



TERMS OF REFERENCE NO. 09/24

Procurement of visual design services for 5 startups

1. Background

With digitalization no longer merely a contributor to business growth but a critical precondition for continued competitiveness of corporate entities across all industries, there is growing global realization of the need to allocate greater resources to enable and expedite the processes of digital transformation, adaptation and innovation. Nonetheless, the level of both digital awareness and uptake in Bosnia and Herzegovina remains limited with little organic demand for transformational assistance and the deployment of digital technologies. The healthcare sector represents an illustrative case study in the cost of dismissing digital enablers and innovation in general, with demand for healthcare services - in both volume and scope - growing alongside the further diminishing of available resources. At the same time, healthcare is among the most carbon-intensive industries in the world.¹ It is responsible for close to 5% of greenhouse gas emissions worldwide, largely stemming from fossil fuel combustion, exacerbating the existing public health crisis with atmospheric pollution very much contributing to the high instance of chronic diseases in Bosnia and Herzegovina.

The introduction of green and digital technologies and innovations offer both improved patient outcomes, as well as greater efficiency in operation for both public and private healthcare providers. There is, however, a pressing need to ensure that the coming digital transformation and innovation journeys are properly supported and resourced. This entails, at a minimum, a basic level of awareness of the benefits offered through both green and digital transformations as well as the skills needed to fully exploit the available opportunities. This will enable healthcare businesses and public institutions alike to make informed decisions about moving their organizations forward. In addition to this basic level of awareness and knowledge of digitalization as an enabler in healthcare, there is further need to provide interested providers with on-site support and tailor-made assistance in assessing the needs of their organizations and charting the way forward. Finally, innovations in healthcare, as in any other sector, will require the development of a supporting enabling environment that will generate new and advanced healthcare services and solutions. This will include prototype development, testing and product, and business, design.

The its4Health Digital Innovation Hub (the Hub) offers an integrated package of services, ranging from facilitating digital and green transformation of partner healthcare SMEs and public providers, through enabling the emergence of innovative products, to incubating and developing businesses around the innovations. The Hub is unique in its approach as it aims to provide significant added value to society at large through making a tangible contribution to improving the performance of the country's struggling health sector.





The Hub aims to grow into a unique country-wide platform for enhancing and enabling cooperation between businesses, public institutions and scientific entities, helping improve the performance, and the continued resilience, of the healthcare sector in the post-pandemic setting. The establishment and inception of the Hub represent the initial steps in accelerating the adoption and diffusion of new technologies by the healthcare industry, building on the existing healthtech ecosystem in Bosnia and Herzegovina, and exploiting the opportunities presented by the coming green and digital transitions.

The project for establishing digital innovation hubs is part of the broader project EU4DigitalSME, jointly funded by the European Union and the Federal Ministry for Economic Cooperation and Development of the Federal Republic of Germany (BMZ).

Setting up and supporting the development of DIH (Digital Innovation Hub) services is one of the key activities of the EU4DigitalSME project, all aimed at contributing to the development of an ecosystem for digitalization, automation, and innovation in small and medium-sized enterprises (SMEs) in Bosnia and Herzegovina.

2. Objective

The primary aim of the Terms of Reference (TOR) is to support the further development of 5 emerging healthcare startups through the provision of expert services aimed at developing their visual brand identity. The exercise is expected to help emerging entrepreneurs develop their unique visual identity and establish a professional presence on the market. Accordingly, the Hub is looking to contract **1 skilled and experienced designer** capable of translating the startups' visions into compelling visual elements, including logos, graphics, and marketing materials. By investing in visual design services, we seek to differentiate these startups, build brand recognition, and drive their growth and success in the marketplace.

3. Scope of work

Task 1. Initial client consultations

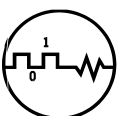
Visual designers will arrange and conduct individual meetings with representatives of each of the 5 startups to discuss their ideas, objectives, and requirements regarding visual design. During these meetings, designers will actively listen to the startups' visions and gather essential information to understand their unique identities and branding goals.

Level of effort: 2 days

Task 2. Development of individual visual design solutions

Building upon insights gained from the initial meetings, designers will proceed to develop comprehensive visual identities for each of the 5 startups. Visual identities will encompass various elements, including logos, color palettes, typography, and graphic styles, aiming to effectively convey the essence and values of each startup.

Level of effort: 10 days





Task 3. Feedback and finalization

Upon completion of the initial visual design concepts, designers will present their proposals to the respective startups for feedback and evaluation. Startups will have the opportunity to provide detailed feedback on the proposed visual identities, including suggestions for revisions or adjustments. Based on the feedback received, designers will implement necessary revisions and refinements to the visual design concepts. Designers will ensure that the revised visual identities align closely with the startups' preferences and expectations, striving for optimal representation and impact.

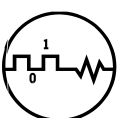
Level of effort: 3 days

4. Minimum Eligibility and Qualification Criteria

Eligibility and Qualification will be evaluated on Pass/Fail basis.

Subject	Criteria	Document Submission requirement
ELIGIBILITY		
Legal Status	The service provider must be an individual.	
Individual Profile	The individual must have a proven track record in creative work, helping deliver tailored visual identity and graphic design for a variety of clients. Previous experience with emerging businesses in an asset.	Individual profile should include a CV.
QUALIFICATION		

Previous Experience	- Individual must have at least 3 years of prior experience in visual design.	Submission of relevant documents confirming satisfactory delivery of results submitted.
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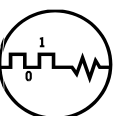


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Financial Standing	Bidder must demonstrate the current soundness of its financial standing. (Valid for legal entities)	Income statement and balance sheet for the year 2022 and 2023 and/or other relevant documents demonstrating current soundness of financial standing. (Valid for legal entities)
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5. Deliverables and Payment Schedule

The Hub expects the assignment to be fully completed by 02.05.2024., in line with the schedule below:

Assignment output	Deliverables	Payment %	Condition for Payment
Task 1: Initial client consultations	<ul style="list-style-type: none"> Consultative meetings with 5 startups held. 	20%	Within thirty (30) days from the date of meeting the following conditions: a) Client's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice
Task 2: Development of individual visual design solutions	<ul style="list-style-type: none"> Initial visual identity package for each of the 5 startups developed. 	50%	
Task 3: Feedback and finalization	<ul style="list-style-type: none"> Final visual solutions endorsed by the startup clients. 	30%	

6. Submission Deadline

All interested candidates are to submit their bids to this call with all supporting documents from **29.03.2024., to 09.04.2024., 23:59 PM**. All bids are to be submitted electronically to the following email address: *info@ssst.edu.ba*, with the subject note: *Procurement of visual design services*.



Annex 2. Form for Submitting an Offer

Procurement Number: 09/24

BIDDER (Name, address, and ID number)

CONTACT PERSON (Name and surname, e-mail address, and phone)

BIDDER'S STATEMENT

"Regarding the procurement carried out by SSST no. 09/24 on the published day 29.03.2024. we submit the offer and declare the following:

In accordance with the content and requirements of the invitation for bids no. 09/24, with this statement, we accept its provisions in full, without any reservations or limitations.

With this offer, we respond to the requirements from the invitation for bids for the delivery of goods and services in accordance with the conditions established by the invitation for bids, criteria, and established deadlines, without any reservations or restrictions.

The offer amount for _____ is
_____ KM without VAT.

The discount we give on the offer is _____ KM without VAT.

The final amount of our offer for the Procurement of visual design services for 5 startups with the included discount is _____ KM without VAT.



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The above offer is valid for at least 30 days (in letters: thirty), counting from the end of the deadline for receiving offers, i.e., to (..... /..... /.....).

Name and surname of the person authorized to represent the bidder:
[.....]

Signature of the authorized person:
[.....]

Place and date: [.....]

Seal :



POZIV ZA DOSTAVLJANJE PONUDA BR. 09/24

Nabavka usluga vizualnog dizajna za 5 startup-a

1. Pozadina

Kako digitalizacija više ne doprinosi samo rastu poslovanja, već je i kritičan preduslov za kontinuiranu konkurentnost korporativnih subjekata u svim industrijama, sve je veća globalna spoznaja potrebe za izdvajanjem većih resursa kako bi se omogućili i ubrzali procesi digitalne transformacije, adaptacije i inovacija. Bez obzira na to, nivo svijesti o digitalnoj tehnologiji u Bosni i Hercegovini i dalje je ograničen sa malom potražnjom za transformacijskom pomoći i primjenom digitalnih tehnologija. Sektor zdravstvene zaštite predstavlja ilustrativnu studiju slučaja o troškovima odbacivanja digitalnih pokretača i inovacija općenito, pri čemu potražnja za zdravstvenim uslugama raste zajedno sa daljnjim smanjenjem raspoloživih resursa. U isto vrijeme, zdravstvo je među industrijama s najintenzivnijom emisijom štetnih gasova u svijetu. Odgovorno je za skoro 5% emisija stakleničkih plinova širom svijeta, koje u velikoj mjeri proizilaze iz sagorijevanja fosilnih goriva, pogoršavajući postojeću krizu javnog zdravstva sa zagađenjem atmosfere gdje doprinosi visokoj instanci hroničnih bolesti u Bosni i Hercegovini. Uvođenje zelenih i digitalnih tehnologija i inovacija nude poboljšane ishode pacijenata, kao i veću efikasnost u radu kako za javne tako i za private pružaoce zdravstvenih usluga. Međutim, postoji hitna potreba da se osigura da nadolazeća digitalna transformacija i inovacijska putovanja budu adekvatno podržani i opremljeni resursima. To podrazumijeva, u najmanju ruku, osnovni nivo svijesti o prednostima koje se nude kroz zelenu i digitalnu transformaciju, kao i vještine potrebne za potpuno iskorištavanje dostupnih mogućnosti. Ovo će omogućiti zdravstvenim preduzećima i javnim institucijama da donose informirane odluke o kretanju svojih organizacija naprijed. Pored ovog osnovnog nivoa svijesti i znanja o digitalizaciji kao pokretaču u zdravstvu, postoji daljnja potreba da se zainteresiranim pružiocima pruži podrška na licu mjesta i pomoć u procjeni potreba njihovih organizacija i planiranju puta naprijed. Inovacije u zdravstvu, kao i u svakom drugom sektoru, zahtijevat će razvoj poticajnog okruženja koje će generirati nove i napredne zdravstvene usluge i rješenja. Ovo će uključivati razvoj prototipa, testiranje proizvoda i poslovanja, te dizajn. Its4Health Digital Innovation Hub (The Hub) će ponuditi integrirani paket usluga, u rasponu od olakšavanja digitalne i zelene transformacije partnerskih MSP-a i javnih pružatelja zdravstvenih usluga, preko omogućavanja pojave inovativnih proizvoda, do inkubacije i razvoja poslovanja oko inovacija. Hub je jedinstven po svom pristupu jer ima za cilj pružiti značajnu dodatnu vrijednost društvu u cjelini kroz davanje opipljivog doprinosa poboljšanju učinka zdravstvenog sektora u zemlji. Hub ima za cilj da preraste u jedinstvenu platformu širom zemlje za unapređenje i omogućavanje saradnje između preduzeća, javnih institucija i naučnih subjekata, pomažući poboljšanju performansi i kontinuiranu otpornost zdravstvenog sektora u postpandemijskom okruženju.



Projekat uspostavljanja centara za digitalne inovacije dio je šireg projekta EU4DigitalSME, koji zajednički finansiraju Evropska unija i Savezno ministarstvo za ekonomsku saradnju i razvoj SR Njemačke (BMZ).

Uspostavljanje i podrška razvoju DIH (Digital Innovation Hub) usluga je jedna od ključnih aktivnosti EU4DigitalSME projekta, a sve ima za cilj da doprinese razvoju ekosistema za digitalizaciju, automatizaciju i inovacije u malim i srednjim preduzećima (MSP) u Bosni i Hercegovini.

2. Cilj

Osnovni cilj ovog javnog poziva (TOR) je podrška daljem razvoju 5 nastupajućih startapova u zdravstvu putem pružanja stručnih usluga usmjerenih na razvoj njihovog vizualnog identiteta brenda. Očekuje se da će ovaj proces pomoći nastupajućim preduzetnicima u razvoju njihovog jedinstvenog vizualnog identiteta i uspostavljanju profesionalne prisutnosti na tržištu. Shodno tome, Hub traži da angažuje **1 vještog i iskusnog dizajnera** sposobnog da prevede vizije startapova u privlačne vizualne elemente, uključujući logotipe, grafike i marketinški materijal. Investiranjem u usluge vizualnog dizajna želimo razlikovati ove startapove, izgraditi prepoznatljivost brenda i podržati njihov rast i uspjeh na tržištu.

3. Obim posla

Zadatak 1. Početne konsultacije s klijentima

Vizualni dizajneri će organizovati i provesti individualne sastanke s predstavnicima svakog od 5 startapova kako bi razgovarali o njihovim idejama, ciljevima i zahtjevima u vezi s vizualnim dizajnom. Tokom ovih sastanaka, dizajneri će aktivno slušati vizije startapova i prikupiti ključne informacije kako bi razumjeli njihov jedinstveni identitet i ciljeve brendiranja.

Nivo angažovanja: 2 dana

Zadatak 2. Razvoj individualnih vizualnih rješenja

Na osnovu saznanja dobijenih iz početnih sastanaka, dizajneri će nastaviti razvijati sveobuhvatne vizualne identitete za svaki od 5 startapova. Vizualni identiteti obuhvataće različite elemente, uključujući logotipe, paletu boja, tipografiju i grafičke stilove, s ciljem da efikasno prenesu suštinu i vrijednosti svakog startapa.



Nivo angažovanja: 10 dana

Zadatak 3. Povratne informacije i finalizacija

Po završetku početnih koncepata vizualnog dizajna, dizajneri će predstaviti svoje prijedloge odgovarajućim startapovima radi povratnih informacija i evaluacije. Startapovi će imati priliku pružiti detaljne povratne informacije o predloženim vizualnim identitetima, uključujući sugestije za revizije ili prilagodbe. Na osnovu primljenih povratnih informacija, dizajneri će implementirati potrebne revizije i dorade koncepata vizualnog dizajna. Dizajneri će osigurati da revidirani vizualni identiteti usko odgovaraju preferencijama i očekivanjima startapova, težeci optimalnoj reprezentaciji i utjecaju.

Nivo angažovanja: 3 dana

1. Minimalni kriteriji podobnosti i kvalifikacije

Podobnost i kvalifikacija će se ocjenjivati na osnovu statusa zadovoljava/ne zadovoljava.

Predmet	Kriterij	Zahtjev za podnošenje dokumenta
PODOBNOST		
Pravni status	Ponuđač usluge mora biti fizičko lice.	
Profil fizičke osobe	Fizičko lice mora imati dokazani uspješan rad u kreativnom radu, koji je pomogao u kreiranju prilagođenih vizualnih identiteta i grafičkih dizajna za različite klijente. Prethodno iskustvo s rastućim poslovnim subjektima je prednost.	Profil fizičke osobe treba da se sastoji od CV-a.
Kvalifikacije		
Prethodno iskustvo	Minimalno iskustvo u trajanju od 3 godine na istim ili sličnim poslovima.	Dostavljene relevantnih dokumentacija koja potvrđuje zadovoljavajuću isporuku rezultata
Finansijsko stanje	Ponuđač mora dokazati trenutnu finansijsku stabilnost. (Vrijedi za pravna lica)	Izvještaj o prihodima i bilans stanja za godinu 2022. i 2023. godinu i/ili drugi relevantni dokumenti koji dokazuju trenutnu finansijsku stabilnost. (Vrijedi za pravna lica)

2. Zadaci i raspored plaćanja

Hub očekuje da će zadatak biti u potpunosti završen do 02.05.2024. godine, u skladu sa rasporedom u nastavku:

Assignment output	Deliverables	Payment %	Condition for Payment
Zadatak 1: Početne konsultacije s klijentima	<ul style="list-style-type: none">Održani su savjetodavni sastanci s 5 startapa.	20%	U roku od trideset (30) dana od dana ispunjenja sledećih uslova: a) Klijentovo pismeno prihvatanje (tj., ne puko primanje) kvaliteta rezultata; i b) Prijem računa od Dobavljač usluga.
Zadatak 2: Razvoj individualnih vizualnih dizajnerskih rješenja	<ul style="list-style-type: none">Razvijen je početni paket vizualnog identiteta za svaki od 5 startapa.	50%	
Zadatak 3: Povratna informacija i finalizacija	<ul style="list-style-type: none">Konačna vizualna rješenja odobrena od strane klijenata startapa.	30%	



6. Rok za predaju

Svi zainteresovani kandidati su dužni da dostave ponude na ovaj ponovljeni poziv sa svom pratećom dokumentacijom od **29.03.2024. godine do 09.04. 2024.godine, u 23:59 sati**. Sve ponude se dostavljaju elektronskim putem na sljedeću e-mail adresu: *info@ssst.edu.ba*, sa napomenom: *Nabavka usluga vizualnog dizajna za 5 startup-a br. 09/24 Poziv za podnošenje ponuda.*



Aneks 2. Obrazac za dostavljanje ponude

Broj nabavke: 09/24

1. PONUĐAČ (Naziv, adresa i ID broj)

2. KONTAKT OSOBA (ime i prezime, e-mail adresa i telefon)

IZJAVA PONUĐAČA

„Vezano za nabavku koju provodi Univerzitet SSST br. 09/24 objavljenoj dana 29.03.2024. dostavljamo ponudu i izjavljujemo sljedeće:

U skladu sa sadržajem i zahtjevima ponovljenog poziva za ponude br. 09/24, ovom izjavom prihvatamo njene odredbe u cijelosti, bez ikakvih rezervi ili ograničenja.

Ovom ponudom odgovaramo zahtjevima iz ponovljenog poziva za ponude za isporuku usluga u skladu sa uslovima utvrđenim ovim pozivom za ponude, kriterijima i utvrđenim rokovima, bez ikakvih rezervi ili ograničenja.

Iznos ponude za isporuku usluga je _____e
_____KM bez PDV-a. Popust koji dajemo na ponudu je
KM bez PDV-a.

Konačan iznos naše ponude za Nabavka usluga vizualnog dizajna za 5 startup-a sa uključenim popustom je
_____KM bez PDV-a.



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Navedena ponuda važi najmanje 30 dana (slovima: trideset), računajući od isteka roka za prijem ponuda, tj. do (..... /..... /.....).

Ime i prezime osobe koja je ovlaštena da predstavlja ponuđača: [.....]

Potpis ovlaštene osobe: [.....]

Mjesto i datum:

[.....]

Pečat