

- Call for tender -

**Requirements specification for
“Promotional Video Creation”**

Call for tender reference: 21-ADMIN-CS-379

I. Introduction

a) What is Gazelle Accelerator?

The Gazelle Accelerator programme aims at supporting existing technology-based companies, SMEs, start-ups and scale-ups, by accelerating their international business, innovation and financial capacities.

The programme targets technology-based companies (SMEs, start-ups and scale-ups), that are developing solutions in the 4.0 industry: Analytics & AI; Internet of Things; Simulated and Augmented/Virtual Reality; Collaborative and Mobile Industrial Robots; Agile Manufacturing applications.

This activity started in 2020, we supported 46 start-ups / scale-ups / SME's through 14 different countries and we enabled 60 connections between them and corporates/investors.

Consortium: Robo Valley (Netherlands), TU Delft (Netherlands), LINPRA (Lithuania), KTU (Lithuania), LMS (Greece) and Aerospace Valley (France).

More information here: <https://gazelle-accelerator.eu/>

Linkedin: GazelleAccelerator

Twitter: @GazelleAcceler1

Website: <https://gazelle-accelerator.eu>

b) About Aerospace Valley

Aerospace Valley is the first world competitiveness cluster for the aerospace sector, serving three strategic industries - Aeronautics, Space and Drones – and covering the Occitanie-Pyrénées-Méditerranée and Nouvelle-Aquitaine regions.

With its Ecosystems of Excellence – Embedded and Communicating Systems; Structures, Materials and Processes; Propulsion and Embedded Energy; Economy of Data and Artificial Intelligence; Solutions for the Industry of the future – Aerospace Valley drives a supportive, competitive and attractive community aimed at fostering innovation in order to serve growth.

Ranking in the top 3 world competitiveness clusters for the performance of its cooperative R&T projects (among which 619 have already been funded), Aerospace Valley is in charge of

animating a dynamic network of international reputation, composed of 825 members (industries, research labs, training centres, universities and high schools, local authorities, structures for economic development) including 562 SMEs.

II. Context of the call

This document represents the specification requirements for a consultation to select a potential company expert in the following subject: **“video creation including video recording and editing”**. The aim is to produce a promotional video of the Gazelle Accelerator project 2021 and smaller videos of our participants for Gazelle communication and dissemination purposes (success stories).



Picture n°1: Gazelle Accelerator Banner

III. Description of the expected services

a) Methodology

In collaboration with Aerospace Valley, and the other members of the consortium, the company will have the following missions:

- Create a video of around 2 minutes maximum to present the whole Gazelle Accelerator project and its achievements. The video is in English and shall contain:
 - Organization of the project with animations motion design (for example to show key numbers achieved in 2 years).
 - The aim of the Gazelle Accelerator Project.
 - A description of the event in 3 different steps. Like a timeline (Community Booster Camp + Roadshow Days + Investors & Finance Day).
 - The results of the 2020 and 2021 editions.
 - The reasons why startups / corporates / investors should participate.
 - Interviews of 2 people (1 located in Netherlands, 1 located in Greece). The interviews can be organized online by the company or with video recording. The questions for the interviews will be provided by Aerospace Valley. Aerospace Valley will provide also the rushes of 2 others interviews from 2 other persons.
 - Music during the whole video. Include in the quotation music suggestions with the royalty free license.
 - Subtitles of the voices in English.
 - Testimonies from companies which participated to the programme.

- The logos from all the organizations of the consortium, from the Gazelle Accelerator Programme and from the EIT-Manufacturing have to be included in the video (they will be provided by Aerospace Valley in good quality).
 - Include some video rushes to be bought on platforms to illustrate the project (show for example generic business meetings or generic business contracts signatures or handshakes). The videos have to be royalty-free.
- Create small videos of around 45 seconds for the success stories for 3 companies which have participated into the Gazelle Accelerator programme in 2021. Aerospace Valley will provide you the videos of the interviews. Some of the images will also have to be included in the long video of 2 minutes.
 - The videos must show the business creation and innovation aspects of the project.
 - All the videos will be disseminated through websites and social Medias (Gazelle Accelerator website, LinkedIn and Twitter and other partners' websites) and will be shown at special events (EU dissemination events or Industry 4.0 fairs).
 - The videos have to be registered in 4K 16/9 with stereo sound. When finished, it must be delivered indifferent formats: .mp4 / .mov.

For the videos, the conception and writing of the scripts have to be included in the quotation.

Examples of similar vidéos:

- <https://www.youtube.com/watch?v=dSJpFGNCnx0&t=12s>
- <https://www.youtube.com/watch?v=aqOP6cpdzcc>

Aerospace Valley will have the rights to use, share and replicate the complete video without limitation whatever the communication channels: internet/digital/video projections. This means that Aerospace Valley can show and project the videos free of charge whatever the communication channel and can authorise any organisations or person to do the same. The rights cession duration is the legal protection duration of the authors. In the case of unplanned uses, the approval of the different parties will be needed. Aerospace Valley will be able to use all or parts of the videos realised or of the rushes and to integrate them in other videos or to project them during TV shows. In this context, the producer is committed to give his rights free of charge but will be mentioned in the credits. Finally, the supplier will guarantee to Aerospace Valley that all the access rights, authorizations necessary for the filming, montage and film exploitation have been obtained.

b) Application documents

The Application has to include:

- A description of the activities of the supplier;
- References;
- Examples of videos realized;
- If there is sub-contracting and if yes which part is sub-contracted;
- Detailed price quotation.

c) Planning

The call for tender is opened from Tuesday 16/11/2021 to Friday 03/12/2021.

The selection will be done on Monday 6/12/2021.

The work of the company will start on Monday 6/12/2021 and will run until Friday the 30/12/2021.

The deadline for the proposal submission is the 03/12/2021.

The proposition and price quotation will have to be sent per e-mail at the following e-mail address: keroue@aerospace-valley.com. A receipt confirmation will be sent to you to confirm the reception of your proposal.

By no means Aerospace Valley has the obligation to hire a company after this consultation.

Contact Aerospace Valley for this call of tender

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