



Request for proposals

SDR Agency services Skills Institute

InnoEnergy

Company KIC InnoEnergy SE

Registered Office Kennispoort 6th floor · John F. Kennedylaan 2 · 5612 AB Eindhoven · The Netherlands

Phone +31 (0) 40 240 60 31 · email info@innoenergy.com · VAT-ID 8500.04.287.B.01 · Bank ABN Amro Bank

Account number 46.58.19.958 · IBAN NL44ABNA0465819958 · SWIFT ABNANL2A

Inno and InnoEnergy are the trading brands of KIC InnoEnergy SE

1. Table of contents

1.	Table of contents	2
2.	Overview of InnoEnergy	3
3.	Scope of work	3
4.	Proposal Process	6
4.1.	<i>Participation</i>	6
4.2.	<i>Submission of proposal</i>	6
4.3.	<i>Validity of the proposals</i>	7
4.4.	<i>Requests for additional information or clarification</i>	7
4.5.	<i>Costs for preparing proposals</i>	7
4.6.	<i>Ownership of the proposals</i>	7
4.7.	<i>Clarification related to the submitted proposals</i>	7
4.8.	<i>Negotiation about the submitted proposal</i>	7
4.9.	<i>Evaluation of proposals</i>	8
4.10.	<i>Signature of contract(s)</i>	8
4.11.	<i>Cancellation of the proposal procedure</i>	8
4.12.	<i>Appeals/complaints</i>	9
4.13.	<i>Ethics clauses / Corruptive practices</i>	9
4.14.	<i>Many journeys. One welcome.</i>	9
4.15.	<i>Annexes</i>	9

2. Overview of InnoEnergy

InnoEnergy is a European company fostering the integration of education, technology, business and entrepreneurship and strengthening the culture of innovation. The challenge is big, but our goal is simple: to achieve a sustainable energy future for Europe. Innovation is the solution. New ideas, products and services that make a real difference, new businesses and new people to deliver them to market. At InnoEnergy we support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.
- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

For more information about our company please visit the following website:

<http://www.innoenergy.com/about-innoenergy/>

3. Scope of work

InnoEnergy Skills Institute is leading the transformation of the green energy workforce across Europe, driving innovation and expanding its presence in the region. The InnoEnergy Skills Institute is scaling rapidly across Europe and requires a specialist outsourced Sales Development Representative (SDR) agency to accelerate B2B revenue growth across its training and certification portfolio for the battery, hydrogen and solar PV value chains.

The objective of this engagement is not marketing communications, but the systematic generation of qualified sales opportunities (SQLs) for the InnoEnergy commercial team.

The selected agency will be responsible for building and operating a dedicated outbound sales development engine that identifies, engages, qualifies and books sales-ready opportunities with target enterprise and mid-market organisations across Europe.

The scope includes:

- Identifying high-value employer and industry targets aligned with Skills Institute programmes
- Executing outbound prospecting via email, phone, LinkedIn and other digital channels
- Qualifying leads against agreed ICP, buying roles and budget authority
- Delivering Sales Qualified Leads (SQLs) into InnoEnergy's CRM and sales pipeline
- Working closely with the InnoEnergy sales and leadership teams to continuously refine targeting, messaging and qualification criteria

The agency will not be responsible for creative marketing assets, brand campaigns or advertising. Their role is to act as an extension of the commercial team and directly support pipeline creation and revenue growth.

Commercial Objectives

The primary commercial outcome of this engagement is:

A predictable and scalable flow of high-quality SQLs for InnoEnergy Skills Institute sales teams.

Each SQL must meet agreed qualification criteria including (but not limited to):

- Organisation size and sector relevance
- Buyer or influencer seniority
- Clear training, reskilling or workforce-development need
- Identified budget, timeframe or procurement process

Success will be measured on:

- Volume of SQLs delivered
- Acceptance rate by InnoEnergy sales team
- Conversion of SQLs into opportunities and closed revenue

Services Required

The selected SDR agency will provide:

1. Outbound Prospecting & Lead Generation

- Multi-channel outreach (email, LinkedIn, phone, etc.)
- Prospecting into defined verticals such as battery manufacturing, hydrogen, energy utilities, OEMs, supply chain and related industries
- European-wide coverage across priority markets

2. Lead Qualification

- Live discovery calls or qualification conversations
- Validation of:
 - Organisational fit
 - Training need
 - Decision-making process
 - Budget and timeframe

3. SQL Delivery

- Booking qualified meetings for InnoEnergy sales executives
- Logging all activity, notes and qualification data into CRM
- Ensuring handover quality and context for each SQL

4. Reporting & Optimisation

- Weekly and monthly reporting covering:
 - Activity volumes
 - Conversion rates
 - SQL quality
 - Sector and campaign performance
- Continuous improvement of targeting, messaging and qualification criteria

Proposal Requirements

Agencies responding must demonstrate deep expertise in B2B sales development.

Proposals must include:

1. Relevant Experience

- Examples of B2B outbound, SDR or lead-generation work
- Experience selling into enterprise or industrial sectors

- Experience selling complex or high-value services (training, software, consulting, SaaS, etc.)

2. Delivery Model

- Onboarding
- Ongoing customer support
- How SDRs are hired, trained and managed
- Whether SDRs are dedicated or pooled
- Languages supported
- European market coverage

3. SQL Definition & Methodology

- How you define and qualify an SQL
- Your discovery, scoring and handover process
- How quality is maintained and measured
- Experience working with systems such as HubSpot, Salesforce or similar
- How data is captured, reported and handed over

4. Performance Alignment to SLA's & KPI's

- Volume of SQL's generated
- Minimum SQL's guarantee
- Minimum SQL criteria
- SLA & KPI alignment to objectives

5. Pricing Model

- Cost per:
 - SDR
 - SQL
 - Or hybrid commercial models
- Any setup or onboarding fees

6. Ramp-Up & Timeline

- Time to first SQL
- Time to full monthly capacity

The contract's duration is 12 months. In case the budget coverage for future support for the services presently tendered, plus the continuing need for the services provided by the tenderer, InnoEnergy intends to extend the contract with the winner/s of the present supplier selection process with another 12 months. The contract extension will be done through a direct award procedure. This extension is subject to financial coverage and high-quality performance of the contractor and continuous need for the services, but this does not bind InnoEnergy to carry out an extension.

4. Proposal Process

4.1. Participation

- a) Participation in this proposal procedure is open to all tenderers.
- b) All participants must sign the Tenderers' declaration form attached and submit it with the proposal. Please note that the tenderer may not modify the text, it has to be submitted signed as provided by InnoEnergy attached to the request for proposal document.

4.2. Submission of proposal

	DATE (Calendar dates)
Sending out RFP invitations to the potential suppliers	05/02/2026
Deadline for requesting clarification from InnoEnergy	10/02/2026
Deadline for submitting proposals	16/02/2026
Intended date of notification of award	19/02/2026
Intended date of contract signature	26/02/2026

Proposals must be emailed in English to the following address to:

Contact name: for the attention of Dale Harris

E-mail: dale.harris@innoenergy.com

The proposal shall contain:

- **the technical response to the service requested (point 3).**
- **the financial offer (the price for the services.)** The Financial offer must be presented in € Euros. Prices must be indicated as net amount + VAT.
- **an indication of supplier's insurance coverage.** The proposal must specify whether the supplier has taken out a company liability insurance and/or professional liability insurance including the maximum amount of coverage in *Euros* per event per insurance.

Responses should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer represents that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also affirms that it has read the instructions to tenderers and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

4.3. *Validity of the proposals*

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 90 days to close the contract.

Proposals not following the instructions of this Request for Proposal can be rejected by InnoEnergy.

4.4. *Requests for additional information or clarification*

The request for proposal should be clear enough to avoid tenderers having to request additional information during the procedure. In case the tenderers are in need of additional information or clarification, please address it to the address below. **All information requested or answered may only be done through written communication – email only. All questions should be sent prior to deadline for requesting clarification as specified in 4.2. In case of complex or high value procurements, EIT InnoEnergy could arrange a clarification session which will be communicated to the tenderers.**

Contact name: for the attention of Dale Harris

E-mail: dale.harris@innoenergy.com

InnoEnergy has no obligation to provide clarification.

4.5. *Costs for preparing proposals*

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

4.6. *Ownership of the proposals*

InnoEnergy retains ownership of all proposals received under this tendering procedure. Proprietary information identified as such, which is submitted by tenderer in connection with this procurement, will be kept confidential.

The potential or actual supplier should accept that during the implementation of the contract and for four years after the completion of the contract, for the purposes of safeguarding the EU's financial interests, InnoEnergy may transfer the proposal and the contract of the supplier to internal audit services, to the EIT, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

4.7. *Clarification related to the submitted proposals*

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, InnoEnergy may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. **All information requested or answered may only be done through written communication – email only.**

4.8. *Negotiation about the submitted proposal*

After checking the administrative compliance of the tenderers, InnoEnergy may negotiate the contract terms with the tenderers. In this negotiation InnoEnergy will ask all tenderers to adjust the proposal or specific sections of the proposal within an appropriate time limit. In case of negotiation, InnoEnergy shall provide further information about the proceedings and timing.

4.9. *Evaluation of proposals*

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 3 of the document.

Evaluation criteria

Evaluation Criteria

Criteria	Max Points
Proven B2B SDR / Outbound Experience	25
Quality of SQL Methodology & Sales Process	20
Team, Coverage & Delivery Model	10
Performance Alignment to SLA's & KPI's	10
Insurance & Compliance	5
Total Technical Score	70
Commercial/Pricing Score	30
Total	100

Total maximum score: 100.

4.10. *Signature of contract(s)*

The successful and unsuccessful tenderers will be informed in writing (via email) about the result of the award procedure.

For the contract the Service Agreement in Annex 2 shall apply. Any change desired by the tenderer in the provisions contained in the body of this Service Agreement needs to be communicated to InnoEnergy as part of the proposal of such tenderer. Background for this is that such desired changes need to be taken into account in the evaluation of the proposal of each tenderer under Liability Exposure above. Significant changes are likely to lengthen the negotiation process, making it less likely that the Service Agreement can be signed in time.

Within 2 days of receipt of the contract from InnoEnergy, the selected tenderer shall sign and date the contract and return it to InnoEnergy. Upon receipt, InnoEnergy shall also sign and send back to the winner one signed copy. In case the winning tenderer is unable to enter into the contract within the above mentioned time period, InnoEnergy may decide to contract the second best.

4.11. *Cancellation of the proposal procedure*

In the event of cancellation of the proposal procedure, InnoEnergy will notify tenderers of the cancellation. In no event shall InnoEnergy be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if InnoEnergy has been advised of the possibility of damages.

4.12. *Appeals/complaints*

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to InnoEnergy. The tenderers have 5 days to file their complaints from the receipt of the letter of notification of award.

4.13. *Ethics clauses / Corruptive practices*

InnoEnergy reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the Contract, InnoEnergy may refrain from concluding the Contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). He should inform InnoEnergy immediately if there is any change in the above circumstances at any stage during the implementation of the tasks.

4.14. *Many journeys. One welcome.*

Diversity, inclusion and equality of opportunity are core InnoEnergy values. We are committed to extending the same warm welcome to everyone, whatever their personal journey. We strive to ensure every voice is heard.

We value the contribution that different viewpoints make to our business of innovation. Having a variety of perspectives at all levels also equips us to meet the needs of the diverse communities we serve.

We extend our commitment across the career cycle. We recruit people from diverse backgrounds—for example, as of 2022, we employed 39 nationalities split 50-50 male-female. We then ensure that every member of our team is involved and valued, and receives equal recognition and opportunities for advancement.

In all areas of the employee experience (including recruitment, compensation and career development), and in all dealings with customers and communities, InnoEnergy staff will value merit regardless of age, social status, race, colour or genetic features, disability, ethnic/social origin or national minority membership, gender, gender reassignment, sexual orientation, language, marital or partnership status, political or any other opinion, economic status, religion or spiritual belief.

Although we do not use this as a vendor selection criterion, we are interested in learning from others, and would be happy to receive anything about your Diversity values or policy that you would care to offer.

4.15. *Annexes*

Annex 1: Tenderers' Declaration form. Please only use this paragraph above 60K flows

Annex 2: Draft Contract Template. Please select according to your flow: for flow 15-60K: <IE's contract template or Suppliers template> after approval from Legal dept.; for flow 60-144: <IE's contract template or Suppliers template> after approval from Legal dept. and IE's Proc. Officer; above 144K: only IE's contract template.

Inno