

**Nova Scotia Innovation Corporation
(operating as Innovacorp)
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**Request for Proposals for Entrepreneur in
Residence, Ocean Startup Project, Atlantic
Canada
July 2020**

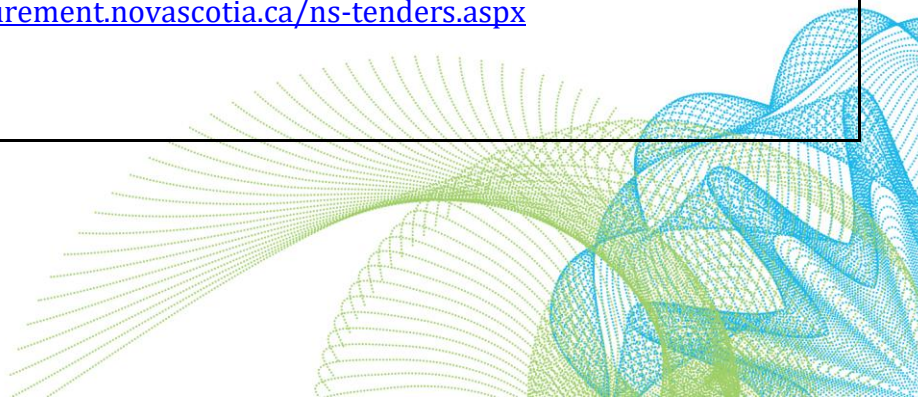
RFP Number: INN20200702

Electronic submissions only. Facsimile bids **will not** be accepted for this Request for Proposals

At a minimum, the terms & conditions and supplements listed below apply to this procurement. These documents are available from the Tenders website as shown below. By submitting your response to this Request for Proposals, you acknowledge that you have read and complied with these documents.

Atlantic Standard Terms and Conditions -and- Supplement-Request for Proposals (RFP)

<https://procurement.novascotia.ca/ns-tenders.aspx>



Request for Proposals for Entrepreneur in Residence, Ocean Startup Project, Atlantic Canada July 2020

BACKGROUND

The Ocean Startup Project through Innovacorp is seeking an experienced ocean entrepreneur with deep knowledge of the ocean sector for the role of Executive in Residence.

The Ocean Start-up Project, in concert with Canada's Ocean Supercluster, is a pan-Atlantic collaboration of Creative Destruction Lab (CDL), Genesis, Innovacorp, New Brunswick Innovation Foundation, PEI BioAlliance, and Springboard Atlantic. The vision is to build a world-class innovation ecosystem for ocean technology start-ups.

The Ocean Start-up Project is an 18 to 24-month strategy to create and grow ocean technology companies. It focuses on funnel development (year 1) and acceleration (year 2). Funnel development activities include industry innovation and technology problem identification; cafes and bootcamps; an industry innovation and technology competition; a university lab-to-market initiative; and CDL's ocean stream. Acceleration in year two includes accelerator and incubation programs.

Under the leadership of the Executive Director of the Ocean Startup Project, the Executive in Residence will provide expertise and mentoring for startup founders and guidance on various aspects of the Project. The Executive in Residence will play a lead role in planning, coordinating and implementing programs and initiatives surrounding the Ocean Start-up Project.

SCOPE OF SERVICES

1. Responsibilities:

- Provide business guidance to and mentor ocean startup founders on topics such as raising capital, growth strategies, path to market, team composition, market dynamics, etc.
- Deliver talks and workshops in areas critical for start-ups such as value creation, value proposition, business models and strategy, communication, sales, and pitching.
- Assist and encourage with the commercialization path of university-based research.
- Become familiar with research groups at local universities and institutions and be part of the knowledge sector business community, to help encourage talent attraction and team formation among start-ups.
- Provide mentorship and leadership to other entrepreneurship organizations in Atlantic Canada as requested
- Collaborate with community partners to grow entrepreneurship and the economy of Cape Breton.
- Collaborate with Ocean Startup Project and partners staff to review and enhance regional initiatives and develop entrepreneurial outreach strategy, programs and events as appropriate.
- Work closely with Creative Destruction Lab to identify, develop, foster fellows and associates and to support venture recruitment activities in an effort to increase the number of applications to its oceans stream and strengthen the ocean sector in Atlantic Canada.

- Identify and coordinate with partners and mentors to further the objectives of the Ocean Startup Project, including the development and roll out of programming, including bootcamps and scale up opportunities;
- Build out robust data analysis and performance metrics for the project; and
- Generally assist in growing the ocean ecosystem in Canada.

2. Core Competencies:

- Senior management experience that includes strategic planning in a technology company.
- Knowledge of small business dynamics and the challenges start-ups face.
- Expertise and/or operational experience in one or more of the following areas: business development, sales, marketing, product management, and software development.
- General knowledge of the technology sectors and awareness of technology advancements.
- Ability to distill complex concepts while effectively communicating verbally and in writing to individuals or audiences from a variety of backgrounds.
- Demonstrated skills in project planning, taking necessary actions action and achieving business results.
- Maturity and self-awareness to effectively work with and develop individuals of diverse genders, nationalities, and backgrounds.
- Proficient with and effective at implementing digital communication tools to maximize remote working relationships.

3. Qualifications

- A masters level business degree or equivalent training plus a minimum of 10 years experience in the ocean technology sector. Additional advanced degree in ocean science or engineering preferred.
- International experience in ocean technology sales, business development or product development would be considered an asset.
- Experience in intellectual property strategy, raising capital and angel investing would be considered an asset.
- You embody the Ocean Startup Project values including Respect, Integrity, Cooperation and Excellence.

4. Expected start date

- On or around August 18, 2020 but negotiable

PROPOSAL REQUIREMENTS

The incumbent shall provide the information requested below, in the sequence presented. Responses shall be as concise as possible. All appendices or attachments shall be clearly marked and cross-referenced. All costs associated with the proposal preparation and delivery and interview shall be the proponent's responsibility.

1. Experience Profile and Demonstrated Competencies (30%)

Provide a profile description including but not limited to the following:

- A letter of introduction summarizing interest in the role, reason for applying, most relevant ocean experience and qualifications, and rationale for choosing yours as the best proposal.
- A resume outlining relevant, lived ocean sector experience, competencies and qualifications.
- Relevant examples of success working in the ocean technology sector.
- Any other documentation demonstrating skills and expertise in the ocean sector, including relevant networks that may be of benefit to the Ocean Startup Project.

3. Approach (10%)

Describe the approach used to meet the responsibilities outlined in the scope of services to include:

- Process to support ocean startups and those that can benefit most from services offered.
- Techniques or activities to develop and support the start-up community and company founders.
- Process for working with Innovacorp's team/staff and community to inform, align and ensure timelines and deliverables are met.
- Communication and reporting plan
- A general timetable to best achieve the responsibilities outlined in the scope of services.

4. Pricing Response (20%)

Please include total project pricing inclusive of HST based on five days per week.

- Specify any potential costs or expenses not included in the fee.

5. References (10%)

Provide three references for any work done by you in the past five to eight years that is similar in nature, complexity and scope to the requirements specified in this RFP. Provide the name of each reference, along with his/her phone number and email address. References provided should be able to comment on the extent of your expertise and speak to their overall satisfaction with your skills.

6. Interview (30%)

Applicants will be invited to an interview to assess knowledge, expertise, interpersonal skills and cultural fit.

EVALUATION CRITERIA AND AWARD

The Ocean Startup Project will review and discuss submitted proposals and select appropriate applicants for interviews in accordance with the criteria set forth above.

CALL FOR PROPOSALS SCHEDULE

Proposals must be submitted electronically by noon on Tuesday, July 21, 2020 to Donald Grant, Executive Director of the Ocean Startup Project via email at dgrant@oceanstartupproject.ca.

Inquiries related to the proposal should be submitted to Donald Grant dgrant@oceanstartupproject.ca