



Ministry of Information Technology & Telecom  
Government of Pakistan



## **REQUEST FOR PROPOSAL (RFP)**

**RFP No.: IGNITE/PSDP/2025-2026/PROC/01**

# **HIRING OF A DIGITAL MARKETING/SOCIAL MEDIA SERVICES FOR PAKISTAN STARTUP FUND & BRIDGESTART PAKISTAN**

**IGNITE – Pakistan Startup Fund (PSF)**  
Ministry of Information Technology & Telecom  
Government of Pakistan

**3<sup>rd</sup> Floor, Telecom Foundation (TF) Complex**  
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[www.ignite.org.pk](http://www.ignite.org.pk)

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## *PART A*

### *DEFINITIONS, INSTRUCTIONS & INFORMATION FOR BIDDERS*

## 1. Definitions

In this Request for Proposal (RFP), unless the context provides otherwise:

- 1.1. **“AOP”** means an enterprise jointly formed by two or more legal entities including companies, firms, organizations, agencies or individuals with the specific purpose of submitting a bid.
- 1.2. **“Bidder”** means a firm, partnership, association of persons, consortium/JV, agency or party which will submit proposal in response to this RFP.
- 1.3. **“Bidding Document”** means the comprehensive set of documents issued by the Company, acting as the Procuring Agency, to provide prospective bidders with all necessary information required to prepare their bids. This set includes, but is not limited to, definitions to minimize ambiguity, requirements for soliciting proposals, instructions for bidders, Terms of Reference (TOR), evaluation criteria, forms for submitting information, and a draft contract.
- 1.4. **“Company”** refers to M/s. IGNITE, a company incorporated under section 42 of the repealed Companies Ordinance, 1984, now governed by the Companies Act, 2017, with Corporate Universal Identification Number (CUIN) 0058556, having its registered office at Telecom Foundation Complex Building, 3rd Floor, G-9/4, Islamabad, Pakistan, and functioning as the executing agency of the Pakistan Startup Fund (PSF) and BridgeStart Pakistan (BSP).
- 1.5. **“Consortium”** means a group of two or more legally recognized entities, including companies, firms, enterprise, organizations, or agencies, that come together under a formal agreement to jointly submit a proposal in response to the Request for Proposal (RFP).
- 1.6. **“Date of Issue”** means the date on which the Ignite-PSF Hiring of Digital marketing/Social Media RFP is issued by the Company to solicit bids from potential bidders.
- 1.7. **“Day”** means a calendar day unless otherwise specified. In the context of this RFP, all references to "Day" shall include weekends and public holidays, unless explicitly stated otherwise.
- 1.8. **“Funding Agreement”** means “an agreement concluded between Company and the Successful Bidder”. (see Annexure C).
- 1.9. **“HIRING OF A DIGITAL MARKETING/SOCIAL MEDIA SERVICES”** means the digital marketing and social media management requirements for Pakistan Startup Fund (PSF) and BridgeStart Pakistan, government-backed initiatives designed to accelerate startup growth, attract investment, and establish Pakistan as a key player in the global innovation ecosystem. The agency will be responsible for developing and executing a comprehensive digital marketing strategy that enhances visibility, engages stakeholders, and drives impactful storytelling across multiple digital platforms.
- 1.10. **“Joint Venture (JV)”** means an enterprise formed by two or more individuals or companies for the purpose of submitting a bid. It is a business undertaking for a single, defined project in response to the RFP where all members share a common purpose, engage in shared profits and losses, and have an equal voice in controlling the project. All members of the joint venture, including the lead member and all other participants, are jointly and severally liable to the contracting authority.
- 1.11. **“Lead Bidder/Partner”** means is the lead entity, in case of consortium, joint venture (JV) or partnership who is principally participating in submission of the proposal and should submit a letter of intent for purpose of identification.

- 1.12. **“Partnership”** means a relationship between two or more persons who have agreed to carry on a business in common with a view to profits, and who share the profits of the business carried on by all or any of them acting for all.
- 1.13. **“Proposal”** means the entire set of documents consisting of bidder’s Profile, Technical and Financial Proposals submitted by the bidder.
- 1.14. **“Request for Proposal (RFP)”** means set of documents prepared by PSF - Ignite, to solicit proposal, which consists of definition, instructions for bidders, ToR, evaluation criteria, forms for providing information and draft contract.
- 1.15. **“Successful Bidder”** means “a bidder who has been awarded the contract pursuant to the PSF - Ignite’s RFP and who shall be responsible for carrying out activities as per contract.
- 1.16. **“Terms of Reference” (ToR)** means that part of Bidding Document which explains the scope of work, activities, tasks to be performed, evaluation criteria, respective responsibilities of the bidder as well as expected results and deliverables of the assignment.

## 2. Mandatory Eligibility Criteria Checklist

Before the Bidders submit their Proposals, within the stipulated time mentioned in this Request for Proposal (RFP) document, bidders are required to make sure that the following mandatory requirements of this RFP document are fulfilled. **These requirements must be furnished in the order mentioned in the below checklist at the time of submission of Proposal. Non-submission of any one of the following applicable requirements shall result in disqualification:**

Table 1: Mandatory Eligibility Criteria Checklist

#	Mandatory Eligibility Criteria Checklist	Mark ☑ / ☒
1.	Proof of Certificate of Incorporation or Registration or equivalent	
2.	Proof of NTN Certificate	
3.	Proof of GST Certificate	
4.	In case of proposal being submitted as consortium/Joint Venture (JV), attach consent letter of <b>each</b> partner organization clearly specifying its roles and responsibilities in the project. Letter should be issued by the competent authority of the partner organization.	
5.	Original affidavit (not older than one month at the time of proposal submission) on Stamp Paper(s) of worth <b>PKR 100</b> or more that Bidder is not insolvent, bankrupt and is not blacklisted or debarred by Public Procurement Regulatory Authority (PPRA), Government, Semi-Government, Private, Autonomous body or any other international organization.	
6.	Original affidavit (not older than one month at the time of proposal submission) on Stamp Paper(s) of worth <b>PKR 100</b> or more that the Bidder is an active tax payer and has submitted its tax return for the preceding fiscal year. <b>Tax payer list serial number (downloadable from FBR’s website) is also to be mentioned.</b>	

7.	<p><b><u>Two separately sealed envelopes:</u></b></p> <p><b><u>Envelope #1 shall clearly bear the name “TECHNICAL PROPOSAL – Hiring of a Digital Marketing/Social Media services for Pakistan Startup Fund &amp; BridgeStart Pakistan”</u></b></p> <p>Two hard copies of Technical Proposal, one marked as Original and one marked as Copy* must be submitted with one soft copy of the original technical proposal in USB. Bidders are to make sure that Financial Proposal is <b>not</b> part of the Technical Proposal in any form.</p> <p>*Additional hard copy of Technical Proposal is not a mandatory requirement.</p>	
8.	<p><b><u>Envelope #2 shall clearly bear the name “FINANCIAL PROPOSAL – “Hiring of a Digital Marketing/Social Media services for Pakistan Startup Fund &amp; BridgeStart Pakistan”</u></b></p> <p>Financial Proposal in hard copy must be submitted with one soft copy of the same in USB. Soft copy must be in MS Excel format. (The hard copy and soft copy of Financial Proposal must be sealed in Envelope # 2 and should not be part of Technical Proposal in any form).</p>	
9.	BID Security of PKR 500,000 to be placed in Envelope # 1 along with mandatory documentation	
10.	Conflict of Interest Form (Annexure – B)	
11.	<p>Bidder should submit their proposal on EPADs <a href="https://eprocure.gov.pk">https://eprocure.gov.pk</a></p> <p>Incase a bid is not submitted on EPADs by lead bidder, it will not be accepted by the Company in hard form.</p>	

**Note:** Bidders are required to submit filled, signed & stamped copy of the above checklist along with the Proposal. All of the supporting documents of the mandatory eligibility criteria shall be attached with checklist in the same section of the technical proposal. Requirement No. 5 & 6 above, are required to be submitted on separate stamp papers.

### 3. Ignite National Technology Fund:

Ignite, hereafter referred to as the "Company" has been incorporated with the Securities and Exchange Commission of Pakistan (SECP) under Section 42 of the Companies Act, 2017 (Former Companies Ordinance 1984) by the Ministry of IT & Telecom, Government of Pakistan. Ignite is dedicated to promoting innovation and entrepreneurship in Pakistan. It funds and supports various technology-driven initiatives, incubators, and research programs to drive the country's digital transformation.

#### **Pakistan Startup Fund (PSF) & BridgeStart Pakistan:**

The Pakistan Startup Fund (PSF) and BridgeStart Pakistan are key initiatives under the government-backed project "PM Initiatives - Support for IT Startups, Specialized IT Trainings, and Venture Capital - Component 1," implemented by Ignite. These programs aim to drive the growth and innovation of Pakistani startups by offering strategic support and funding opportunities.

The Pakistan Startup Fund (PSF) is an initiative by the Ministry of IT & Telecom (MoITT) aimed at providing financial backing to high-potential startups, reducing market entry barriers, and fostering innovation-driven entrepreneurship. The fund supports startups by helping them scale operations and attract investment from local and international investors.

BridgeStart Pakistan is a strategic program under PSF, designed to support startups that have secured admission into internationally recognized incubators or accelerators. It facilitates access to global funding opportunities, mentorship, and networking, connecting Pakistani startups with investors, venture capitalists, and industry experts. Through this program, Pakistani startups are provided with the necessary resources to scale internationally, establishing a robust presence in global markets.

### 4. Instructions for Bidders:

This document contains all the information pertinent to this solicitation, and governs the preparation and submission of Proposals. The technical & financial forms to be filled by Bidder for this assignment are annexed with this RFP document. Proposals must be submitted by the deadline stipulated in this RFP, completed on the formats provided by the Company, with supporting documents, according to the guidelines given in the section titled **Instructions and Information for Bidders**. Proposals will be evaluated by Procurement Committee constituted by the Company. Selection of Bidders will be on Quality and Cost Based Selection methodology as provided in the Bidding Document.

### 5. Bidding Document

The Bidder is expected to examine all instructions, general conditions, forms, terms and specifications contained in the RFP document and its annexures. Failure to comply with instructions will be at the Bidder's risk and may affect the evaluation of the Proposal. Proposals that do not comprehensively address the Terms of Reference (ToR) and other requirements may be rejected. Inability to comply with applicable instructions, general conditions of Agreement, terms and specifications may lead to rejection of the Proposal.



Submission of Technical and Financial Proposals against RFP document means in principle acceptance of the attached Draft Agreement by the Bidder. During negotiations with Successful Bidder, only minor changes, can be made in the attached agreement. Company reserves the right to accept or reject any proposed changes by the successful bidder. Company reserves the right to make changes to the draft agreement in order to ensure better & smooth implementation of the project.

After the issuance of letter of acceptance, the successful Bidder is expected to sign the agreement as soon as possible. If successful Bidder is not responsive and does not sign the agreement within a reasonable time, maximum one (1) month after issuance of the letter of acceptance, the Company reserves the right to terminate and nullify the bid award and bid security will be forfeited.

In the event of non-compliance with the ToR of the RFP document and obligations contained in the agreement, the Company may terminate the agreement by providing one (1) month written notice to the successful bidder without any further obligation or compensation on the part of the Company.

## 6. Preparation of Proposal

- 6.1 **Language of the Proposal** Proposals prepared by the Bidders and all correspondence and documents relating to the Proposal exchanged between the Bidders and the Company shall be in writing and in English Language, except where otherwise specified.
- 6.2 **Proposal Currency:** All prices shall be quoted in Pakistani Rupees (PKR) and all payments will be made in Pakistani Rupees (PKR.)
- 6.3 **Period of Validity of Proposal:** Proposals shall remain valid for 180 days from the date of advertisement as provided in the RFP document. In exceptional circumstances, Company may solicit the Bidder's consent to an extension of the period of validity without any material changes in the Bidding Document.
- 6.4 **Supporting Documents:** While preparing the Technical Proposal, the Bidder shall ensure that it provides the Company with documentary evidence. Procurement committee will evaluate proposals solely on the basis of documentary evidence submitted in accordance with evaluation criteria described in this RFP.
- 6.5 **Cost of Preparing Proposal:** All costs of preparing Proposal, negotiations with Company, including visits for discussion, are not reimbursable.
- 6.6 **Proposal Documents:** The Proposal, in binder form, with serial number of each page should comprise the following:

### Technical Proposal:

- a) Checklist (Mandatory Documents required with the Proposal) – Page 6
- b) Technical Proposal Submission – Form B1
- c) Firms/Bidders Profile – Form B2
- d) Relevant Experience of the Firm/Bidder – Form B3 (A, B, C, D, E, F)
- e) Proposed team – Form B4
- f) Roles & Responsibilities of Consortium/JV Partners – Form B5

Technical Proposal should detail the capability and experience of delivering the services specified in the ToR. Bidder should submit details of at least three of their most relevant/similar nature

assignments for technical evaluation using the prescribed format. Assignments submitted beyond the given number will not be considered.

Technical Proposal should not contain any financial proposal information. Cost and financial estimates need to be provided in a separate sealed envelope clearly indicating Financial Proposal. The Technical Proposal must not contain any pricing information whatsoever on the services being offered. **Non-compliance will lead to rejection of the Proposal.**

**Financial Proposal:**

Financial Proposal must consist and submitted on the following formats:

- a) Covering Letter – Form C1
- b) Summary of Cost – Form C2

Electronic form of Technical Proposal will also be provided in a separate USB, that will be included in the sealed envelope containing the written hard copy of Technical Proposal. Electronic form of Financial Proposal in MS-Excel will be provided in a separate USB that will be included in the sealed envelope containing the written hard copy of Financial Proposal.

## 7. Bid Security

Bid security of **PKR 500,000** in the form of Call Deposit/Bank Draft (refundable) drawn in favour of IGNITE- National Technology Fund (FTN/NTN: 2939308-6) is to be placed in Envelope#1 along with the mandatory documentation.

## 8. Taxes

Quoted costs should be inclusive of all applicable (direct & indirect) taxes. While submitting their bids, bidders shall be responsible to include all applicable duties / taxes / levies etc. (Federal and/or Provincial) in their financial proposal. Omission if any shall be the sole responsibility of the bidder. Financial Proposal will be scored based upon the bid amount inclusive of all taxes. All prices must be quoted in PKR.

## 9. Format and signing of Proposal

The Proposal shall contain no interlineations, erasures, or overwriting, except, as necessary to correct errors made by the Bidder, in which case such corrections shall be initialled by Bidder's authorized person. The Proposals shall be clear and elaborate. Different parts of Proposals shall be separated using colour separators, flags or tags.

***Note: The Technical Proposal must not contain any pricing information whatsoever on the services being offered. Non-compliance will lead to rejection of the Proposal.***

## 10. Submission, Receipt, and Opening of Proposal

- 10.1 Proposals will be accepted and evaluated using Single Stage, Two Envelope Procedure. (Separate sealed envelopes for Technical and Financial Proposals). The process is further defined at Annexure A.
- 10.2 The original Proposal shall contain no interlineations or overwriting, except, as necessary to correct errors made by the bidder, in which case such corrections shall be initialled by the bidder's authorized person. The proposal shall be clear and elaborate. All pages of the Proposals (Technical & Financial) must be numbered. Submission letters for both Technical and Financial Proposals, must be in the attached format (Form B1 & C1) in separate envelopes.
- 10.3 The Bidder's Organization Head or an authorized representative on his/her behalf shall initial and stamp all pages of the original Technical and Financial Proposals. In case of authorized representative, an authorization shall be provided which shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign.
- 10.4 Hard copies of Technical Proposal shall be sent to the address listed in this Bidding Document. All required copies of the Technical Proposal are to be exact replicas of the original. If there are discrepancies between the original and copies of the Technical Proposal, the original governs.
- 10.5 Bidder is required to submit **one original and one copy of Technical Proposal along with all supporting documents.**
- 10.6 One **USB** containing an electronic copy (labelled 'Electronic Copy') of all Proposal documents in PDF format (**excluding the Financial Proposal**), must be provided with the Technical Proposal. In the event of any discrepancy between the Original Proposal and the Electronic Copy, the former shall be deemed as the accurate Proposal. If Financial Proposal is copied to the USB containing Technical Proposal, the entire Proposal shall stand rejected.
- 10.7 The Technical Proposal shall be placed in a sealed envelope clearly marked **"TECHNICAL PROPOSAL"** followed by the name of the assignment **"Hiring of a Digital Marketing/Social Media Services for Pakistan Startup Fund & BridgeStart Pakistan"** and the name of Bidder. Similarly, the Financial Proposal shall be placed in a separate sealed envelope clearly marked **"FINANCIAL PROPOSAL"** followed by the name of the assignment **"Hiring of a Digital Marketing/Social Media services for Pakistan Startup Fund & BridgeStart Pakistan"** and the name of Bidder, with a warning **"DO NOT OPEN WITH THE TECHNICAL PROPOSAL"**. The envelopes containing Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address and title of the assignment mentioned in this document, and the name of the Bidder, and clearly marked **"DO NOT OPEN BEFORE SUBMISSION DEADLINE"**. Company shall not be responsible for misplacement, losing or premature opening of the outer envelope if not properly sealed and marked as stipulated. Such negligence may result in rejection of the Proposal. If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for rejection of the Proposal.
- 10.8 The Proposal must be sent to the following address and received by the Company not later than the time and the date specified elsewhere in this Bidding Document:

<b>Position:</b>	Assistant Manager Procurement
<b>Telephone:</b>	+9251 910 7441 - 6 Ext. 127
<b>Fax:</b>	+9251 910 7447
<b>Email Address:</b>	<a href="mailto:saudi.psf@ignite.org.pk">saudi.psf@ignite.org.pk</a>
<b>Postal Address:</b>	<b>Ignite- National Technology Fund 3<sup>rd</sup> Floor, Telecom Foundation Complex, 7 Mauve Area, G-9/4, Islamabad</b>

- 10.9 Bidders must submit their Proposal to the Company by registered post/ courier or by hand to the official postal address of the Company before or on the submission deadline specified elsewhere in this Bidding Document.
- 10.10 Bidders must submit their proposal on EPADs <https://eprocure.gov.pk/>
- 10.11 Any Proposal received by the Company after the deadline for submission shall be returned unopened.
- 10.12 Company reserves the right to accept or reject any or all of the Proposals submitted at any time in accordance with applicable PPRA rules and the stipulations contained in this document.

Company shall open Technical Proposal thirty minutes after the submission deadline. The envelopes with the Financial Proposal shall remain sealed and securely stored in the custody of Company and will be opened as per the tentative timeline specified elsewhere in this document.

## 11. Key Activities & Timeline

#	ACTIVITY/MILESTONE	TENTATIVE TIMELINES
1	RFP Issuance	November 25, 2025
2	Deadline for receiving queries/questions	November 28, 2025 05:00 pm
3	Pre-Bid Conference (Location: Ignite Office, 3 <sup>rd</sup> Floor, TF Complex, 7 Mauve Area, G-9/4, Islamabad)	December 04, 2025 at 11:00 am
4	Response to queries/questions related to RFP	December 08, 2025
5	Proposal Submission Deadline	December 15, 2025 03:00 pm
6	Opening of Technical Proposals (in front of Bidders present at Ignite, 3 <sup>rd</sup> floor, TF Complex, 7 Mauve Area G-9/4, Islamabad)	December 15, 2025 03:30 pm

7	Proposal Presentations (Location: Ignite Office, 3 <sup>rd</sup> Floor, TF Complex, 7 Mauve Area, G-9/4, Islamabad)	December 17, 2025
8	Opening of Financial Proposals (in front of Bidders present at 3 <sup>rd</sup> floor, TF Complex, 7 Mauve Area G-9/4, Islamabad)	TBA
9	Award/Signing of Agreement	TBA

## 12. Proposal Evaluation

From the time the Proposals are opened to the time the evaluation report is announced, Bidders should not contact the Company on any matter related to its Technical and/or Financial Proposal. Any effort by the Bidder to influence the Company in the examination, evaluation, ranking of proposals, and recommendation for award of Agreement may result in the rejection of the Bidder's Proposal. However, the Company may contact the Bidder for seeking clarification of any aspect of Technical Proposal or demand any missing information.

Evaluators of Technical Proposals shall have no access to Financial Proposals until the technical evaluation is concluded.

Overall evaluation shall be carried out based on weighted average methodology wherein technical evaluation will carry **70%** and financial evaluation will carry **30%** weightage respectively.

## 13. Evaluation of Technical Proposals

- During the technical evaluation no amendments in the Proposals shall be permitted. Each responsive Proposal will be given a technical score. If Proposal fails to achieve the minimum qualifying technical score indicated in the RFP document, it will not qualify for financial evaluation stage. Bidders who obtain at least **70% in technical evaluation** criteria will qualify and Financial Proposals would be opened only for technically qualified Bidders.
- Financial Proposals of those Bidders obtaining less than **70% in Technical Evaluation** shall remain un-opened and will be returned to the Bidders. A Procurement Committee appointed by the Company will evaluate Technical Proposals on the basis of their compliance with the RFP and by applying the evaluation criteria and the point system, specified below:

### Technical evaluation criteria

S.No.	Description	Sub-Marks	Total Marks
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	<b>Firm/Bidder Profile (Registered age, and Financial position) – (Form B2)</b>		
1	1. Registered Age (Lead Bidder) a. 7 and Above Years (15 Marks) b. 4+ to Less than 7 Years (12 Marks) c. 2+ to Less than 4 years – (8 Marks) d. Less than 2 Years – (0 Marks)  2. Financial Position of the Lead Bidder (in Million PKR) (on the basis of last 3 years of audited financial accounts)	<div style="text-align: center;">15</div>          <div style="text-align: center;">10</div>	25
2	<b>Relevant Experience of the Firm/Bidder - (Form B3):</b> Experience of managing campaigns commensurate with scale mentioned in the scope of work of this RFP for tech industry:  a. Brand development ( <b>Form B3-A</b> ) b. Content strategy development ( <b>Form B3-B</b> ) c. Social Media Management ( <b>Form B3-C</b> ) d. Paid Marketing/meta boosting ( <b>Form B3-D</b> ) e. PR, events & outreach ( <b>Form B3-E</b> ) f. Reporting & Performance Analytics ( <b>Form B3-F</b> )	<div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div>	30
3	<b>Qualification &amp; Experience of Proposed Team – (Form B4)</b> Bidders are required to submit detailed CVs of the proposed team, clearly indicating whether each resource will be dedicated or shared.  <ul style="list-style-type: none"> <li>● Account Manager</li> <li>● Creative/Art director</li> <li>● Digital Marketing Lead</li> <li>● Creative Designer</li> <li>● Social Media Manager</li> <li>● Production Manager</li> <li>● Copywriter/Content strategist</li> </ul>	<div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div> <div style="text-align: center;">5</div>	35
4	<b>Presentation</b>  <ul style="list-style-type: none"> <li>• Understanding of the scope (Clarity of understanding PSF/BridgeStart objectives, target audience, and scope items)</li> <li>• Proposed Strategy &amp; Approach (Practicality, relevance, and comprehensiveness of proposed digital marketing and PR strategy).</li> <li>• Creativity and Innovation (Quality of creative ideas, campaign concepts, or mock-up examples presented).</li> </ul>	<div style="text-align: center;">4</div> <div style="text-align: center;">2</div> <div style="text-align: center;">2</div>	10

	<ul style="list-style-type: none"> <li>Presentation &amp; Communication (Clarity, professionalism, and ability to convey ideas effectively).</li> </ul> <p><b>NOTE:</b></p> <p>Ignite-PSF will invite the bidders for presentations. The presentations shall be held at the office, as per the schedule communicated by Ignite-PSF Team. Bidders shall be required to make all arrangements for the presentations at their own cost. Each bidder will be given a maximum time of 30 minutes for presentation and question/answer session.</p>	2	
	<b>Total Marks</b>		<b>100</b>
	<b>Minimum Qualification Marks Required</b>		70%

## 14. Evaluation of Financial Proposal

- 14.1 After the evaluation of Technical Proposals, the Company shall communicate to each Bidder their respective technical score through E-pads. Company shall notify Bidders who have secured minimum qualifying technical score, about the date, time and location for opening of Financial Proposals, within the bid validity period. Bidder's attendance at the opening of Financial Proposals is optional. The opening date shall be set so as to allow interested Bidders sufficient time to make arrangements for attending the Financial Bid opening.
- 14.2 Bidders whose technical scores do not meet minimum qualifying criteria, will be informed accordingly and their Financial Proposal will be returned unopened to them, after signing of contract with Successful Bidder.
- 14.3 At the outset of the Financial Proposal Opening session, and before actual opening of Financial Proposal, technical score of qualified Bidders shall be read aloud.
- 14.4 A Procurement Committee shall evaluate the Financial Proposal.
- 14.5 Provided that the bid is substantially responsive, the committee shall correct arithmetical errors on the following basis:
- if there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected
  - if there is an error in a total corresponding to the addition or subtraction of subtotals, the subtotals shall prevail and the total shall be corrected; and
  - if there is a discrepancy between words and figures, the amount in words shall prevail, unless the amount expressed in words is related to an arithmetic error, in which case the amount in figures shall prevail subject to (a) and (b) above
- 14.6 If the Bidder that submitted the most advantageous bid does not accept the correction of errors, its bid shall be disqualified.

- 14.7 Quality and Cost Based Selection (QCBS) method will be used for evaluation of Proposal. The lowest evaluated Financial Proposal will be given the maximum financial score of 30 points.

## 15. Combined Scores

- i. Technical Score (ST) shall be calculated as follows: (Technical score obtained by the Bidder/Total Technical score) x 70.
- ii. Financial Score (SF) shall be calculated as follows: (Lowest Bidder's total cost/ Bidder's total cost) x 30.
- iii. Combined Score (Total Score) = ST + SF

All Bidders will be ranked based upon the combined technical and financial score.

## 16. Award of Agreement

After completing negotiations, the Company shall award Agreement to the selected Bidder (Most advantageous). After agreement signature, the Company shall return the unopened Financial Proposals of the non-responsive Bidders.

## 17. Availability of Skilled Resources

- 17.1. The Successful Bidder is bound to provide the services of professional staff proposed in Technical Proposal. In case of non-availability of any proposed professional staff during the contract period, the Bidder will provide valid reason and documentary justification. The Bidder is bound to provide the substitute professional staff with same technical strength with no delay after mutual agreement of both parties i.e., the Bidder and the Company. In such a case, it is at the discretion of the Company to accept or reject the Bid.

## 18. Confidentiality

The Company shall keep all information regarding the bid evaluation confidential until the announcement of the evaluation report under PPRA Rule no. 41.

## 19. Conflict of Interest

Without limitation on the generality of the foregoing, Bidder shall be considered to have a conflict of interest and their Proposal shall not be entertained and shall be rejected under any of the circumstances set forth below:

### a) Conflicting assignments

- The Bidder (including its Personnel) or any of its affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment to be executed for the same or for another Client.



**b) Conflicting Relationships**

- The Bidder (including its Personnel) or any of its affiliates that has a business or family relationship with a member of the Company Board, Management, or staff who is directly or indirectly involved in the preparation of Terms of Reference, selection process of third party evaluation services and/or supervision of the Agreement may not be awarded an Agreement unless conflict stemming from this relationship has been resolved in a manner acceptable to the Company Board throughout the selection process and the execution of the Agreement.
- The Bidder has an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest, or that may reasonably be perceived as having this effect by notifying the Company in writing. Failure to disclose said situations may lead to disqualification of the Bidder or the termination of its Agreement.
- Current employees of the Company shall not work as and for the Bidder.

## 20. Fraud and Corruption

20.1. The Company requires the Bidder/s participating in provision of Service/s to adhere to the highest ethical standards, both during the selection process and throughout the execution of an agreement. In pursuance of this policy, Company defines, for the purpose of this paragraph, the terms set forth below as follows:

- a) “Corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any employee of the Company in the selection process or in agreement execution;
- b) “Fraudulent practice” means a misrepresentation or omission of facts in order to influence a selection process or the execution of an agreement;
- c) “Collusive practices” means a scheme or arrangement between two or more Bidders with or without the knowledge of the Client, designed to establish prices at artificial, non-competitive levels, etc.;
- d) “Coercive practices” means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or affect the execution of an agreement.

20.2. The Company will reject a Proposal for award if it determines that the Bidder recommended for award has directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for the agreement to be executed pursuant to RFP. The Company may also impose penalties on the Bidder, declaring it ineligible, either indefinitely or for a stated period of time, for Company funding, if at any time it determines that the Bidder has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in competing for, or in executing, a Company funded project.

- 20.3. The Company will have the right to inspect the bidding firm's accounts and records and other documents relating to the submission of Proposals and agreement performance, and have them audited by auditors appointed by the Company.

## 21. Clarification Request/Amendment

- 21.1. The Bidder can request a clarification in the RFP document up to the date indicated in the RFP document. Any request for clarification must be sent in writing, or by standard electronic means to the Company's e-mail address indicated in the RFP document. The Company will respond in writing or by standard electronic means for understanding of all potential Bidders after Oct 24, 2025.
- 21.2. At any time before the submission of Proposals, the Company may amend the RFP document by issuing an addendum in writing or by standard electronic means. The addendum shall be published in the local newspaper and uploaded at PPRA and Company web site, and revised RFP document will be uploaded on Company's and PPRA website.

## 22. Scope of Work

This Terms of Reference (ToR) outlines the digital marketing and social media management requirements for Pakistan Startup Fund (PSF) and BridgeStart Pakistan, government-backed initiatives designed to accelerate startup growth, attract investment, and establish Pakistan as a key player in the global innovation ecosystem. The selected agency will be responsible for developing and executing a comprehensive digital marketing strategy that enhances visibility, engages stakeholders, and drives impactful storytelling across multiple digital platforms.

The selected agency will be responsible for executing a structured digital marketing and content strategy covering the following key areas:

### 22.1 Brand Development

A strong brand identity is crucial for establishing credibility, trust, and appeal among startups, investors, and the broader entrepreneurial ecosystem.

#### 22.1.1 Brand Strategy & Positioning

- Define brand vision, mission, and values.
- Develop a unique selling proposition (USP) for the PSF and BridgeStart Program.
- Establish the brand's tone of voice and messaging framework.
- Identify key audiences: startup founders, investors, incubators, and government agencies.
- Define KPIs and monitoring framework.

#### 22.1.2 Visual Identity Development

- Logo Usage Guidelines: Ensure consistent use of the PSF and BridgeStart logos across all platforms. Ensure messaging includes adequate adherence to Govt. guidelines / logos such as Tech Destination Pakistan, Digital Nation Pakistan, PM Youth Program, Uraan Pakistan etc.
- Typography, colour palette, and brand aesthetics.
- Social media brand guidelines.
- Event branding materials (banners, backdrops, merchandise).
- Pitch deck template for internal and external stakeholders.

## 22.2 Content Strategy & Development

A structured content approach ensures consistency, engagement, and alignment with the fund's objectives.

### 22.2.1 Content Planning & Production

- Develop an annual content calendar aligned with major milestones.
- Create diverse content formats including:
  - Short-form videos (2 per month, 30-60 sec each): Engaging, fast-paced videos highlighting program milestones, startup success stories and funding opportunities for LinkedIn, Instagram, Facebook etc.
  - Long-form videos (1 per quarter, 3-4 mins each): In-depth interviews, leadership talks, and startup impact, feature stories etc for YouTube, LinkedIn, and Facebook.
  - Investor & Startup Showcases (1-2 per year): Highlighting startups funded by PSF and BridgeStart.
  - Rich media content (2 per month, if stories, 5-15 sec each): Serialized content such as "Founder Stories" and "Global Startup Insights" or "Meet Our Experts".
  - Static posts (10 per month): High-quality visual content for program updates, startup highlights, and funding opportunities.
  - Infographics (1 per month): Data-driven visuals showcasing program impact, investment trends, and ecosystem development.
  - Execute 4 paid quarterly digital campaigns for the same content mentioned above, each lasting 3 weeks:
    - LinkedIn Thought Leadership: Focused LinkedIn content strategy on startup success stories, investment insights, and global networking opportunities.
    - Startup & Investor Outreach Campaigns: Targeted content series engaging local and international VCs, incubators, and startup founders.
    - Brand Awareness Campaigns: Thematic campaigns such as "Fueling Pakistan's Startups" and "Your Gateway to Global Markets" to establish PSF & BridgeStart as industry leaders.
    - Community Engagement & Collaborations: Digital collaborations with startup-focused publications, incubators, and international investor networks to amplify reach.

## 22.3 Social Media Management

- Manage and maintain active social media pages across LinkedIn, Facebook, Instagram and Twitter.
- Develop and execute community engagement strategies to maximize reach and impact.
- Post real-time updates on startup milestones, funding rounds, and success stories.

## 22.4 Paid Digital Marketing

- Paid Social Media Ads: Achieve 3 million banner impressions quarterly. Run LinkedIn, Meta and Twitter ads for greater reach and engagement (1 million each platform).
- Achieve 1 million banner impressions quarterly across top-rated news sites in Pakistan.
- Performance Reporting & Analytics: Provide detailed insights on engagement, investor interest, and campaign effectiveness.

## 22.5 PR and Outreach

- Produce and publish 4 podcasts on high following channels (1 per quarter) featuring investors, startup founders, and ecosystem experts.
- Publish blog/thought leadership article (1 per quarter) on startup funding, market insights, and entrepreneurial trends.
- Press Releases (Quarterly): For major funding updates and international partnerships in prominent news outlets
- Securing Media Partnerships: Collaborate with leading publications and startup networks to extend PSF and BridgeStart's reach.

## 22.6 Reporting & Performance Analytics

- Monthly Digital Performance Reports: Key metrics such as engagement rates, audience insights, and campaign success.
- Quarterly Strategy Review: A detailed review of KPIs with recommended optimizations to ensure maximum impact.

## 23. Duration

- a) The agency will be engaged under a one-year contract, extendable based on performance. The contract may be extended for another two terms of one (01) year each or till the life of the project (whichever is earlier), on satisfactory performance of the firm and the said extensions shall be on same terms and conditions of the Contract.
- b) Ignite-PSF may without assigning any reason and at its sole and absolute discretion terminate this Contract at any time by serving thirty days' (30) prior written notice. Payment of the work completed by Firm, and accepted by Ignite-PSF, as of the date of such notice of termination shall be made to Firm. Any ongoing assignments shall be closed by amicable agreement.  
A quarterly evaluation will assess the effectiveness of digital campaigns, engagement rates, and brand visibility improvements.

## 24. Payment Terms

- a) Payment will be made on a quarterly basis, subject to performance evaluations, deliverables submission, acceptance of deliverables and submission of invoice.
- b) The fee shall remain fixed for the contract term. No change/increase/raise shall be allowed in any pretext.
- c) No payment shall be made to Firm in advance as mobilization advance or on any other account.

- d) Any increase and/or decrease or imposition of new tax(es)/government levies during contract period shall be adjusted according to the law.

## 25. Copyrights

All developed content/publishing related to the project (both hard and soft formats) will be the sole property of Ignite National Technology Fund.

## *PART–C: FORMS TO BE SUBMITTED WITH PROPOSAL*

## Technical Proposal - Standard Forms

### Form B1. Covering Letter

[Location, Date]

To:

Assistant Manager Procurement – Ignite PSF  
Ignite National Technology Fund  
3<sup>rd</sup> Floor, TF Complex, 7 Mauve Area  
G-9/4, Islamabad.  
Email: saudi.psf@ignite.org.pk

Sir,

We, the undersigned, offer to provide the services for execution of “**Name of the RFP**” in accordance with your Request for Proposal dated [ADVERTISEMENT DATE]. We are hereby submitting our Proposal, which includes this Technical Proposal and Financial Proposal sealed under a separate envelope.

Our Technical Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, which is 180 calendar days from the date of advertisement.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Email:

## Form B2. Firm/Bidder Profile

S #	Criteria	
1.	<b>Profile of the agency:</b> i. Registered Age of Firm (in years) – Duly verified from certificate of incorporation or equivalent ii. Names of Owners/ CEO/ Directors/ Partners/ Managers	
2.	i. Location of Firm Office/Sub Office ii. Number of Branches and Their Contact Numbers iii. Total number of Employees	
3.	<b>Financial Position</b> i. Name of Banks ii. Copy of Audited Annual Accounts (of last 3 years) iii. Tax Registration (NTN/STN/FTN)	



Form B3. Relevant Experience of the Firm/Bidder

Describe digital marketing/social media services managed for clients (at least 3 different clients) in following tables. Please attach evidence. Only verifiable assignments will be evaluated

Form B3-A: Brand Development

Submit artworks and pictures of brand development and related material for clients (at least 3 clients) in following table. Please attach evidence. Only verifiable assignments will be evaluated.

S. No	Client Name	Brand strategy documentation (vision, mission, USP, logos, color palette etc.)  (Submit copy of brand book, visual assets etc.)
1.		
2.		
3.		

(Add more rows if needed)

**Form B3-B: Content Strategy and Development**

Submit content strategy and development material for clients (at least 3 different clients) in following table. Please attach evidence. Only verifiable assignments will be evaluated.

<b>S. No</b>	<b>Client Name</b>	<b>Visual Content/ Static Post (Submit Posts Designs or URLs of published posts)</b>
1.		
2.		
3.		

(Add more rows if needed)

<b>S. No</b>	<b>Client Name</b>	<b>Videos/Clips/Animations (Submit Videos/Clips/Animation or URLs of published posts)</b>	<b>Press Releases Published on Tech Blogs/Websites (Submit Tech Blogs/Websites Names and published post URLs)</b>
1.			
2.			
3.			

(Add more rows if needed)

**Form B3-C: Social/Digital Media Management**

Submit social/digital media management campaign for clients (at least 3 different clients) in following table. Please attach evidence. Only verifiable assignments will be evaluated.

S. No	Client Name	Social Media Platforms (attach URLs)
1.		
2.		
3.		

(Add more rows if needed)

**Form B3-D: Paid Digital Marketing**

Submit Paid digital marketing campaign for clients (at least 3 different clients) in following table.  
Please attach evidence. Only verifiable assignments will be evaluated.

S. No	Client Name	Media plans prepared (budget allocation across channels, targeting strategy, objectives) (Submit client approval/signoff)	Past campaign performance reports (impressions, clicks, CTR etc.) (Submit analytics reports)
1.			
2.			
3.			

(Add more rows if needed)

**Form B3-E: PR and Outreach**

Submit PR, events coverage and outreach for clients (at least 3 different clients) in following table.

Please attach evidence. Only verifiable assignments will be evaluated.

<b>S. No</b>	<b>Client Name</b>	<b>Press Releases Published on Tech Blogs/Websites</b>  <b>(Submit Tech Blogs/Websites Names and published post URLs)</b>	<b>Events covered (conferences, seminars, launches etc.)</b>  <b>(Submit photos/videos with branding samples banners, backdrops etc.)</b>
1.			
2.			
3.			

(Add more rows if needed)

**Form B3-F: Reporting & Performance Analytics**

Submit reporting and performance analytics for clients (at least 3 different clients) in following table.  
Please attach evidence. Only verifiable assignments will be evaluated.

<b>S. No</b>	<b>Client Name</b>	<b>KPIs set for campaigns (reach, engagement, CTR etc.) (Submit sample KPI &amp; monitoring framework)</b>	<b>Tracking tools used (google analytics, meta ads manager, LinkedIn campaign manager etc.) (Submit screenshots of dashboards)</b>
1.			
2.			
3.			

## Form B4: Proposed Team (Qualification &amp; Experience of Proposed Team)

Please provide the details of the following team members in the below table:

1. Account Manager
2. Creative/Art director
3. Digital Marketing Lead
4. Creative Designers
5. Social Media Manager
6. Production Manager
7. Copywriter/Content strategist

<b>Name of Employee:</b>		
Position:		
General Information	Name:	Date of Birth:
	Telephone:	
	Fax:	
	Years with Present Employer:	

**Employment Record:**

Summarize professional experience in reverse chronological order. Indicate particular technical and managerial experience relevant to the project:

DD/MM/YY		Company/Project/Position/Specific Tech experience
From	To	

**Education:**

Highest Level of Degree	Relevance of Degree to the Assignment
PhD	
MPhil/MS	
Masters/4 Years	
Bachelors	

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience. If selected for the project, I will stay with the project for at least first one year.

\_\_\_\_\_ Date: \_\_\_\_\_

*[Signature of staff member and authorized representative of the firm]*                      *Day/Month/Year*

Full name of staff member: \_\_\_\_\_

Full name of authorized representative: \_\_\_\_\_

(Add pages where necessary)

**Note: Signed CV of each team member must be submitted along with Form B4.**



## Form B5. Roles and Responsibilities of Consortium/JV Partners

**Applying As:**

<input type="checkbox"/> Standalone Legal Entity	<input type="checkbox"/> Consortium (Please attach relevant document )
<input type="checkbox"/> Joint Venture (Please attach relevant document )	<input type="checkbox"/> Other (Please specify & attach relevant document)

**Lead Partner Details:**

Name of Partner:	
Focal Person:	
Contact Details:	(Telephone, Email and Postal Address)

**Partner – 1:**

Name of Partner:	
Focal Person:	
Contact Details:	(Telephone, Email and Postal Address)
Roles and Responsibility in this Project:	

**Partner – 2:**

Name of Partner:	
Focal Person:	
Contact Details:	(Telephone, Email and Postal Address)
Roles and Responsibility in this Project:	

In case of more than two partners you may add further sheets.

Note: Please attach MoU and/or consent letter of each partner clearly specifying its roles and responsibilities in the project. Letter should be issued by the competent authority of the partner organization.

Financial Proposal - Standard Forms  
Form C1. Covering Letter

[Location, Date]

To:

Assistant Manager Procurement  
Ignite National Technology Fund  
3<sup>rd</sup> Floor, TF Complex, 7 Mauve Area  
G-9/4, Islamabad.  
Email: saudi.psf@ignite.org.pk

Sir,

We, the undersigned, offer to provide services to **RFP Name** in accordance with your Request for Proposal dated [ADVERTISEMENT DATE] and our Proposal (Technical and Financial Proposals). Our attached Financial Proposal is for the sum of [Amount in words and figures]. This amount is inclusive of all the local taxes, duties, fees, levies and other charges applicable on our company, our sub-contractors and collaborations under the Pakistani law.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, which is 180 calendar days from the date of advertisement.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

E-mail:

## Form C2. Summary of Cost

S. No	Description	Amount before taxes (PKR)	Amount including taxes (PKR)
a.	Brand Development		
b.	Content strategy & development		
c.	Social media management		
d.	Paid digital marketing		
e.	PR and outreach		
f.	Reporting and performance analytics		
	<b>Grand Total: (a+b+c+d+e+f)</b>		

Annexure A

**Single Stage Two Envelope Procedure for Bidding  
Public Procurement Rules 2004**

- i. The bid shall comprise a single package containing two separate envelopes. Each envelope shall contain separately the Financial Proposal and the Technical Proposal;
- ii. The envelopes shall be marked as “FINANCIAL PROPOSAL” and “TECHNICAL PROPOSAL” in bold and legible letters to avoid confusion;
- iii. Initially, only the envelope marked “TECHNICAL PROPOSAL” shall be opened;
- iv. The envelope marked as “FINANCIAL PROPOSAL” shall be retained in the custody of the procuring agency without being opened;
- v. The procuring agency shall evaluate the Technical Proposal in a manner prescribed in advance, without reference to the price and reject any Proposal which do not conform to the specified requirements; Minimum qualification for shortlisting of technical proposals is **70 marks**.
- vi. During the technical evaluation no amendments in the Technical Proposal shall be permitted;
- vii. The Financial Proposals of bids shall be opened publicly at a time, date and venue announced and communicated to the Bidders in advance;
- viii. After the evaluation and approval of the Technical Proposal the procuring agency, shall at a time within the bid validity period, publicly open the **Financial Proposals of the technically accepted bids only**. The Financial Proposal of bids found technically non-responsive shall be returned un- opened to the respective Bidders; and
- ix. Weightage of technical and financial evaluation will be **70% and 30%** respectively. Financial score will be calculated as follows:
  - x. Financial score = Lowest bid/ Bidder’s bid x 30%
- xi. The bidder with the highest combined score will be selected.

## Annexure B

**CONFLICT OF INTEREST - DISCLOSURE FORM****(To be printed on company's letterhead)**

In compliance of the mandatory requirement mentioned in the RFP for 'Hiring of Digital Marketing/Social Media Services for Pakistan Startup Fund & BridgeStart Pakistan' published by Ignite-PSF (*hereinafter 'Ignite' and/or 'Company'*), I hereby confirm:

☐ I have no Conflict of Interest to disclose

☐ I have a potential Conflict of Interest to disclose and the details are mentioned hereunder:

<b>Summary Information</b>			
Date Raised:		Reference No.:	

<b>Personal Information</b>			
Name:		Title/Designation:	
Contact No.:		Company:	

<b>Nature of Conflict</b>	
Description:	

I hereby affirm that the above details/disclosure are true to the best of my knowledge, and no additional information/disclosure exists.

In case of any change to the above given information/disclosure, I will promptly notify the Company and complete a new conflict of interest disclosure form which describes the changes.

**Signature:** \_\_\_\_\_

**Date:**

## Annexure C

**Note – 1: Any stamp duty, registration fees, or any other charges or levies, wherever applicable, in relation to the execution, performance, or registration of this Agreement, shall be the sole responsibility of the Service Provider/Vendor/supplier (successful Bidder) or any other party entering into this Agreement with Ignite. Ignite shall not be liable for any such costs or expenses.**

**DRAFT - AGREEMENT FOR DIGITAL MARKETING/SOCIAL MEDIA SERVICES FOR PAKISTAN  
STARTUP FUND & BRIDGESTART PAKISTAN**

This Agreement for the **“PROVISION OF DIGITAL MARKETING/SOCIAL MEDIA SERVICES”** (the **“Agreement”**) is made at Islamabad on this **[Insert the date]** day of **[Insert Month]** 2025.

**Between**

**Ignite**, a company incorporated under section 42 of the repealed Companies Ordinance, 1984 (now the Companies Act, 2017), with Corporate Universal Identification Number (CUIN) 0058556, having its registered office at 3rd Floor, Telecom Foundation Complex, Mauve Area, G-9/4, Islamabad, Pakistan, and functioning as the executing agency of the Pakistan Startup Fund (PSF) and BridgeStart Pakistan (BSP) (hereinafter referred to as the **“Company”**, which expression shall, where the context so permits, mean and include its administrators, successors-in-interest, and permitted assigns) of the First Part;

And

**[Insert name of successful bidder]**, a company incorporated and existing under the laws of Pakistan, with Corporate Universal Identification Number (CUIN) **[insert CUIN]**, having its registered office at **[insert address]** (hereinafter referred to as the **“Service Provider”** which expression shall where the context permits, mean and include its administrators, successors-in-interest and permitted assigns) through its duly authorized representative namely **[insert designation]** of the Service Provider, of the Second Part;

The Company and the Service Provider may hereinafter collectively be referred to as the **“Parties”** and individually as a **“Party”**.

**RECITALS**

**WHEREAS**

- A. The Company requires Services related to digital marketing/social media services for the Pakistan Startup Fund (PSF) and BridgeStart Pakistan as mentioned in RFP.
- B. The Service Provider agrees to provide the digital marketing/social media services for the Pakistan Startup Fund (PSF) and BridgeStart Pakistan (*hereinafter referred to as the “Project”*) in accordance with the terms described in the RFP.
- C. All services and duties, incidental or necessary thereto shall be conducted and performed diligently and completely and in accordance with professional standards of

conduct.

- D. Against the provision of satisfactory and acceptable Services, the Service Provider shall receive agreed compensation as provided in the **"Payment Terms"**.

**NOW, THEREFORE**, in consideration of the mutual promises and covenants hereinafter set forth and for other good and valuable consideration the adequacy of which is hereby acknowledged by the Parties and the mutual benefits to be derived therefrom, the representations and warranties, covenants, conditions and promises contained herein below and intending to be legally bound, the Parties agree as follows:

## **1 DEFINITIONS AND INTERPRETATIONS**

The Following words and expressions shall have the meaning defined hereunder:

- 1.1 "AGREEMENT DOCUMENTS"** means the documents listed in **Article 5** of this Agreement.
- 1.2 "APPROVED" or "APPROVAL"** means approved in writing by the Company and/or the Service Provider.
- 1.3 "DAY"** means calendar day of the Gregorian calendar.
- 1.4 "DELIVERABLES"** means the deliverables specified whether in draft or final form to be provided by the Service Provider as provided in the RFP under the heading **"Scope of Work"** therein.
- 1.5 "INTELLECTUAL PROPERTY RIGHTS"** means rights in intellectual property, if any, arising from the Scope of Work, deliverables, reports, or work provided by the Service Provider under this Agreement.
- 1.6 "REQUEST FOR PROPOSAL" or "RFP"** means the request for proposal titled **[Insert Title Of RFP]** issued dated **[Insert Date]** by the company for the purpose of this Agreement.
- 1.7 "SERVICES"** means the services to be performed by the Service Provider for the successful completion of the assigned tasks as specifically mentioned in the RFP and attached herewith as **Annexure-A**.
- 1.8 "SINGULAR AND PLURAL"** Words importing singular include the plural and vice versa and words importing masculine gender include the feminine gender.

## **2 OBLIGATIONS OF THE COMPANY:**

- 2.1** The Company agrees to provide the Service Provider reasonable access to all necessary personnel to answer any questions about any problems reported by the Company regarding the Services.
- 2.2** The Company shall provide such information for the term of this Agreement as may be required by the Service Provider as far as reasonably practicable and without liability on the part of the Company.

## **3 OBLIGATIONS OF THE SERVICE PROVIDER**

- 3.1** The Service Provider shall conform with and abide by the provisions of all federal, provincial and local laws, rules and regulations and any other laws for the time being in force in Pakistan including all regulations or by-laws of any local or other duly constituted authority within Pakistan which may be applicable to the performance of the Agreement and the rules and regulations of public bodies and companies whose property or rights are affected or may be affected in any way by the works (hereinafter referred to as “state laws”) and shall give all notices and pay all fines required to be given or paid thereby and shall keep the Company indemnified against all penalties of every kind for breach of any of the same.
- 3.2** The Service Provider shall submit invoice as per the Payment Terms, mentioned in the RFP. The Company after verification shall pay to the Service Provider the amount stated in the invoice within thirty (30) working days of the receipt of the invoice. In the event of any discrepancy in the invoice submitted by the Service Provider, the Company shall be authorized to reject the invoice submitted by the Service Provider. The Company as of right shall then instruct the Service Provider to rectify the same and the Service Provider shall within 14 days correct the invoice and submit the same to the Company. All payments to be made to the Service Provider shall be subject to applicable tax and other deductions in accordance with laws of Pakistan.
- 3.3** The Service Provider shall remain responsible for execution of the work as mentioned in Annexure A.
- 3.4** The Service Provider shall maintain detailed records of all acts, content etc. done in relation to the performance of this Agreement and, at the Company's request, shall either make all such records available for inspection or shall provide the Company with true and accurate copies thereof.
- 3.5** The Service Provider shall appoint a dedicated professional team along with a focal person, having relevant experience and specialized qualification for the performance of this Agreement;
- 3.6** The Service Provider shall perform and deliver the Deliverables listed within Annexure A with care, skill, diligence, honesty and integrity and with generally accepted standards of good practice and prudence.
- 3.7** The Service Provider shall complete and deliver all Deliverables and perform all its obligations under this Agreement within the time stipulated in this Agreement.
- 3.8** The Service Provider shall fully comply with any representations, warranties and undertakings provided in the Agreement Documents relating to the quality and contents of the Deliverables.
- 3.9** The Service Provider shall use its reasonable endeavors for the successful and timely completion of the activities, tasks or deliverables which are not quantified or for which no measurable indices are given in the Agreement Documents.
- 3.10** The Service Provider shall comply with all applicable laws, as they exist in Pakistan from time to time, including safety and security standards applicable to the activities and tasks covered under this Agreement.
- 3.11** The Service Provider shall apply for, obtain and maintain at all times all permissions,



consents, licenses, leases, approvals, authorizations and the like required from any private or public sector entity for performance of its obligations under this Agreement.

#### **4 PRIMARY CONTACTS**

The Parties shall appoint one (1) individual within their organizations to serve as the primary contact between each other in order to receive or provide any requisite assistance or support.

*[Please insert details including name contact No. email etc. of the Primary Contact of Ignite]*

*[Please insert details including name contact No. email etc. of the Primary Contact of Service Provider].*

#### **5 AGREEMENT DOCUMENTS**

The Recitals to the Agreement and the following documents/Annexures, form an integral part of this Agreement. The order of precedence of the attached documents to this Agreement shall be as follows:

- i) This Agreement;
- ii) Annexure-A i.e., the RFP along with Technical & Financial Proposals by the Service Provider; and
- iii) Annexure-B, Conflict of interest – Disclosure Form;
- iv) Subsequent Amendments to the Agreement, if any

#### **6 EFFECTIVE DATE OF AGREEMENT**

This Agreement shall become effective from [xxxx] and shall remain valid for the term of the one (01) year or till the life of the project (whichever is earlier) (“Term”) on satisfactory performance of the Service Provider unless terminated earlier in accordance with the terms of this Agreement or extended further in writing by mutual consent of the Parties.

The Service Provider will be obligated to continue providing services under the same terms and conditions outlined in Annexure-A. Such extension shall be formally approved in writing by both Parties, specifying the duration of the extension.

#### **7 CONFIDENTIALITY**

- 7.1** The Parties shall not disclose the Agreement, or any provision thereof, or any specification, plan, drawing, sample or information furnished by or on behalf of either Party in connection therewith, to any person other than a person employed by either Party in performance of the Agreement. Disclosure to any such employed person shall be made in confidence and shall only extend as far as may be necessary for purposes of such performance.
- 7.2** Either party shall not, without mutual consent, make use of any documents or information except for purposes of performing the Agreement. Upon becoming aware of any loss, unauthorized use or disclosure of the Company’s information, the Service Provider shall immediately notify the Company of such loss,

unauthorized use or disclosure and indemnify the Company for the same.

- 7.3** Both Parties agree that, regardless of the expiration or termination of the Agreement for any reason, the provisions concerning Confidentiality shall remain in effect for five (5) years after the Agreement's expiry or termination or unless the Parties agree otherwise to discontinue its effect.

## **8 INTELLECTUAL PROPERTY**

The Service Provider hereby acknowledges and agrees that any and all intellectual property rights generated as a result of the performance of Services under this Agreement, Including the Scope of Work provided in this RFP, shall be the absolute property of the Company.

## **9 TAXES AND DUTIES**

The Service Provider shall fully comply with all applicable tax laws in Pakistan, including rules, regulations and other requirements. The Company is authorized to deduct, at the source, any withholding tax obligations as required by the prevailing tax laws of Pakistan.

## **10 ASSIGNMENT AND SUB-CONTRACT**

The Service Provider shall not alter, assign, or subcontract any part of this Agreement without obtaining prior written consent from the Company. If such consent is granted, it shall not absolve the Service Provider of its obligations and liabilities under this Agreement. Furthermore, the Service Provider remains fully accountable for the actions, omissions, and performance of any subcontractors or assignees, as well as those of its own agents, employees, and personnel.

## **11 PRICES AND PAYMENTS**

**11.1** The total price of the Agreement including taxes shall not be in excess of PKR [xxx] **(Insert the amount in Words), inclusive of all applicable taxes.**

**11.2** The Agreement price set forth in Clause 11.1 above in this Agreement is firm and final till execution of this Agreement and receipt of entire services by the Company in acceptable condition.

**11.3** No variation is acceptable to the Company with the exception of any price adjustment authorized by the conditions of this Agreement.

**11.4** Applicable taxes will be deducted when processing payments and deposited with Federal Board Revenue (FBR).

## **12 TERMINATION**

### **Termination for Default**

**12.1** The Company may, without prejudice to any other remedy for breach of Agreement, by written notice of default ("**Default Notice**") sent to the Service Provider, terminate this Agreement in whole or in part, if:

- 12.1.1** the Service Provider fails to deliver any or all of the services within the time period(s) specified in the Agreement or any extension thereof granted by the Company;
- 12.1.2** the Service Provider fails to perform any other obligation(s) under the Agreement;
- 12.1.3** the Service Provider, in either of the above circumstances does not cure its failure within a period of fifteen (15) days (or such longer period as the Company may authorize in writing) after receipt of the Default Notice from the Company.

**13 TERMINATION FOR CONVENIENCE**

The Company reserves the right to terminate the Agreement, in whole or in part, at any time for its convenience, provided that it provides thirty (30) days' prior written notice to the Service Provider or after payment of a proportionate fee, subject to the Service Provider's satisfactory performance as determined by the Company.

**14 AMENDMENT**

No alteration, waiver or change in any of the terms of this Agreement will be effective unless made in writing and duly executed by an authorized officer or representative of each of the Parties.

**15 ENTIRE AGREEMENT**

This Agreement together with the attached Annexes contains the entire terms and conditions and constitutes the entire Agreement between the Parties and cancels and supersedes any previous oral or written agreements, representations or arrangements, express or implied, by the Parties with respect to the subject matter of this Agreement.

**16 INDEPENDENT CONTRACTORS**

- 16.1** The Service Provider is and shall remain at all times an independent Contractor or and shall be fully responsible for its own acts or defaults (including those of its employees or agents).
- 16.2** The Service Provider, along with its employees, agents, or representatives, shall refrain from engaging in any activities that could reasonably lead any individual to believe that they are acting as employees, agents, or representatives of the Company.
- 16.3** Nothing in this Agreement shall be deemed to constitute a partnership or other profit-sharing agreement between the Parties.

**17 SURVIVAL**

Certain clauses of this Agreement, including but not limited to Indemnification, Confidentiality, and Dispute Resolution, as well as any other clauses inherently intended to extend beyond the termination or expiry of this Agreement, shall remain in effect for

a period of Ten (10) years following such termination or expiry.

**18 INDEMNIFICATION**

The Service Provider agrees to indemnify, defend, and hold harmless the Company and its officers, agents, and employees, from any claim, real or imaginary, brought against the Company or its officers, agents, or employees, alleging damage or injury arising out of the subject matter of this Agreement; provided, however, that such provision shall not apply to the extent that the damage or injury results from proximate fault of the Company or its officers, agents, or employees.

**19 DISPUTE RESOLUTION AND GOVERNING LAW**

Any dispute, controversy or claim arising out of or in connection with this Agreement shall be initially resolved through negotiation by Parties. If dispute(s) remain unresolved for a period of 30 days, it shall then be settled by the sole arbitrator appointed by both the Parties as mutually agreed in accordance with the Arbitration Act 1940 and the rules made thereunder. The venue of the arbitration shall be Islamabad, Pakistan. The award made by the arbitration process shall be final and binding on the Parties and may be enforced in any court of competent jurisdiction. Each Party shall bear the arbitration cost on its own.

The validity of interpretation and construction of this Agreement and of each part hereof shall be governed by the Laws of Pakistan. Both Parties shall comply with all applicable laws of Pakistan.

**20 FORCE MAJEURE**

For the purposes of this Agreement "Force Majeure" means an event which is beyond the reasonable control of a Party and which makes a Party's performance of its obligations under this Agreement impossible or so impractical as to be considered impossible under the circumstances.

The failure of either Party to fulfil any of its obligations under this Agreement shall not be considered to be breach of or default under this Agreement insofar as such inability arises from an event of Force Majeure, provided that the Party affected by such an event has taken all reasonable precautions, due care and reasonable alternative measures in order to carry out the terms and conditions of this Agreement and has informed the other Party as soon as possible about occurrence of such an event.

**IN WITNESS WHEREOF**, the Parties to this Agreement through their duly authorized representatives have executed this Agreement in two (2) counterparts and on the days and dates set forth above, and certify that they have read, understood, and agreed to the terms and conditions of this Agreement as set forth herein.

**Signed for & on behalf of the Company**

By: \_\_\_\_\_

Title: Chief Executive Officer

CNIC: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2025

**Signed for & on behalf of the Service Provider**

By: \_\_\_\_\_

Title: \_\_\_\_\_

CNIC: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2025

**Witness - 1**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

CNIC: \_\_\_\_\_

**Witness - 1**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

CNIC: \_\_\_\_\_

**Witness - 2**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

CNIC: \_\_\_\_\_

**Witness - 2**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

CNIC: \_\_\_\_\_

**Note – 2: This Agreement is a draft and subject to modifications in terms and conditions based on negotiations with the successful bidder at the time of award. Bidders are advised to rely solely on the Terms of Reference (TOR) and instructions provided in this RFP for the preparation and submission of their bids.**