

Supernovas: Community Dinamization and content creation for investors – Request for service

*With respect to the present request, **EIT Food will not provide new information that has not already been included in this document** but can assist the potential applicants by explaining contents of this document (please with inquiries regarding applications contact Amparo de San José (amparo.sanjose@eitfood.eu) or Celia Alija (celia.alija@eitfood.eu)).*

Introduction

Supernovas is an EIT programme launched in 2022, targeted at increasing female presence and role in the entrepreneurship and investment ecosystem. Supernovas comprises activities aimed at female entrepreneurs, women-led startups, young female graduates wishing to start a career in Venture Capital and female investors (both in VC and as business angels).

One of the ecosystems' more evident unbalance is the low presence of women in the early-stage funding industry. Currently, only 15% of European VC investment committees are gender-mixed and only 15% of partners are women (19% in Corporate Venture Capital funds)¹. In contrast 74% of human resources, marketing and communication staff in VCs are women.

For this reason, women2Invest, a Supernovas activity, aims to be a game-changing initiative to bring more women into the VC and CVC industry. In our previous editions, we trained 150 women from 27 different nationalities, and had +20 funds recruiting a paid intern from each cohort. To support Supernovas programme in this activity.

Overview Of Activity

Supernovas has a community of women investors, with the objective to facilitate access to finance to women-led startups. Members of the Community will benefit from curated dealflow for potential investments in startups selected by Supernovas, privileged access to our events, and enhanced networking opportunities amongst others. The Community wants to implement a network of Ambassadors to support the work of Supernovas in the main European cities.

A relevant part of the success of this Community is the direct involvement with key investors, relevant content available to them and the ecosystem through different channels, and identification and onboarding of the most adequate of stakeholders.

Further information <https://supernovas.eitcommunity.eu/>

¹ <https://www2.deloitte.com/content/campaigns/us/audit/survey/diversity-venture-capital-human-capital-survey-dashboard.html>

Services requested

1. Supporting the programme Supernovas to dynamize the community of women and gender-conscious investors including the Ambassadors Programme.
 - Fine-tuning the design of the journey for investors in the Community and its USP,
 - Support the strategy to highlight UPS to potential Community members to increase their participation in the Community,
 - Spark and support the Programme Manager establish potentially valuable relationships in the field of gender / investment / entrepreneurship,
 - Reach out and manage the relationship with the members of the Ambassador's Programme and the Community of Investors on a continuous basis,
 - Co-Develop ways to keep the Supernovas investor community members and programme alumni to keep engaged,

2. Communication and Content creation:
 - Act as our own in-house content identificatory to hunt down news, publications and insights on investment in startups and gender investment to disseminate through our channels in multiple formats (blogs, web, social media or internal comms).
 - Prepare content for social media presence on this topic to be used in the Supernovas (KICs / EIT) channels,
 - Support the communication manager to ensure the communication and dissemination plan for the Community of Investors and Ambassadors is established and delivered,
 - Communicate widely about the Supernovas investors community,
 - Manage inbound copywriting and content requests, acting as first round producer and reviewer for press releases, blog articles and other infographics,

All above listed actions will be reviewed and adapted accordingly to the indications of the EIT Food Project Manager (PM); all actions will require the specific approval of the PM prior to their implementation.

Seeking service provider – RFS

We are looking for a consultant with experience in the field of the contract and with an estimated dedication of 80 hours per month.

Eligible service providers

- Legal persons (individuals or companies),
- Knowledgeable and experienced in content creation and community management.
- Strong knowledge, experience and network within the European early-stage funding industry.

Selection criteria

To demonstrate their interest and capabilities to EIT Food, the service provider is asked to submit a proposal that refers to the below listed selection criteria:

1. The consultants's interest and expertise/experience in the field.
2. Proven capacity to deliver similar services, based on evidence provided in the application.
3. Professional experience.

Above criteria will be evaluated on a 0-15 scale: 0 – not satisfactory; 5 – satisfactory; 10 – good and 15 points – very good. The application can receive a maximum of 90 points.

Submission of the proposals

Interested and eligible organisations are invited to submit their applications by June 30th. Please send the electronic version of the application in pdf format referring to the selection criteria outlined above to:

amparo.sanjose@eitfood.eu / celia.alijsa@eitfood.eu

Please write in the subject line of your e-mail: 'Supernovas Women Investors Community Dinamization'.

Applications submitted by ineligible organisations will be automatically rejected. EIT Food reserves the right to designate the subcontractors only if the submitted applications ensure the excellence and value for money, and to relaunch the call if the present selection process would not yield satisfactory results. EIT Food reserves the right to contact the applicant organisations by e-mail or phone asking for additional explanations or supporting documents, and to schedule selection interviews with short-listed organisations.

All applications will be evaluated using transparent selection criteria and the results of the process will be directly communicated to all organisations participating in the call; the chosen provider will be required to sign subcontracting agreements with EIT Food office in Bilbao.

Chosen organisations will be expected to sign a contract with EIT Food detailing milestones of the request as agreed.