



INVESTOR TRAINING

REQUEST FOR PROPOSAL

February 2018

1. Introduction

Hunter iF is seeking a proposal from a suitably qualified and experienced provider to deliver a program of investor training in the Hunter Region by 30 June 2019.

The provider will be responsible for:

- Working in partnership with Hunter iF Coordinator and Board to develop a program that is responsive to the specific needs of the Hunter, builds investor capability and encourages more local investment in startups and innovative SMEs
- Coordination, promotion and event management of training sessions
- Surveys of attendees
- Final report including recommendations for format and content of future training

2. Project overview

Hunter iF is a not-for-profit Company Limited by Guarantee which has been established to encourage, facilitate, advance and support innovation in the Hunter region with a focus on creating quality jobs and opportunities and increasing productivity, investment and economic growth for the public benefit. It draws on the collective experience of its members with the chief aim of providing comprehensive, coordinated, cohesive and connected regional innovation ecosystem support in order to incubate and accelerate quality innovative ideas to successful outcomes.

In 2018 Hunter iF received \$300,000 Local Innovation Network funding to deliver a suite of activities to develop regional entrepreneurship and support start-ups and small to medium enterprises (SMEs) across the state.

Part of that funding is for an Investor Training Program which will provide a comprehensive overview of the angel investing process and offer in-depth knowledge for traditional investors to move from a risk-averse mindset to a more risk-embracing reality. This is expected to include (but is not limited to): risks and rewards of angel investing; portfolio diversification; the investor's role; deal flow and the investment process; deal screening; due diligence; valuation; term sheets and cap table requirements.

The intent is to open up more local opportunities for the financing of early stage innovation projects and companies. This was clearly identified in the *iF Report* as a current gap in the local innovation ecosystem.

3. Objectives

The investor training program has the following objectives:

- Provide a targeted investment training program to build local investor capability
- Expand the number and diversity of angel investors in the Hunter
- Expand the number and value of early stage investments in the Hunter
- Deliver a program which responds to a variety of learning styles and backgrounds by incorporating a range of formats and experiences (such as a combination of, but not limited to, formal seminars, informal networking, online resources)
- Builds on and enhances the reputation of Hunter iF as an organisation which delivers quality programs and products and is driving the development of the region into a world class hub for innovation.

Potential target audiences may include the following. These will be refined and confirmed following consultation with Hunter iF.

- Aspiring angel investors
- Current angel investors wishing to refresh knowledge and skills
- SMSFs
- High-net worth individuals
- Family trusts
- Financial planners
- Owners of businesses who have recently sold/exited and are looking to offset CGT via start-up investment.

4. Scope of Work

The scope of work involves:

4.1 Discovery and design

- Project initiation meeting with Hunter iF staff and Board to refine drivers, target audiences and objectives
- Scan of relevant reports and plans to inform the design of the program, such as iF Report, Smart City Strategy, TechBoard Australia Annual Funding Reports, Startup Muster, Crossroads Reports, Venture Pulse (KPMG), Angel Investment Network resources etc.
- Stakeholder consultation (eg Hunter Angels) for further insights, as required
- Draft training program (including a high-level communications plan) submitted for approval to Board by 1 April 2019.

4.2 Coordination of agreed training activities

- Scheduling of events as per program
- Liaison with Hunter iF staff for registration of events on Hunter iF Eventbrite, not less than 6 weeks from date of event to ensure adequate promotion, unless agreed in advance with Hunter iF staff
- Liaison with Hunter iF staff regarding appropriate venues and booking thereof
- Promotion of events as per communications plan
- Weekly updates to Hunter iF tracking registrations and flexibility/recalibration of promotion as required
- Liaison with Hunter re pre-event communication and co-branding/distribution of any materials
- Booking of all workshop facilitators and trainers (either in-house or subcontracted).

4.3 Delivery of agreed training activities

- All event set ups and logistics
- Training facilitation as per program
- Documentation of informal feedback provided during training
- Liaison with Hunter iF regarding any attendee queries post-event to ensure consistent communication
- Conclusion of training by 30 June 2019.

4.4 Project wrap-up

- Post program survey of participants (survey to be developed in liaison with Hunter iF to ensure all necessary metrics captured for LIN reporting)
- Final report detailing outcomes against objectives and metrics on number and profile of attendees
- Recommendations for how the training content and format could be enhanced and expanded in the future
- Report due 15 July 2019 ahead of final LIN reporting requirements.

5. Deliverables

The contracted provider will:

1. Engage – coordinate a project initiation workshop with Hunter iF staff and relevant stakeholders to inform the development of the investor training program
2. Design – develop a training program which integrates existing approaches/best practice with insights into the needs of the local innovation ecosystem which the provider will have gleaned via desktop research and engagement during 1.
3. Promote – include a communication plan in the training program to reach target audiences and ensure registrations meet targets
4. Delivery – coordinate and run the training as per agreed program in Newcastle
5. Evaluate – submit a final report assessing the program against original objectives.

6. Budget and Payments

The budget for the program is \$25,000. Hunter iF will pay the provider in accordance with the agreed program, milestones and milestone amounts.

7. Response

Interested providers should prepare a proposal outlining a methodology for fulfilling the scope of works through the listed deliverables. Please ensure that the proposal includes:

- Costing
- Program
- Milestones
- Timeframe

8. Assessment criteria

- Program proposal
- Experience in subject matter
- Capacity to deliver
- Value for money
- Innovation/creativity and optional extras

Please provide proposals via email to The Board, Hunter iF by 11 March 2019 at info@hunterif.com.au

If you have any questions, please contact Richard Christian, the Hunter iF Project Coordinator, at richard.christian@hunterif.com.au

The successful applicant will be advised by 15 March 2019.