

ATTACHMENT I**STATEMENT OF WORK****Purpose:**

The USAID Kosovo Compete Activity (“USAID Compete” or “Activity”) seeks to identify a qualified service provider to conduct comprehensive market research and facilitate B2B meetings for a Joint Venture (JV) of seven ICT companies from Kosovo specializing in software development. The primary objective is to identify the most suitable market segments in Switzerland for this JV to target and to establish strategic business connections between the JV and targeted Swiss companies. To facilitate this initiative, USAID Compete is procuring services to identify and recommend optimal regions, industries, and target companies within the Swiss market that align with the services offered by the JV.

Background:

The USAID Kosovo Compete Activity is a five-year project implemented by DT Global, in consortia with Recura Financials and The Canopy Lab, that aims to promote resilient, self-sustaining market systems, and facilitate the private sector’s improved competitiveness in local, regional, and global markets. USAID Compete works to empower firms, organizations, and institutions to improve market systems in three key export-oriented sectors (Information and Communications Technologies (ICT), wood processing, and food processing) and sustainably increase their competitiveness. By working to address constraints across the system, USAID Compete will enable scalable and systemic change to occur, stimulating job creation and the private sector’s increased ability to engage in local, regional, and international markets. The expected results of the Activity across all three sectors are 1) market systems are strengthened to increase sector competitiveness and 2) market actors within those market systems are more productive and competitive.

Scope of Work:Project Background:

Seven companies from the Kosovo ICT sector are launching an initiative to explore expansion opportunities in the Swiss market. USAID Compete has agreed to support these Kosovo ICT companies in this endeavor. The initiative is envisioned as a consortium or partnership between these companies, facilitating the sharing of resources and the combination of their strengths. This collaborative approach is intended to enable effective access to Swiss companies and to integrate with Switzerland's innovative environment and market. The seven Kosovar companies are in the process of structuring a joint venture to carry out this initiative. This arrangement will enable them to market a broader set of services, such as software development and software solutions, in the Swiss market and international markets at large.

Duties and Responsibilities

The offeror should address how it intends to carry out the Statement of Work. It should also demonstrate a clear understanding of the work to be undertaken and of the responsibilities of all parties involved.

1. Foundational Analysis

The selected bidder will be responsible for conducting a foundational analysis of key industries to provide a market entry baseline tailored to the specific needs of the joint venture (JV) and its participating companies. This analysis will build upon the existing market research and knowledge gathered by the participating companies of the JV and should integrate and

leverage the complementary service portfolio prepared and offered by the JV members to ensure a cohesive approach.

- Evaluate key industries such as fintech, pharma, manufacturing, and healthcare that align with the JV's software development services, identifying industry-specific challenges, opportunities, and trends.
- Cross-reference the key industry verticals with an analysis of economic, technological, and business environment factors, identifying potential barriers to entry and market opportunities while ensuring alignment with the JV's existing service portfolio.

2. Strategy Development:

- Develop a comprehensive market entry strategy for the JV based on the findings from the market research, and industry analysis.
- Provide recommendations on the best approaches for entering the identified region(s) and industries.

3. Target Audience Identification:

- Define the target audience, including large corporations and SMEs.
- Develop detailed profiles for each segment, highlighting their specific needs and potential interest in the JV's services.
- Assess the decision-making process and procurement criteria of the target audience.

4. B2B Meetings Setup:

- Develop a list of potential Swiss companies that align with the JV's services.
- Identify and establish contact with potential clients and partners within the targeted industries and regions.
- Arrange and schedule B2B meetings between the JV representatives and potential clients/partners.
- Provide support for the preparation of these meetings, including briefing materials and strategic advice.
- Assist in planning for post-meeting follow-up activities to foster business relationships.

USAID Kosovo Compete Activity, the JV, and associated Kosovar ICT companies will provide all information needed to accomplish the scope of work to successfully penetrate the Swiss market and establish valuable business connections by leveraging comprehensive market research and strategic B2B meetings.

Deliverables:

1. Foundational Analysis:

- a. Foundational Analysis Document, including:
 - i. Customized sections for each key industry (fintech, pharma, manufacturing, healthcare) that are directly aligned with the JV's software development services.
 - ii. Market entry baseline that integrates insights from the industry analysis with key economic, technological, and business environment factors. This baseline will be specifically tailored to the JV, identifying potential barriers to entry and opportunities within each targeted industry

2. Strategy Development:

- Comprehensive Market Entry Strategy Document, including:

- Recommendations on entry approaches for identified regions and industries, integrating insights derived from the foundational analysis (deliverable 1).
- Strategic recommendations detailing optimal approaches for penetrating the identified regions and industries.
- An action plan with timelines, resource allocation, and key milestones.

3. Target Audience Identification:

- Target Audience Report, including:
 - Profiles of target audience segments such as large corporations, SMEs.
 - Analysis of the specific needs and potential interest of each segment in JV's services.
 - Assessment of the decision-making and procurement criteria for each segment.
 - Identification of key stakeholders within each segment and their roles in the decision-making process.

4. B2B Meetings Setup:

- Leads Pipeline Document, including:
 - Curated list of at least 20 Swiss companies categorized by industry, region, and company size.
 - Contact information for key decision-makers within these companies
 - Analysis of alignment between JV's services and each company's needs
- B2B Meetings Schedule, including:
 - Detailed schedule of confirmed B2B meetings with at least 7 potential clients/partners with senior staff (ideally C-Level executives) with decision-making authority.
 - Briefing materials for JV representatives, including company profiles, strategic advice, and key discussion points.
 - Logistics for each meeting, such as location, time, and attendees.
- Meeting Follow-up Report, including:
 - Summary of each B2B meeting, highlighting key discussion points, decisions made, and action items.
Recommendations for follow-up activities and strategies to strengthen business relationships.
 - Evaluation of meeting outcomes against initial objectives and identification of next steps.

While all deliverables are essential for the comprehensive market access plan, the engagement will prioritize the strategy development, target audience identification, and B2B meetings setup. This focus ensures a robust and actionable entry strategy and direct client engagement.

Timeline

The timeframe for conducting the activities mentioned above is October-December 2024.