



**Request for Proposals - Phase I
to
LaunchTN's Network Partners
for
High-Impact Entrepreneurial Support Services
Fiscal Year 2020**

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Please direct all questions to Jill Van Beke, jill@launchtn.org, 865.567.6945
Phase I Proposal Deadline is April 1, 2019, 5:00pm Central Time

PURPOSE OF RFP

LaunchTN's focus is on companies with the potential and aspiration to scale. We harness that focus into providing an environment that is conducive to the success of startups, one that includes favorable conditions in these areas:

- Capital
- Market Access
- Commercialization
- Talent
- Environment

LaunchTN seeks proposals from our current Network Partners (NPs) for high-impact entrepreneurial support services that further the development of that environment.

This RFP is presented in the framework of our Focus Areas, Strategies, Goals and Tactics. Our thesis is that LaunchTN has a unique capacity and/or expertise to execute certain work on a statewide, pilot and/or gap-filling basis, and our Network Partners have unique capacity and/or expertise to execute certain work in local and regional markets.

NPs do not need to address all focus areas, nor do they need to achieve each goal. The intention is that the combined work of the Network Partners and LaunchTN will achieve certain sets of goals in our strategic focus areas. Do keep in mind that when focus areas and goals (that are applicable to each market) are not addressed, LaunchTN may source execution in another way.

Each proposal will compete for a finite pool of funding available for allocation.

** For each Phase I proposal, organizations may apply for up to \$250,000 (assume \$25,000 is allocated for Environment, akin to Operations in current contracts). This may be higher or lower than some of the FY19 contracts. This dollar level-set is solely for Phase I responses so the LaunchTN team can gauge priorities, capacity, coverage and expansion potential.

Consistent with historical norms, past and current years' funding amounts are **not** indicative of future funding levels. This \$250,000 assumption for Phase I establishes a level-set from which to generate discussions. FY20 contract may be higher, lower or equal to \$250,000 and each NP will be notified of the contract total by April 15 (the Phase II release date).

PROJECTED TIMELINE

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| Feb 19 | NP brainstorm meeting |
| Feb 25 - March 5 | Open comment period re Strategies, Goals, Tactics |
| March 7 | Replies to comments/questions posted |

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| March 18 | RFP Phase I released |
| April 1 | RFP Phase I due |
| April 2 - April 12 | NP + LaunchTN 1:1 meetings |
| April 15 | RFP Phase II released |
| May 1 | RFP Phase II due |
| May 2 - May 30 | NP + LaunchTN 1:1 meetings, as needed |
| May 31 | Contracts signed |

KEY EVALUATION CONSIDERATIONS

Key elements under consideration in FY20 proposals include:

- NPs support LaunchTN strategic priorities with goals and tactics reflective of their own markets' supply and demand conditions
- NPs and LaunchTN together set realistically aggressive goals specific to the supply and demand of the NPs' constituencies and reflecting the caliber of activity to be expected after 6+ years as a statewide network
- NPs develop partnerships with one another and other entities (public and private sector) to create a strong, seamless network of resources for entrepreneurs
- Results of the work generated by this funding will be quantifiable and provided to LaunchTN to be used in aggregate to generate more funding to support these strategies

FOCUS AREAS + STRATEGIC PRIORITIES + FY20 GOALS

Below are LaunchTN's Strategic Priorities by Focus Area, along with the FY20 Goals and Metrics. This RFP is the opportunity for NPs to request LaunchTN funding to pursue these Goals, as measured by the Metrics applicable to each market, via Tactics specific to the Network Partner and market conditions.

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|---------------------------|--|
| <i>Focus Area</i> | Capital |
| <i>Strategic Priority</i> | To build a continuum of angel, VC, corporate VC money and a demand-driven set of alternative funding sources for non-venture backed startups |
| <i>Goals</i> | To realign funds to deploy more capital to more companies |
| <i>Metrics</i> | <ul style="list-style-type: none"> - LaunchTN-controlled* funds deployed - ## startups receiving LaunchTN-controlled funds - ## startups reach capital funding events** - # or % Increase in geographic + demographic diversity in startups reaching capital funding event |
| | * NPs would consider funds under their control -- grant, loans, investment capital -- versus LaunchTN-controlled funds. |

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| | <i>** Capital funding events are sourced from venture capital, angels, grants, crowd-funding, debt, PO guarantees; NOT REVENUE</i> |
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|---------------------------|--|
| <i>Focus Area</i> | Market Access |
| <i>Strategic Priority</i> | To build marketplaces where startups regularly engage with established businesses and institutions |
| <i>Goals</i> | To expand LEAP and similar Market Access activity To research and implement additional approaches to engagement |
| <i>Metrics</i> | <ul style="list-style-type: none"> - ## established businesses/institutions in annual cycles of LEAP or similar Market Access activity - ## engagement*** conversions from LEAP or similar Market Access activity - ## startups converting a Market Access opportunity into an engagement - # or % Increase in geographic + demographic + industry diversity in startups engaged in Market Access activity |
| | <i>*** Engagements could include: pilot, purchase order, contract, research agreement, technology license, investment, strategic partnership. Common denominator is a "papered transaction" that mutually benefits the parties.</i> |

| | |
|---------------------------|---|
| <i>Focus Area</i> | Commercialization |
| <i>Strategic Priority</i> | To assemble resources to support startups that are commercializing institutional and entrepreneurial research |
| <i>Goals</i> | To implement Mentor Networks 2.0 Expand supplemental support |
| <i>Metrics</i> | <ul style="list-style-type: none"> - ## industry mentor networks - ## participating startups - ## startups reaching a funding event - # or % Increase in geographic + demographic + industry + campus diversity in startups engaged in Commercialization activity |

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|---------------------------|--|
| <i>Focus Area</i> | Talent |
| <i>Strategic Priority</i> | To build a robust talent pipeline for the entrepreneurial community |
| <i>Goals</i> | To expand programs to additional geography To connect talent and scalable companies |

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|----------------|---|
| <i>Metrics</i> | <ul style="list-style-type: none"> - ## program graduates - ## job placements - % Increase in geographic + demographic diversity in program graduates and those placed into startups |
|----------------|---|

PHASE I PROPOSALS - SUBMISSION FORMAT AND TEMPLATE

Each NP is permitted to apply for up to \$250,000 in funding requests (assume \$25,000 is allocated for Environment, akin to Operations in current contracts.)

Within each Focus Area to which an NP chooses to request funding, proposals should include a paragraph outlining Tactics for achieving the Goal(s), quantitative entries for each applicable Metric and a Funding Request. If any funds will be reserved for company funding events, indicate the amount and specific use.

The Phase I Submission Template is below and provided [here](#). Download the file and create one chart per Focus Area.

| | |
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| <i>Goals</i> | To realign funds to deploy more capital to more companies |
| <i>Metrics</i> | <ul style="list-style-type: none"> - \$__ LaunchTN-controlled* funds deployed - __ (#) startups receiving LaunchTN-controlled funds - __ (#) startups reach capital funding events** - __ (#) or __% Increase in geographic + demographic diversity in startups reaching capital funding event |
| | <p>* NPs would consider funds under their control -- grant, loans, investment capital -- versus LaunchTN-controlled funds.</p> <p>** Capital funding events are sourced from venture capital, angels, grants, crowd-funding, debt, PO guarantees; NOT REVENUE</p> |
| <i>Tactics (paragraph form)</i> | |
| <i>Funding Request</i> | |

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| <i>Strategic Priority</i> | To build marketplaces where startups regularly engage with established businesses and institutions |

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| Goals | To expand LEAP and similar Market Access activity To research and implement additional approaches to engagement |
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| | *** Engagements could include: pilot, purchase order, contract, research agreement, technology license, investment, strategic partnership. Common denominator is a "papered transaction" that mutually benefits the parties. |
| Tactics (paragraph form) | |
| Funding Request | |

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| Focus Area | Commercialization |
| Strategic Priority | To assemble resources to support startups that are commercializing institutional and entrepreneurial research |
| Goals | To implement Mentor Networks 2.0 Expand supplemental support |
| Metrics | <ul style="list-style-type: none"> - __ (#) industry mentor networks - __ (#) participating startups - __ (#) startups reaching a funding event - __ (#) or __% Increase in geographic + demographic + industry + campus diversity in startups engaged in Commercialization activity |
| Tactics (paragraph form) | |
| Funding Request | |

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| Focus Area | Talent |
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| Goals | To expand programs to additional geography |

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| | To connect talent and scalable companies |
| <i>Metrics</i> | <ul style="list-style-type: none"> - __ (#) program graduates - __ (#) job placements - __ (#) or __% Increase in geographic + demographic diversity in program graduates and those placed into startups |
| <i>Tactics (paragraph form)</i> | |
| <i>Funding Request</i> | |

DEADLINE

Proposals must be submitted electronically to Jill Van Beke (jill@launchtn.org) as a shared Google Doc by 5:00pm Central Time on Monday, April 1, 2019.

LEGAL STUFF

Any award of LaunchTN funds - with respect to this RFP - is subject to the availability of funds. LaunchTN reserves the right to reject any or all proposals in response to this RFP, or issue a new RFP. LaunchTN may fund any proposal in full, in part or not at all. Additional information to assist with the review process may be requested throughout the reviewing time period.