
 - Produce a business development report on the execution and results of each Engagement/Mission

Output: Business Match meetings scheduled and executed and mission reports

Task Three: Final Report on the Lead Generation and Business Matching Making TID Tech Engagements/ Missions

Prepare a final report including, but not limited to:

- Leads generated.
- Targeting and engagement activities that were undertaken in support of the TID Tech-Engagements or Missions
- Business Matches established and the one-on-one meetings executed per firm

Output: Final Report

OUT OF SCOPE

The consultant is not required to:

- make arrangements for travel, accommodation or per diem related to the participants of the TID Engagements/Tech-Mission.
- develop collateral material for firms to support engagement throughout the Engagements/Tech Missions.
- execute payments to third-party suppliers, as suppliers identified by the consultant and approved by JAMPRO will be paid directly by the Project.

EXPECTED OUTCOMES, DELIVERABLES AND PAYMENTS

The successful execution of this consultancy is expected to:

- Deliver a portfolio of qualified leads for Jamaican tech firms to do business with
- Provide market intelligence, buyer profiles and business matches which will sustainably addresses the creation of opportunities for Jamaican tech entrepreneurs.
- Result in companies establishing successful business matches, with a minimum target of 3 buyers per firm for each engagement or tech mission.

Key Performance Indicators

- At least three (3) qualified leads per tech firm on each engagement of Tech Mission
- At least ten (10) Business Matching meetings held per firm on each engagement or Tech Mission

Schedule of Deliverables and Payments

- Payment terms will be based on the acceptance of project deliverables.
- Assuming a project start date May 2023, the project is expected to be conducted over a period of 7 months.
- The consultant will only be paid according to deliverables, in keeping with the execution timelines and schedule of payment as below:

specifically, the deliverables are as follows:

MILESTONES AND DELIVERABLES	DEADLINE	REVIEW PERIOD	% Payment
<i>Contract Inception Meeting</i>	Day 1	N/A	
<i>DELIVERABLE 1: Buyer Profile, Targeting and Engagement Strategy Report and Work plan</i> <ul style="list-style-type: none">• Undertake market intelligence and stakeholder consultations, and produce buyer profiles and a targeting and engagement strategy to support the generation of qualified leads and execution of B2B meetings during the TID Tech Engagements or Mission• Submission of a work plan outlining the scope and timelines for the activities of the consultancy	2 weeks after Inception Meeting	5 working days	20%
<i>DELIVERABLE # 2: List and Profile of Qualified Leads and Schedule of Business Match Meetings. Execution of Lead Generation Activities</i> <ul style="list-style-type: none">• List of Qualified Leads with their buyer's profile<ul style="list-style-type: none">- Qualified leads are companies that are ready to buy tech services from Jamaican firms and have an approved budget to do so• Planning and execution of Business Matching meetings<ul style="list-style-type: none">- Produce a schedule of confirmed meetings- Coordinate and monitor the hosting of a minimum of 3 business matching meetings per firm during the TID Engagement/ Tech Mission- Facilitate the engagement session with JAMRO, the Zone Manager and the buyers.- Identify and document the next steps from the executed meetings and handover to TID Zone Manager- Support the execution of the meetings.	Starting 3 weeks after the approved buyer profile, targeting and engagement strategy and work plan	5 working days	70% (\$1,000.00) per qualified lead with B2B meeting schedule)

MILESTONES AND DELIVERABLES	DEADLINE	REVIEW PERIOD	% Payment
<ul style="list-style-type: none"> Produce an Engagement/Mission report on the planning coordination and execution of each Mission 			
<i>DELIVERABLE #3 – Final Report on the TID Tech Missions</i> <ul style="list-style-type: none"> Produce a final report on the execution of the targeting and engagement strategy, generation of qualified leads and business matching, inclusive of lessons learnt, issues that arose and recommendations for future engagements. Convene a virtual hand-over session at the close of the consultancy for the In Market Broker to present the summary of activities undertaken and the results attained, and lessons learnt for future missions. This is to be done upon presentation of the final report 	1 week after the final approved TID Tech-Mission Report	5 working days	10%

Acceptance Criteria

All deliverables will be reviewed by the Contract Supervisor and the Zone Manager. All final deliverables should be submitted electronically and accompanied by release forms where applicable. Payment will be made upon the submission and acceptance of deliverables by the Contract Supervisor.

QUALIFICATIONS AND EXPERIENCE

The consultancy is to be executed by an individual who should have:

- A degree in marketing, business development, international business or a business discipline related to the project.
- Demonstrated expertise in the gathering and analysis of market intelligence in the target sector.
- Minimum of 5 years of knowledge & experience in tech/digital company lead generation which results in successful business matchmaking between buyers and sellers of tech/digital services.
- Expert knowledge of start-up development, customer development, market expansion, venture financing, acceleration of tech firms, technological know-how
- Demonstrated experience in facilitating business matches with tech service buyers.
- Demonstrated experience in conducting lead generation, prospecting and qualifying new clients. Specific experience in the targeted regions would be an asset.
- At least 5 years' demonstrated experience managing projects of a similar nature or scope
- Excellent written and oral communications skills
- Strong interpersonal skills and demonstrated proactive approach to problem-solving.
- Should provide experience in executing similar types of work for other clients.
- Speaks English fluently.
- Effective networking skills

SUPERVISION AND REPORTING

The coordination and supervision of this consultancy will be undertaken by the JAMPRO, who has responsibility for Component 2 of the GSS Project. The Contract Supervisor is the President of JAMPRO or her designate with direct support from the Zone Manager of the TID Accelerator Project. The consultant will be required to submit a final report and convene a handover session at the close of the consultancy.

DURATION AND LOCATION

Assuming a project start date of July 2023, the key activities of the consultancy are expected to be conducted over a period of 6 months up to the end of December 2023.

- The Consultant will work remotely and will make themselves available for face-to-face meetings, as is needed.
- Materials required for the engagement of buyers will be provided.
- Any expenses incurred, unless explicitly articulated and approved by the JAMPRO, will be the responsibility of the consultant.