

# **CHALLENGE RULES**

**PARTICIPATION IN THE STARTOFF PROJECT:**

**«Easier Access to Information»**

**Case number 23 / 558**

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# 1 What is StartOff?

StartOff is a program designed to make it easier for the public sector to make use of the innovation capability in the startup market. To achieve this StartOff facilitates procurement processes that make it easier for small companies to become suppliers to the public sector. Together with public sector entities StartOff run projects that are identified by these common features:

- Quick and easy procurement process
- Minimal level of detailed specifications
- Short development process
- Development of a Minimum Viable Product (MVP)
- Payment to selected suppliers for developing a solution proposal and for the development of the MVP

The Norwegian Directorate of Health has in this challenge set aside 600 000,- NOK for a StartOff project. The aim is to develop an MVP for a solution that can find and compile relevant information for parents of children with complex needs.

## 2 Introduction to the StartOff process

Through a StartOff project public sector entities experience collaborations with startups as suppliers, and startups experience collaborations with public entities as their client and customer. StartOff therefore facilitates a process where your company, in competition with other companies, can win a development contract with The Norwegian Directorate of Health. A StartOff process consists of the following steps:



Figur 1. Overview StartOff process

The StartOff process starts with the phase “send in idea sketch”, in which the market is invited to propose an idea for a solution that can solve a concrete challenge. StartOff accepts matchmaking between companies, if the individual companies

cannot submit a complete solution on their own. The idea sketches will be evaluated against the given evaluation criteria (see paragraph 6). The Norwegian Directorate of Health will sign a research and development contract with up till 3 suppliers with the best idea sketches. These 3 suppliers will partake in the phase “explore options”. Suppliers partaking in this phase will receive NOK 50 000,- each for the work done. The goal of this phase is allowing the suppliers to further develop their idea to a final proposal in dialogue with the client over a 3 week period. During the 3 weeks the client will be available for sharing information and knowledge.

The final proposals will be pitched for the client, before a new evaluation will take place and a winner will be announced. The winner will move on to the «develop solution” – phase.

In the phase “develop solution”, a research and development process is carried out with the winning supplier. The aim of the process is to develop a Minimum Viable Product (MVP) that meets client’s needs. The project is conducted in close collaboration with the client, who will allocate resources to the project. The development has a timeframe of 15 weeks. The supplier receives a compensation of NOK 450 000,- for this phase.

When the development is completed, the next phase is “demonstrating the results”. In this phase the supplier will demonstrate the solution for the client. After this StartOff conducts a follow up meeting with the supplier. The purpose of the meeting is to evaluate the process and guide in various ways to continue scaling and take the product to market. No remuneration is paid to the supplier for this phase.

StartOff will assist the client in exploring the next steps for continuing the project (further development or procurement).

StartOff will also facilitate that the supplier can demonstrate the solution in our “Demo Day”. The invitation will be spread widely, with an ambition to gather different public and private businesses who are potential new customers, investors or collaborators.

See paragraph 4 in this document for a more detailed description of how the StartOff process is carried out.

### **3 The need the Norwegian Directorate of Health are searching for a solution**

Parents of children with complex needs spend a lot of time finding information about relevant service offers and possibilities. Parents spend an average of 19 hours a week looking for information and coordinating services around the child. This is time that could rather be spent on care and quality of life for the child and family. The information they find can also be random, incomplete and not coherent. It is spread across different channels, written in different ways and with different quality.

We want to challenge the market to explore how information acquisition and structuring can be automated, for example with the help of artificial intelligence and

large language models. How do we gather information from many different sources within a given domain and get it structured in a way that allows it to be presented coherently?

In Appendix 1 "Needs description" you will find a detailed description of the need. We encourage innovative companies to send us ideas that can solve this need.

Current information about the competition can be found on the following page:  
<https://startoff.anskaflinger.no/konkurranser>

## **4 Step by step: How to enter a StartOff contract with The Norwegian Directorate of Health?**

**The selection of the best idea sketches that will be able to participate in the phase “explore alternatives”.**

### Announcement

The challenge has started when the challenge documents are published on Doffin.no. The challenge documents consist of the challenge rules with attachments (this document) and the StartOff research and development contract.

In attachment 1 to the challenge rules, you will find the needs description document. This document explains the challenge the client requires a solution to, the needs, and requirements for a possible solution.

If you have a good idea on how to help the Norwegian Directorate of Health with developing a solution, we would like to hear from you. The only requirement is that you are registered in a public business register (see qualification requirements under paragraph 5 in this document),

### Preparation of idea sketch:

If you wish to enter a contract with the Norwegian Directorate of Health, you must use the “idea sketch template” to describe your proposed solution. The idea sketch should maximum be 2000 words. We challenge you to think creatively to solve the client’s needs. You submit the ide sketch in the tender management system, along with a copy of your company business registration.

### Evaluation of idea sketches

Everyone who fulfils the requirements to participate in the challenge will have their idea sketches evaluated. The idea sketches will be evaluated by a panel who will consider and rank the sketches according to the evaluation criteria (see paragraph 6 in this document).

### The best suppliers are invited to an interview

If your idea sketch is ranked as one of the (up to) 6 best proposals, you will be invited to an interview. The interview will be digital and last for about 45 minutes. You will be sent an agenda for the interview in advance.

#### Entering into the phase «explore alternatives»

Based on the idea sketch and the interview, the client will carry out a new evaluation of the proposed solutions. The evaluation panel will be based on this second evaluation produce a revised ranking of the proposals. Based on this rank the Norwegian Directorate of Health will enter a contract with the top three suppliers, who will then be invited to the phase “explore alternatives”.

#### **Execution of the phase «explore alternatives»**

##### Joint kick-off meeting

The «exploring alternatives» phase will be conducted over a period of 3 weeks. The purpose of this phase is for each supplier to develop a final proposal based on the idea sketch. The three suppliers will receive compensation of NOK 50 000,- each for completing this phase. In the first week a joint kick-off meeting will take place between three suppliers and the client. The purpose of this meeting is to provide information to the suppliers, including how the phase will be conducted, and how to interact with the resources from the Norwegian Directorate of Health throughout the phase.

##### 1:1-meeting for clarification of needs and scope

During the 3-week period, the resources from the Norwegian Directorate of Health will be available for information and knowledge sharing so you can adjust and develop your proposed solution. Following the joint kick-off, the 1:1-meeting will be conducted between your company and the Norwegian Directorate of Health every week for the 3 weeks.

##### Development of solution proposal

During the 3-week period, suppliers will develop their solution proposal. The final version will be your proposal for the development of a Minimum Viable Product (MVP) that addresses the needs of the Norwegian Directorate of Health. The proposal should be submitted electronically to the Norwegian Directorate of Health and contact person in StartOff before the given deadline.

##### Presenting the solution proposal

The three suppliers will have the opportunity to present their solution proposals in a pitch to the evaluation panel consisting of representatives from the Norwegian Directorate of Health and Startoff.

Based on the final solution proposal and the presentation, the Norwegian Directorate of Health will assess and rank the proposals. The intention is to proceed with the supplier who offers the best proposal. Only this supplier will be invited to the «Develop the solution” phase. For the two other suppliers the project will be concluded and contract terminated.

## **Execution of the phase «Develop solution»**

### Preparations and procedures

The phase «Develop solution» will be carried out over a period of 15 weeks, with the goal of developing a minimum viable product (MVP) based on the solution proposal. The selected supplier will receive a compensation of up to NOK 450 000,- to complete this phase. The “Develop solution” phase begins with a kick-off meeting between the Norwegian Directorate of Health and the supplier. During the meeting the Norwegian Directorate of Health and the supplier will create a detailed project plan for the phase, which must be mutually approved in writing.

### Development of a minimum Viable Product

The supplier will develop a Minimum Viable Product in close collaboration with Norwegian Directorate of Health. The supplier is responsible for the execution of the development process. We encourage the supplier to follow a development process that includes the following steps:

- Development of solution design,
- Development of a Minimum Viable Product and
- User testing

These steps should be repeated as necessary to meet the needs outlined by Norwegian Directorate of Health.

### Participation on demo day

The supplier who develops the MVP in StartOff, will have the opportunity to present their solution at the “Demo Day” event. The purpose of Demo Day is to showcase and market the companies and solutions that have participated in StartOff projects to a larger audience. Demo Day will invite participants from potential customers in public and private sectors, as well as investors.

## **5 Important information about the challenge**

### **Procurement method**

The challenge will be conducted in large part as a pre-commercial procurement. A pre-commercial procurement is based on an exemption provision in the Regulation on Public Procurement of 12<sup>th</sup> of August 2016 No. 974 (§ 2-5. Exemption for contracts for research and development services). This entails that the Act on Public Procurement and Regulation on Public Procurement is not applicable.

### **Challenge documents**

The challenge documents consist of two parts:

1. Challenge rules (this document)
2. Norwegian Directorate of Health’s Description of needs document

3. Template for the idea sketch
4. StartOff's research and development contract

### **About the client**

See: [About the Norwegian Directorate of Health - Helsedirektoratet](#)

### **Deliverables**

The Norwegian Directorate of Health's description of the assignment is provided in section 3 of this document (the description of needs). The description of needs will also constitute Appendix 1 in StartOff's research and development agreement.

The StartOff contract pertains only to the purchase of research and development services and the associated MVP (testable prototype), and not a fully developed product or service. A fully implemented solution requires a subsequent procurement process. StartOff can provide assistance to the client in the follow-up of the StartOff project.

### **Qualification requirements**

To participate in a StartOff project, you must be a company registered in a business register. Therefore, you must attach a copy of such registration along with your idea sketch. (For companies registered in the Brønnøysund Register, you can obtain a company certificate from <https://www.brreg.no/>).

### **Confidentiality**

Information that the client becomes aware of as part of the idea sketch, interviews, or that is otherwise evident from the proposal, shall be treated confidentially and not be made available to external parties or other participating suppliers without consent from the concerned party. The client shall take necessary precautions to ensure that unauthorised individuals do not have access to or become aware of confidential information.

The confidentiality obligations and their extent in the contract phase are outlined in section 5.3 of StartOff's research and development agreement attached to this tender documentation.

### **Intellectual Property Rights**

Regulation of intellectual property rights is stated in section 8 of StartOff's research and development contract.

### **Language**

All written and verbal communication in connection with this challenge shall be conducted in Scandinavian or English. The language requirement also applies to the idea sketch and solution proposal itself.

### **Partial offers**



It is not permissible to submit offers for only parts of the assignment (challenge). The Norwegian Directorate of Health is seeking a solution that covers as large a portion of the need as possible.

### **Questions regarding the challenge documents**

StartOff and the client encourage the supplier to thoroughly familiarise themselves with the challenge documents and ask questions if anything is unclear. If any errors are discovered in the challenge documents, it is requested that this should be communicated in writing via the tender management system.

Any questions should be submitted in writing, via the tender management system. All questions will be answered in an anonymised form and made available to all parties who have expressed interest in the challenge through the tender management system.

### **Updates to the challenge documents**

The Norwegian Directorate of Health has the right to make corrections, additions, or changes to the challenge documents. If there is a need to make significant changes, the competition may be cancelled and re-published.

Any corrections, additions, or changes to the challenge documents will be communicated to all suppliers who have submitted an idea sketch.

### **Rejection**

It is not permitted to make substantial reservations against any of the conditions in the challenge documents. Idea sketches and/or solution proposals that contain significant reservations or significant deviations from the competition documents may be rejected.

The Client may also reject idea sketches and/or solution proposals that, due to discrepancies, reservations, errors, incompleteness, ambiguities, or similar issues, may raise doubts about how they should be assessed in relation to other idea sketches and/or solution proposals.

### **Key dates**

The Norwegian Directorate of Health has set the following timeframe for the process:

<b>EVALUATION OF IDE SKETCH</b>	
<b>Activity</b>	<b>Time</b>
Announcement of challenge	June 8th 2023
Digital information meeting about the challenge <a href="#">CLICK HERE for registration link.</a>	June 19th, 2:00 PM
Deadline for submitting idea sketch	August 10th, 12:00 PM
Evaluation	August 14th
Interview with the suppliers of the 6 best ide sketches	August 16th
Evaluation	August 17th

Enter contract with up to 3 suppliers for the «Explore Alternatives» phase	August 18th
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<b>EXECUTION OF THE «EXPLORE ALTERNATIVES» PHASE</b>	
<b>Activity</b>	<b>Time</b>
Kick-off with suppliers	August 21st
1:1 meeting with the Norwegian Directorate of Health (we will consider if the meetings are done in person or digital)	Week 34
Opt. Work meeting 1 with the Norwegian Directorate of Health	Week 34
Opt. Work meeting 2 with the Norwegian Directorate of Health	Week 35
Opt. Work meeting 3 with the Norwegian Directorate of Health	Week 36
Submission of solution proposal	September 11th
Presentation of solution proposal	September 13th
Evaluation	September 14th
Contact signing with 1 supplier for the phase «Develop solution»	September 15th

<b>EXECUTION OF THE «DEVELOP SOLUTION» PHASE</b>	
<b>Activity</b>	<b>Time</b>
Kick-off	September 18th
Development finished	December 18th
Closing workshop	Not set

The time frame is tentative.

## 6 Evaluation criteria

### Evaluation of idea sketches

Idea sketches will be evaluated against the evaluation criteria (see table below)

*Table 1 Evaluation criteria*

<b>Criteria</b>	<b>Weighted</b>	<b>Documentation requirements</b>
		<u>You should use the ide sketch template to describe your solution idea</u>
<b>Quality – the solution’s effect and degree of innovation</b>	60%	

Criteria	Weighted	Documentation requirements
<p>Under this criterion, the following are considered:</p> <p>1. To what extent does the proposed solution show that it can function as an automated solution for collecting, compile, and presentation of information as shown in the needs matrix in appendix 1 – Needs description which is thematically summarized as:</p> <ul style="list-style-type: none"> <li>• Function</li> <li>• Ease of use</li> <li>• Quality</li> <li>• Improvement/learning potential</li> <li>• Integrability</li> <li>• Compliance</li> </ul> <p>2. Degree of innovation in the offered solution idea</p>		<p><u>You should use the ide sketch template to describe your solution idea</u></p> <p>Describe the proposed solution and how, to what extent, the solution/idea will meet the described needs as outlined in the requirements specification (see section 3 of this document).</p> <p>Describe the degree of innovation in the solution. The degree of innovation should be described in a way that highlights the difference between the current situation and the proposed solution, emphasising what is the innovative parts of the solution.</p> <p>For reference, the following definition of innovation can be used: the introduction of a new or significantly improved product, service, or process, including production, construction, or installation processes, a new marketing method, or a new organizational method in business practices, workplace organization, or external relations.</p>
<p><b>Capability to execute/ team</b></p> <p>This criterion assesses the team's ability to materialise and execute the idea. The following areas are emphasised in the evaluation:</p> <ul style="list-style-type: none"> <li>• Expertise/experience</li> <li>• Team composition/ interdisciplinarity</li> <li>• Motivation</li> </ul>	20%	<p>Briefly describe resumes for each of the key resources of the team, and describe the skill set and experience profiles of resources who will be part of the team.</p>
<p><b>Commercial potential for the solution idea</b></p>	20%	<p>Describe your assessments regarding the commercial potential of the proposed solution. Can the proposed solution be used by a larger market than the Norwegian Directorate of Health?</p>

The best solution proposal in the "Explore Alternatives" phase will be invited to the "Develop the Solution" phase. In the "Develop the Solution" phase, you will have the opportunity to develop a minimum viable product based on the challenge provided by the client. Evaluation criteria for this phase will be communicated to the suppliers during the kick-off meeting of the "Explore Alternatives" phase (see schedule in section 5 above).

In the evaluation, the client and StartOff may also invite a third party, for example, to contribute with specific technological expertise. The third party will be bound by confidentiality regarding any business secrets they access during the evaluation process.

## **7 Submission of solution proposals in the challenge**

The idea sketch should be submitted according to the format provided by the electronic submission system.

The idea sketch template must be used as a basis for describing your solution idea.

The idea sketch must not exceed 2000 words. Idea sketches that exceed this may be rejected.

Submit the idea sketch through the tender management system alongside a copy of confirmation of company registration in a business register.

## **8 ATTACHMENTS**

- Attachment 1: the Norwegian Directorate of Health needs document
- Attachment 2: Template for idea sketch
- Attachment 3: StartOff's research and development contract