

TERMS OF REFERENCE

1. ADB's Private Sector Operations Department (PSOD) makes direct equity investments across a range of sectors in the Asia-Pacific including: (i) infrastructure; (ii) climate change; (iii) financial services; (iv) agriculture; (v) education; and (vi) health. PSOD is seeking experienced firms and professionals to advise on PSOD's new initiative exploring the acceleration and early-stage investments of impactful technologies and business models. Below is a summary of the consulting services.

1. **Public Relations Firm (International Consulting Firm – 12 person-months)**

2. **Background and Objective:** Under the direction of the ADB project lead and the Communications Specialist, the Public Relations Firm will contribute to ADB Ventures goals including:

- (i) Thought leadership on private sector development and impact investment in the developing Asia-Pacific;
- (ii) Constructive dialogue with key innovation ecosystem stakeholders (including startups, corporates, and government) throughout the Asia-Pacific; and
- (iii) Visibility for the startups and innovative technology companies that ADB Ventures supports.

3. It will identify and develop opportunities to position ADB Ventures amongst key stakeholders including:

- (i) Leaders in the operational priorities of the ADB's Strategy 2030;
- (ii) The global innovation ecosystem, especially innovative technology startups, incubators and accelerators, and investors;
- (iii) Women business leaders in Asia;
- (iv) Governments throughout the Asia-Pacific; and
- (v) Foundations, development financial institutions, non-governmental organizations, and other development partners committed to impact and emerging market investing.

4. It will execute communications activities including media relations (regional/global trade, regional/global business, national), social media management, facilitation of speaking opportunities, and development of communications materials.

5. The firm will closely coordinate with the Communications Specialist and the external relations teams of relevant ADB resident missions.

6. **Key responsibilities:** On an ongoing basis, the firm will be responsible for:

- (i) Providing strategic counsel to the Communications Specialist;
- (ii) Media and blogger relations: international, national, trade, business, and national;
- (iii) Social media content and engagement; social media monitoring and conversation management;
- (iv) Arranging speaking opportunities for ADB Ventures subject matter experts and partners;
- (v) Supporting the marketing of open innovation challenges and related activities;

- (vi) Content, collateral, and event material writing and design; and
- (vii) Event support as it relates to responsibilities i-v above;

7. All ongoing services will be subject to a budget and scope of work to be reviewed quarterly by the Communications Specialist in consultation with the firm.

8. **Team Composition & Qualification Requirements for the Key Experts:** The firm will be engaged through quality- and cost-based selection method, through the submission of a simplified technical proposal in accordance with Guidelines on the Use of Consultants by ADB and Its Borrowers (March 2013, as amended from time to time). The lead firm may associate with other firms or experts but shall be primarily responsible for the implementation of the assignment.

9. The assignment will be implemented over 18 months from January 2019 to June 2020.

10. The firm must provide a core team consisting of at least 1 team leader/ international media relations specialist; 1 content writer; and 1 creative or senior art director (Table 1). Additional team members to support the assignment will be proposed by the team during the Request for Proposal stage.

Table 1: Public Relations Firm Positions

Position	Person-Months (pm)
Media Relations Specialist / Team Leader	2
Content Writer	4
Creative or Senior Arts Director	2
Retainer Consultants (tbd)	4
Total	12

11. The composition and qualifications of the team as well as individual team members will be evaluated as part of the technical proposal. All core team should possess excellent oral and written communication skills in English, ability to distill technical language into clear, concise and reader-friendly messages to the right audiences; and confidence dealing with a variety of stakeholders. The firm should demonstrate digital and social media fluency; experience connecting with the international innovation and startup ecosystem; and reach within the Asia-Pacific.

12. The firm will be responsible for disbursing funding for public relations hard costs (media database access and other software, wire distributions, stock photography), event costs, third party services (photographers), and subcontracting/consortium agencies and experts. The team will propose budgets for such costs during the Request for Proposal stage.

13. **Deliverables:** The contract will be a lump-sum contract with milestone payments (Table 2).

Table 2: Payment Summary

Milestones	Outputs	Approval
Milestone 1	Project start (10%)	ADB
Milestone 2	Approval of public relations work plan (60%)	ADB
Milestone 3	Close of project (30%)	ADB

2. **Project Manager (International Individual Consultant – 19 person-months)**

14. The Project Manager will have at least 7 years of relevant experience in project management. This will include the project and budget management of large scale, multi-country, multi-vendor projects. S/he should have a bachelor's degree, or equivalent experience. A Project Management Professional certification would be desirable as well. S/he must have excellent English oral and written communication skills and ideally demonstrated experience writing formal documents in English, in addition to strong Excel and Project Management software experience. The Program Manager will:

- (i) Work closely with the ADB project lead to help track project personnel, consultants, and firms for all ADB Ventures work activities;
- (ii) Help track program schedules, goals, and work plans, providing regular reports and updates to the ADB project lead; and
- (iii) Work with other team members to help track budgets, providing regular reports and updates to the ADB project lead.

3. **Communications Specialist (International Individual Consultant – 19 person-months)**

15. The Communications Specialist will identify and develop communications tools and opportunities to position ADB Ventures amongst key target audiences and partners, at the same time provide guidance and supervision on the execution of communications related activities and products. The expert is expected to proactively take lead in working with the PSOD staff, ADB Ventures technical experts, and relevant stakeholders to strategically promote ADB Venture's visibility to the public and oversee ADB Ventures branding opportunities. The Communications Specialist will have at least 10 years of relevant professional experience in communications and marketing. S/he must have excellent English oral and written communication skills, and ideally experience of designing and implementing communications and marketing strategies and plans in both the public and private sectors. The expert will closely coordinate with the recruited Public Relations firm, ADB's Department of Communications (DOC) and relevant ADB resident missions. Specifically, the expert will:

- (i) Develop an ADB Ventures communications and dissemination strategy in close consultation with PSOD and DOC;
- (ii) Prepare a pro-active external communications and dissemination strategy which leverages and integrates a range of communications channels;
- (iii) Highlights ADB Ventures' value proposition to the governments, development partners and the private sector in target countries;
- (iv) Develop, provide guidance and quality control on specific communications plans implementation via social media and online platforms, and messaging;
- (v) Provide guidance, recommendations and supervisions during the design and preparation of ADB Ventures knowledge products, events and promotion;
- (vi) Building the network relationship with key local, regional and global media and press organizations; and
- (vii) Oversee the launch of the ADB Ventures communications and dissemination strategy.

4. **Finance and Accounting Specialist (National Individual Consultant – 19 person-months)**

16. The Finance and Accounting Specialist shall have a university degree or higher in related field, holding account certificate(s). S/he shall have at least 7 years of experience in financial management for projects funded by ADB or other international funding agencies. Knowledge of ADB procedures/policies for financial management will be preferred. S/he must also possess strong analytical skills with attention to detail and have the ability to work with minimum supervision. S/he ideally will have excellent English oral and written communication skills and demonstrated experience writing formal and financial documents in English, in addition to strong Excel, accounting and presentation software experience. Specifically, the specialist will:

- (i) Work with the ADB project lead and the Project Manager to design and monitor the budget for all operations of the ADB Ventures project;
- (ii) Work with other parts of ADB to observe and integrate budgeting and reporting best practices of the highest standards for use by ADB Ventures;
- (iii) Provide regular budget reports to the ADB Ventures management team, as well as a variety of ad hoc reports, as required;
- (iv) Oversee disbursements, purchase orders, contract payments and other regular accounting tasks as required by the project team.

5. Database Manager (National Individual Consultant – 19 person-months)

17. The Database Manager will possess a minimum of 5 years' experience researching, monitoring and analyzing venture capital, start-up and/or development related projects, ideally in the Asia-Pacific. S/he should ideally be familiar with the early stage venture ecosystems in the region. S/he ideally will have excellent English oral and written communication skills, as well as superior data reporting and presentation skills - with the ability to present findings cogently to a variety of clients within the project. S/he ideally will also possess strong analytical skills with attention to detail and have the ability to work with minimum supervision. Previous exposure to or work experience with ADB or similar organizations would be a benefit. Specifically, the Analyst will:

- (i) Help gather and record key data about each program's applicants for each of the business support programs;
- (ii) Help gather and record key data about each project launched under the different business support program;
- (iii) Help gather and record key data about potential partners and funders for the business support programs;
- (iv) Analyze such data and present it in a meaningful way to the project's various stakeholders;
- (v) Make recommendations into methods and formats for recording, entering, extracting and reporting key data; and
- (vi) Help define new data collection and analysis processes.

6. Project Coordinator (National Individual Consultant – 19 person-months)

18. The Project Coordinator will work with the Project Manager, primarily supporting the ADB project lead and Project Manager, and secondarily supporting the needs of the other team members. S/he will have usually at least 5 years' experience providing similar support at a high level, preferably within ADB. S/he will also have excellent computer skills and in-depth knowledge of Microsoft Office Suite and other similar software programs. S/he ideally will have excellent English oral and written communication skills and should demonstrate mastery of standard office administrative practices and procedures, exposure to accounting processes and be able to work

without direct supervision. A Bachelor's Degree would be an advantage. Specific task would include:

- (i) Prepare and edit correspondence, communications, presentations, etc;
- (ii) Design and maintain address books;
- (iii) File and retrieve documents and reference materials;
- (iv) Manage and maintain executives' schedules, appointments and travel arrangements;
- (v) Arrange and co-ordinate meetings and events;
- (vi) Record, transcribe and distribute minutes of meetings;
- (vii) Monitor, screen, respond to and distribute incoming communications;
- (viii) Answer and manage incoming calls;
- (ix) Receive and interact with incoming visitors;
- (x) Liaise with internal staff at all levels;
- (xi) Interact with external clients;
- (xii) Help co-ordinate project-based work;
- (xiii) Review operating practices and implement improvements where necessary; and
- (xiv) Supervise, coach and train lower level staff.

7. Short-term Consultants (International Individual Consultants – 24 person-months)

19. Detailed terms of reference of each of these short-term positions below will be prepared after mobilization of key full-time individual consultant positions (Project Manager, Communications Specialist, Finance and Accounting Specialist, Database Manager, and Project Coordinator). Short-term project implementation consultants will be hired, supervised, and supported by the full-time project team and be required in the following areas: (i) early-stage investment; (ii) startup acceleration, (iii) gender; (iv) climate change, and (v) monitoring and evaluation. These consultants will be hired to implement specific activities. Scope and services of these short-term experts will include but not be limited to:

- (i) Financial and market mapping analysis of early-stage investment gaps;
- (ii) Advisory on the design and structuring of the ADB Ventures Investment Fund;
- (iii) Advisory on the design and implementation of ADB Ventures Business Support Programs;
- (iv) Commercial deal structuring and negotiations for corporate transactions that may come through the Business Support Programs;
- (v) Investment screening – organizing and participating in the screening and selection of candidate companies under the startup support program (for winners / awards); and
- (vi) Conduct capacity development local innovation ecosystem partners including partner business incubators.

Qualification Requirements of Short-Term Experts: These experts will have at least 8 years of relevant experience in early-stage investment (including venture capital, business incubation and/or acceleration, monitoring and evaluation) and/or thematic area (gender, climate change). Experience in impact investing and markets in the Asia-Pacific are desirable. The experts should ideally have at least a Masters degree, or equivalent work experience, in a relevant field, with a preference for finance, economics or innovation. They will ideally have excellent English oral and written communication skills and demonstrated experience writing formal documents in English.