

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

INSKEN is soliciting proposals from qualified vendor(s) to deliver **end-to-end programme planning and execution** for graduate entrepreneurs who are currently operating businesses, with the objective of developing **viable and sustainable enterprises**.

The appointed vendor(s) will be responsible for the **overall planning, coordination, and implementation of the programme**, ensuring smooth execution and the successful delivery of all programme components.

JAGUH Keusahwanan Nasional are divided into 2 phase :

Phase 1 : *Kem Kesedaran Keusahwanan Inovasi*

Phase 2 : *Kem Pecutan Nasional*

Summary of INSKEN JAGUH KEUSAHAWANAN NASIONAL PROGRAMME is as follows:

<p>OBJECTIVE</p>	<ul style="list-style-type: none"> • To identify and develop high-potential student and graduate entrepreneurs. • To support participants in turning innovative ideas into viable businesses. • To nurture innovation-driven entrepreneurs who can create jobs and contribute to economic growth.
<p>OUTCOME</p>	<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"> • At least 85% of participants demonstrate improved understanding of entrepreneurship based on pre- and post-programme assessments. • At least 5% of participants successfully register a legal business entity with the Companies Commission of Malaysia (SSM).

	<p><u>VENDOR RESPONSIBILITY:</u></p> <ul style="list-style-type: none"> • To manage and implement the programme operations, including coordination with host institutions, participants, coaches, and relevant stakeholders. • To ensure smooth execution of programme activities, including logistics, technical arrangements, and participant engagement throughout the programme period. • To ensure 95% of entrepreneurs (participants) will be able achieve target/ KPI's and give a full commitment in this programme. • To prepare and submit programme documentation and progress reports in a timely manner.
<p>PARTICIPANTS</p>	<p><u>PARTICIPANTS</u></p> <ul style="list-style-type: none"> • Malaysian citizens. • University alumni within two (2) years of graduation (up to 30 years old) • Final-year university students, including graduates from TVET institutions. • Participants from university incubator or accelerator programmes, including early-stage or prototype-level ventures. • Individuals or teams with innovation-driven ideas or projects with potential for commercialisation. • Participants with technical or discipline-based backgrounds such as engineering, technology, agri-tech, creative industries, digital and applied sciences. • Individuals who demonstrate strong interest and commitment towards innovation-driven entrepreneurship. • Other criteria subject to INSKEN's guidelines.
<p>NUMBER OF PARTICIPANTS</p>	<p>Phase 1 : Maximum 250 participants each series Phase 2 : Maximum 100 participants each series</p>
<p>PROGRAMME MODE</p>	<p>Training</p>
<p>DURATION</p>	<p>Phase 1 : 2 days 1 Night Phase 2 : 3 days 2 Nights</p>

<p>PROGRAMME COMPONENTS</p>	<p>1. Phase 1</p> <ul style="list-style-type: none"> • Open participation involving approximately 3,000 students and graduates nationwide. • Focus on ideation, problem validation, business model development, and basic pitching. <p>2. Phase 2</p> <ul style="list-style-type: none"> • Approximately 5% of participants (around 120 participants representing Top 30 innovation projects) shortlisted based on idea quality, discipline relevance, and innovation potential. • Structured coaching on prototype refinement, market validation, and pitching with industry mentors and evaluation panels.
<p>VENDOR CRITERIA</p>	<ul style="list-style-type: none"> • Registered company with valid registration with Suruhanjaya Syarikat Malaysia (SSM) or relevant authorities. • Demonstrated experience in managing and implementing entrepreneurship, innovation, or business development programmes. • Minimum three (3) years of relevant operational experience in programme management, training, or capacity development initiatives. • Proven capability in coordinating programme logistics, stakeholder engagement, and operational execution. • Ability to manage programme participants, coaches, and institutional partners effectively throughout the programme period. • Strong organisational and project management capability to ensure smooth implementation of programme activities. • Proven track record in delivering programmes that achieve targeted outcomes or performance indicators (KPI). • Ability to prepare and submit comprehensive programme documentation, reports, and progress updates within the required timeline.

	<ul style="list-style-type: none"> • Strong networking with universities, industry players, ministries, agencies, or entrepreneurship ecosystem partners will be an added advantage. • Possession of a competent programme management team with relevant experience in entrepreneurship development or innovation programmes. • Financially and operationally capable of executing the programme within the approved scope and timeline. • Free from any legal disputes, blacklist status, or integrity issues with government or regulatory bodies.
NOTES	INSKEN have the rights to change (if any) the programme content to ensure the success of the programme.

1.0 JAGUH FRAMEWORK



JAGUH PROGRAMME REQUIREMENT	<ul style="list-style-type: none"> • Vendor is required to organise and implement the JAGUH Phase 1 : <i>Kem Kesedaran Keusahawanan Inovasi</i> (250 participants, 16 trainers/facilitator per session) and Phase 2 : <i>Kem Pecutan Keusahawanan Nasional</i> (100 participants, 11 trainers/facilitator per session) according to the programme structure, including awareness camp, acceleration camp and final pitching sessions. • Vendor shall coordinate mentoring and industry sharing sessions involving industry experts to guide participants in refining their innovation ideas and business models. • Vendor shall facilitate pitching sessions and evaluation processes to identify high-potential
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	<p>teams for advancement to the next stage of the programme.</p> <ul style="list-style-type: none"> • Vendor shall ensure effective programme management, participant engagement and smooth implementation of all programme activities throughout the programme duration. <p><u>ROLE & RESPONSIBILITY</u></p> <p>INSKEN</p> <ul style="list-style-type: none"> - Issuance of Letter of Appointment and formal signing of Agreement - Pre-programme briefing session to align on programme delivery standards, participant criteria, documentation requirements, branding guidelines and compliance expectations - Handover of programme kits, modules and official materials to vendor - Participant registration and submission of participant data using INSKEN format - Monitoring and audit of module delivery and facilitation - Compliance monitoring - Manage payments to the selected vendor - Audit, KPI consolidation and overall programme performance evaluation <p>IPT HOST</p> <ul style="list-style-type: none"> - Participant recruitment and promotion - Providing programme venues, facilities, participants accommodation, basic technical facilities and coordination support for student participants - Attendance tracking - programme implementation and on-ground coordination <p>VENDOR</p> <ul style="list-style-type: none"> - Issuance of Letter of Appointment to trainers/facilitator
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	<ul style="list-style-type: none"> - Participant recruitment and promotion - Programme collaterals pickup and postage - Participant registration and submission of participant data using INSKEN format - Overall programme implementation and on-ground coordination - Coordination with IPT host institutions - Coordination of facilitators and industry mentors - Programme logistics and operational management - Attendance tracking, participant documentation and programme records - Compliance monitoring - Submission of programme report - Submission of complete documentation including financial records, attendance verification and supporting materials for reconciliation and audit compliance
<p>PROGRAMME VENUE / HOST</p>	<ul style="list-style-type: none"> • Universiti Utara Malaysia (UUM) – April 2026 • UiTM Seri Iskandar – May 2026 • Universiti Teknikal Malaysia Melaka (UTeM) – May 2026 • Universiti Sultan Zainal Abidin (UniSZA) – May 2026 • UiTM Kampus Dengkil – May 2026 • Politeknik Sultan Haji Ahmad Shah (POLISAS) – May 2026 • Universiti Teknologi Malaysia (UTM) – May 2026 • Universiti Malaya (UM) – May 2026 • UiTM Cawangan Sabah – May 2026 • Universiti Sains Malaysia (USM) – June 2026 • UiTM Machang – June 2026 • Universiti Malaysia Sarawak (UNIMAS) – July 2026 • Universiti Sains Islam Malaysia (USIM) – August 2026

1. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Vendor (s) acknowledge and agree that any products and/or deliverables developed under this programme shall be considered “work made for hire,” with all rights exclusively owned by INSKEN. The industry

practitioner(s) shall not disseminate or share any products and/or deliverables developed and funded under this programme with any third party without prior written consent from INSKEN.

4. TIMELINE

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

No.	Activity	Proposed date
1	Issuance of RFP document	30 March 2026
2	Deadline to register for RFP briefing	5 April 2026
3	Briefing on RFP document	7 April 2026
4	Deadline for submission of proposal (s)	10 April 2026
5	Selection of Service Providers (s)	13 April 2026
6	Proposal Pitching	16 April 2026
7	Appointment of Service Providers (s)	23 April 2026
8	Professional work commences	May 2026 onwards

Should the vendor (s) did not receive any response from INSKEN within three (1) months from the submission date, the application is considered to be unsuccessful. INSKEN reserve to hold the vendor (s) submitted proposal for reference purposes.

1. CONTENT OF THE PROPOSALS

All proposals must include the following information:

Part A	<p>PART A: Company Profile & Credentials (Maximum 2 Pages)</p> <ul style="list-style-type: none"> • Company background and experience. • Relevant programmes conducted. • Profile of proposed trainers, facilitators, or industry speakers. • Proposed project team.
Part B	<p>PART B: Programme Implementation Approach (Maximum 6 Pages)</p> <ul style="list-style-type: none"> • Proposed approach to organise and execute the programme. • Programme flow and implementation plan. • Coordination with trainers, facilitators, and participants. • Programme management and operational arrangements.
Part C	<p>PART C: Costing Breakdown (Maximum 1 Page per Workshop)</p> <ul style="list-style-type: none"> • Trainers / facilitators fees. • Programme coordination fee. • Accommodation and F&B. • Other related programme implementation costs.

Total Maximum page for RFP: 9 pages ONLY

Note: Industries players 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:

- RFP2026/JAGUH/Vendor

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2. REVIEW AND SELECTION

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

No.	Criteria	Percentage
1	Company Profile & Credentials Company background and relevant experience in conducting similar programmes/projects. This section should also include the profile of proposed trainers, facilitators or industry speakers, and the proposed project team for the programme.	20%
2	Programme Implementation Approach Detailed explanation of the proposed approach to organise and execute the programme, including the programme flow and implementation plan. This section should also describe the vendor's approach in coordinating trainers, facilitators and participants, as well as the overall programme management and operational arrangements to ensure smooth delivery of the programme.	60%
3	Budget Detailed costing and other information to support the proposed programmes (All matters pertaining to the trainer/facilitator fee, logistic such as accommodations for trainer & assistant	20%
TOTAL		100%

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

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3. ADMINISTRATIVE MATTERS

Vendors 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 submit the RFP JAGUH briefing form. Invitation or Links to the Zoom / Google Meet session will be given only to registered vendors.

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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