

Market orientation

Orange Corners Alumni Support - ref. 202506065

Organisation: The Netherlands Enterprise Agency on behalf of the Ministry of Economic Affairs

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

Purpose of the notification

The purpose of this market orientation is to determine whether there are parties who can and want to carry out the work within the available budget, timeframe and requirements set.

This market orientation is not a request for proposal. It is not allowed to send a proposal or motivation letter.

Extent and duration

The project will start as soon as the contract is signed and will end in January 2027.

Budget indication

The cost of the project should not exceed the total amount of € 140.000,- excluding Dutch VAT and incl. local VAT and all other costs and/or fees.

Purpose of the assignment

The purpose of this assignment is to further strengthen (young) entrepreneurs – that have successfully concluded an Orange Corners (OC) incubation and/or acceleration programme, i.e. OC alumni – through follow-up support. To unlock their full potential, Orange Corners alumni could significantly benefit from tailored and additional support, as sustained commitment is an important ingredient when aiming to contribute to: healthy and growing companies, that create decent jobs and have a sustainable impact.

Deliverables

The specific deliverables of this project will be:

1. The delivery of an inception report. The report includes: the results of a conducted needs assessment among – a representative sample of – OC alumni entrepreneurs as well as OC/OCIF hubs and other stakeholders; and a suggested OC alumni programme following the conducted needs assessment. At a minimum, the report consists of:

- 1.1. A description of the Orange Corners alumni personas, including: their challenges, benefits and jobs to be done; and an overview of the alumni's training/mentoring/coaching/support needs after graduating from the Orange Corners incubation/acceleration programme;
- 1.2. A suggested 16-month OC alumni support programme consisting of:
 - a curriculum for the organisation of structural *light touch* (i.e. one off) activities for OC alumni;
 - a curriculum for the organisation of multiple *high intensity* (i.e. deep dives) projects that OC alumni can participate in.
- 1.3. An elaborated training vision, outlining the (different) training methods, providing an overview of the variation of alumni activities that will be organised; highlighting best practices when implementing a fully virtual programme.
- 1.4. A strategy on how the programme will be designed and implemented in such a way that it promotes inclusion and diversity – e.g. how will the programme support the participation of female entrepreneurs (to what extent is the programme gender sensitive and -transformative); and how is the programme accessible for OC

- alumni that speak French, Arabic and Portuguese (for example by providing bilingual sessions)?
- 1.5. A vision on how the programme fits within the overall Private Sector Development (PSD) strategy within RVO, and how it promotes win-win connections between (selected) OC alumni entrepreneurs and the Dutch private sector. As well as a plan on how to connect the alumni programming to the Dutch priority sectors for international development: food security, health, and water, and the combi tracks.
 - 1.6. A communication strategy that outlines: the key communication channels and - messages of the programme and how the implementer will communicate about the project with (during key moments): OC alumni entrepreneurs; OC hubs; RVO and MFA; the private sector, and other audiences; the outline of a content calendar; the roles and responsibilities of the different parties involved. Furthermore, the implementer should also make explicit how the Orange Corners Alumni platform will be leveraged in its communications.
2. A midterm report reflecting on the implementation of the OC alumni programme. The report consists of:
 - 2.1. The intermediary results of the programme, including:
 - the *light touch* programme activities
 - the *high intensity* project(s)
 - 2.2. The intermediary programme learnings and the changes/pivots these led to in the organisation of:
 - the *light touch* programme activities
 - the *high intensity* project(s)
 - any other activities
 - 2.3. Any other intermediary results, learnings and adaptations linked to:
 - the training vision and methodology used
 - the inclusion and diversity strategy
 - the (Dutch) private sector strategy
 - the communication strategy
 3. A final report reflecting on the implementation of the OC alumni programme, consisting of:
 - 3.1. The final results of the programme, including:
 - the *light touch* programme activities
 - the *high intensity* project(s)
 - any other organised programme activities
 - 3.2. The final programme learnings and the recommendations for any follow-up on OC alumni:
 - *light touch* programme activities
 - *high intensity* project(s)
 - other type of activities
 - 3.3. Any other final results, learnings and adaptations linked to:
 - the training vision and methodology used
 - the inclusion and diversity strategy
 - the (Dutch) private sector strategy
 - the communication strategy

In case you possess demonstrable experience in similar projects you are invited to express your interest to the contact person mentioned below.

Requirements

The requirements of this assignment are as follows:

- Proven experience providing entrepreneurship support to innovative SMEs and Startups in low and middle income countries;
- Excellent in online programme delivery;
- High quality inhouse trainers and a vast professional network of trainers, coaches, mentors;
- Expertise on a broad range of topics and themes for (alumni) entrepreneur support;

- Capable to deliver programme elements in multiple languages (English, French and preferably also in Arabic and/or Portuguese);
- Agile and efficient in programme coordination;
- Demonstratable network in the EU and specifically the Netherlands.

Application

Interested companies that are able to meet the requirements are invited to send an expression of interest to Leonie Verhoef by sending an e-mail to, leonie.verhoef@rvo.nl of the Procurement Office.

Please state in your expression of interest the name of the contact person of your company and his or her e-mail address, along with (1) a brief organizational profile, (2) a brief explanation of why you believe you are capable of completing this assignment and (3) a confirmation that your team meets the listed requirements. You do not have to send any other documents, as they will be disregarded.

As a result of the market orientation RVO can decide to start a follow-up process.

Interested parties can be invited in this process to submit a request for proposal.

If more than five (5) applicants respond to the market orientation, a supplier selection can take place on the basis of a selection prior to the request for proposal.

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

Deadline

The deadline for responding to this market orientation is set at **8 July 2025, 14:00 (CEST)**.

Leonie Verhoef
Procurement Officer

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Ministry of Economic Affairs
Netherlands Enterprise Agency