

1. BACKGROUND OF INSKEN

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development & Cooperatives (KUSKOP) that offers entrepreneurship development initiatives through its training and coaching programmes.

In line with INSKEN's tagline; "Membangun Usahawan MADANI", INSKEN ensures all programmes conducted are based on industry needs. Programme are executed through smart collaboration with industry practitioners, professionals and government agencies in order to strengthen the national entrepreneurship ecosystem.

Vision

Realizing the National Entrepreneurship aspiration through capacity development of entrepreneurs with outcomes.

Mission

- i) Strengthening the entrepreneurial development ecosystem by measuring outcomes;
- ii) Enhancing entrepreneur's ability to be resilient, competitive and global;
- iii) Encouraging collaborations between Ministries, Agencies and Industries;
- iv) Preparing entrepreneurs to be catalysts and leading in trends and market.

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2. **SCOPE OF WORK - Program Usahawan Perantis (SPACE) - Asas**

INSKEN is soliciting proposals from a qualified service provider(s) to deliver and conduct specific workshops and/or coaching sessions for entrepreneurs of start-up, scale-up and large entrepreneurs or business, with the objective to develop viable and sustainable businesses. It will be focusing on Business Model Canvas (BMC).

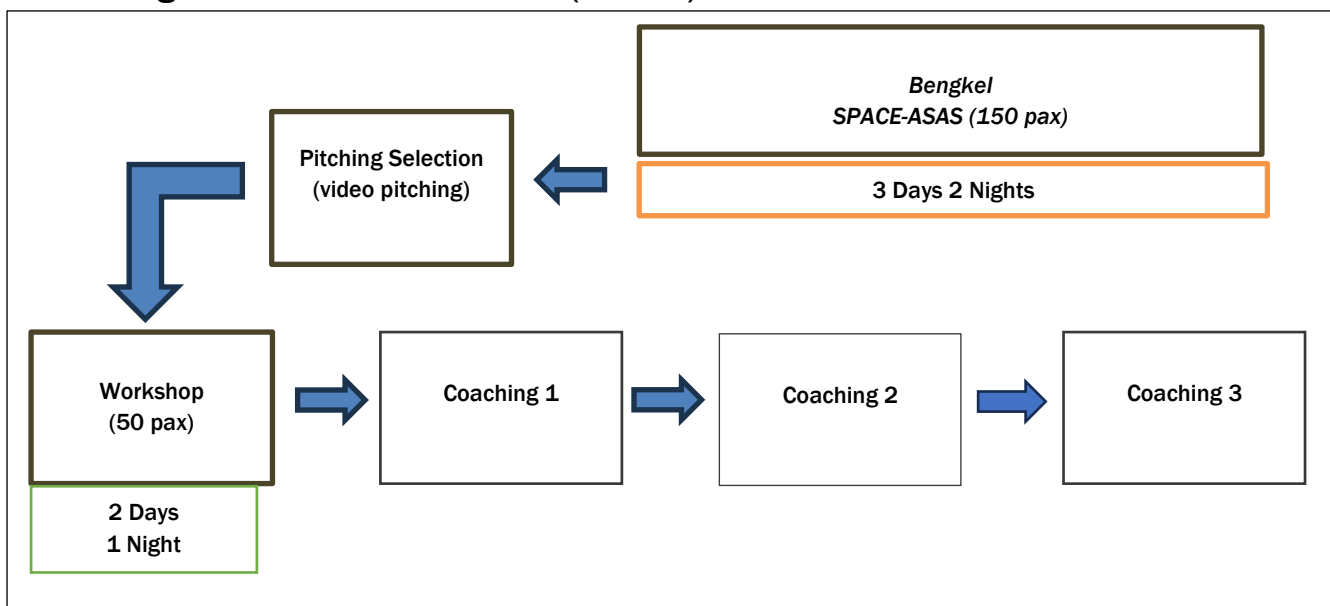
Summary of Program Usahawan Perantis (SPACE) - Asas is as follows:

OBJECTIVE	<p><u>Bengkel SPACE-ASAS:</u></p> <ol style="list-style-type: none"> To expose entrepreneurs to create a complete business model canvas and be able to re-evaluate their business model. Participants can produce and make presentation on their Business Model Canvas (BMC). Participants can improve existing value propositions that have elements of functional, emotional and social value. <p><u>Coaching:</u></p> <ol style="list-style-type: none"> Guiding entrepreneurs who own products or services to scale-up their business through coaching and mentoring by service provider Guiding entrepreneurs to improve products or services based on their planned for BMC Creating new marketing channels to enhance the product's ability to reach a broader market.
OUTCOME	<p><u>ENTREPRENEURS KPI:</u></p> <p>At the end of this programme, entrepreneurs need to achieve a certain KPI (depending on their business target):</p> <ul style="list-style-type: none"> 150 participants were trained; and Produce a minimum of 30% participants (50 participants) as new entrepreneurs registered with SSM

	<u>SERVICE PROVIDER RESPONSIBILITY:</u> <ul style="list-style-type: none"> • To produce a minimum of 30% participants (50 participants) as new entrepreneurs registered with SSM. • To ensure 95% of entrepreneurs (participants) will be able achieve target/ KPI's and give a full commitment in this programme. • Completed Workshop and Coaching Session according to the schedule. • Submit report (progress) on time.
PARTICIPANTS	<u>Scale-up entrepreneurs</u> <ul style="list-style-type: none"> • Malaysian citizen; • Graduate, priority will be given to Technopreneur, TVET and sports background; and • Aspiring/existing entrepreneurs based on products or services. • Others criteria subject to INSKEN's guidelines.
NUMBER OF PARTICIPANTS	<ul style="list-style-type: none"> • 150 pax for <i>Bengkel</i> SPACE-ASAS • Only 50 pax out of 150 pax from <i>Bengkel</i> SPACE-ASAS will be selected to coaching phase
PROGRAMME MODE	Physical & Online
DURATION	<i>Bengkel</i> SPACE-ASAS: <ul style="list-style-type: none"> - 3 days 2 nights Coaching phase: <ul style="list-style-type: none"> - Workshop 2 days 1 night - 3 coaching session in three months
PROGRAMME COMPONENTS	<u>Program Usahawan Perantis (SPACE) -Asas:</u> Module 1: Business Model Canvas (BMC) Module 2: Focused group based on sector/industry Module 3: Video pitching preparation, SSM matters Module 4: Workshop Module 5: Coaching Sessions

SERVICE PROVIDER CRITERIA	<ul style="list-style-type: none"> • Business is registered with SSM • Business is registered as HRD Corp.'s training provider • Business topic related experience – Minimum of 3 years track record in planning and conducting training related to business, entrepreneurship, SME development or related areas • Proven record in conducting training programmes with relevant impacts such as increase in participant's sales, establishment of new businesses or financing. • Business is currently on-going and active. • Willing to assist, guide and develop participants (entrepreneurs) and entrepreneurship ecosystem. • Have a very good business sense in the product development and service ecosystem. • Experience in business mentoring and coaching. • Able to provide relevant facilities or infrastructure to conduct training and coaching via online.
NOTES	INSKEN have the rights to change (if any) the programme content to ensure the success of the programme.

1.0: Program Usahawan Perantis (SPACE) – Asas Framework



PROGRAMME REQUIREMENT

- Service provider(s) needs to deliver *Bengkel* SPACE-ASAS for 150 pax or divided by 3 groups of 50 pax each.
- Service provider(s) needs to conduct Workshop for 50 pax or divided by 2 groups of 25 pax each
- 3 coaching sessions for selected 50 pax. (1 entrepreneur = 3 coaching sessions) within 3 months.
- Coaching areas should be based on Business Model Canvas (BMC) and the entrepreneur's gap analysis (operations, marketing, administration, finance and others).
- Coaching must consist of and problem-solving approach.

For the purposes of this RFP, “**coaching**” is defined as ‘a process through which entrepreneurs are helped to measurably improve their business performance and personal capability in scaling up the business’.

3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Service provider(s) shall acknowledge and agree that any products and/or deliverables created for the purpose of this RFP shall be considered as a “work made for hire” and all rights to the said products and/or deliverables shall belong exclusively to INSKEN. Service provider(s) shall be prohibited from disseminating products and/or deliverables developed and funded under this programme to other parties without prior written consent from INSKEN.

4. TIMELINE

The RFP process will be conducted as per the schedule below:

No.	Activity	Proposed Date
		(June – October 2025)
1	Issuance of RFP document	11 June 2025
2	Deadline to register for RFP briefing	13 June 2025
3	Briefing on RFP document	16 June 2025
4	Deadline for submission of proposal (s)	20 June 2025
5	Selection of Service Providers (s)	23 June 2025
6	Proposal Pitching	24 June 2025
7	Appointment of Service Providers (s)	30 June 2025
8	Professional work commences	11 July 2025 onwards

Should the submitter(s) did not receive any response from INSKEN within three (3) months from the submission date, the application is considered to be unsuccessful. INSKEN reserve to hold the proposal submitted proposal for reference purposes.

1. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	Company profile & credentials, and content developers, trainers profile including team's profile. (Please limit maximum 2 pages)
Part B	i. Bengkel SPACE-ASAS – proposed modules/topics ii. Pitching Secretariat Function – please propose suitable evaluation mechanism, scoring technique and selection criteria. iii. Workshop - proposed relevant modules/topics iv. Coaching Sessions – Proposed business coaching content. (Please limit maximum 6 pages)
Part C	Costing breakdown by components covering workshop fees, training fees, coaching fees, programme evaluation/reports (Please limit maximum 1 page per workshop)

Total Maximum page for RFP: 9 pages ONLY

Note: Submitters are requested to refer to “Sample of Proposal” to be submitted to INSKEN.

The “Sample of Proposal” can be downloaded at the following link, www.insken.gov.my/rfp. Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- Program Usahawan Perantis (SPACE) – Asas Proposal – Company XX

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2. REVIEW AND SELECTION

The selection panel will review the proposals based on the following criteria:

No.	Criteria	Percentage
1	Organisational information Experience of the company and company profile – turnover of the company, manpower and its success stories, recognition (testimony).	20%
2	Programme Content: Training and Coaching Detailed information on Training Classes and Coaching Sessions including training and coaching approaches/ methodologies, implementation plans and outcome-based KPI.	50%
3	Pitching Secretariat Function Detailed information on how the pitching sessions are going to be conducted including, not limited to, suitable evaluation mechanism, scoring technique and selection criteria.	10%
4	Budget Detailed costing and other information to support the proposed programmes (items to include details such as trainer fee, coaching fee, pitching secretariat fee, report submission fee, etc).	20%
TOTAL		100%

Only shortlisted provider(s) will be contacted and may be required to present their proposals to the selection panel.

3. ADMINISTRATIVE MATTERS

Industry players interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 4 OR other dates that will be informed by INSKEN.**

In order to register and receive the invitation to the briefing session, please email rfp@insken.gov.my before 5.00 pm, on the deadline to register for RFP briefing (refer to Timeline in Section 4). Please state your name, company, phone number and mention your interest to attend the briefing session. Invitation or Links to the Zoom / Google Meet session will be given only to registered industry players.

INSKEN will not entertain inquiries via email or phone calls. All questions will be answered during the briefing sessions only.

INSKEN reserves the right to accept or reject any or all proposals received, to negotiate with any qualified proposer, or to cancel in part or in its entirety this RFP process if it is in its best interest to do so without giving any reason whatsoever. This RFP does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

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