

KEEP+ Large Value Consultancy Grant Project Specification Template

Tender details – the opportunity

Company name	iDream Academy (iDream Entertainment Ltd)
Company address	Allia Future Business Centre
Description of company activity/SIC code	90010
Objective of the proposed innovation project– this MUST involve activity that results in the development of or introduction to the market of a new product or service (max 300 words)	The objective of the proposed project is to have a fully functional and “tested” digital product, and collect key data, for improvement implementation for iDream Academy, the marketplace of music and dance education. The full product shall operate the following functions: “For learners, we offer music courses and dance classes online. Learners can also book into local music and dance classes via our platform. For instructors, we serve as an online platform to create and sell music courses and dance classes. Our hybrid marketplace solution, facilitates instructors providing classes in-person to sell, organise and manage their classes online and on the go.”
Company’s current situation – existing project team and innovation project development stage (max 400 words)	We have conducted some initial research and framework for the preparation of the next stage, which is implementation. After developing a framework for the UX and UI, we want to develop the implementation of the full product in operational form. We need to develop and implement initial key marketing research of product using A/B testing, with current design, and adapt as required. Currently we are a team of 3, CEO, Manager and Admin.
Business need – what expertise and support is required from a supplier to reach the objective(s) above? (max 400 words)	We are looking for a consulting CTO with full stack developer, (front, back end) and product manager attributes, and some research and development experience to bring to the table.
Please list six key words that describe your potential project, i.e. ICT, engineering, biotech etc.	Developer, Marketing, Research Development, Digital Product
Required timescales (if any) for Project Start and duration, and if applicable anticipated product launch date	8-10 month period, predicted product launch July/August 2019.
Optional - company budget available to match fund KEEP+ grant (if known) please see ‘Further details’ for maximum funding amounts	
Company Contact (email and phone) for further information	tiago@idreamacademy.co.uk



European Union

European Regional
Development Fund

Required tender response date (min 10 working days from posting of advert)	10 working days
Criteria for Decision making	Assessment criteria are as follows <ul style="list-style-type: none">• Expertise fit• Timing fit• Suitability of proposed methodology Weighting is determined by the SME partner
Date for Contract Decision	Minimum of 10 working days from date of advertisement
Tender response templates	Please approach the company for the exact format of your response.