

Hello,

As part of the Protomia program, the Technology Transfer and Partnerships Department (STIP) and the project leader (a start-up in maturation) at the Inria Centre of the University of Lille are seeking the following services:

Expert consultation and launch of a Go-to-Market strategy for the European and South American markets.

The services are expected to span approximately 3 months.

For your information, the start-up in maturation is Protomia and the project lead is Andres Arteaga.

If you are interested in this consultation, please find below the description of the procurement project, the selection criteria, and the deadline for submitting your proposal.

Project Needs:

The purpose of the services is to support Protomia in its strategy to enter the European and South American markets.

The objective is to refine positioning, ensure an effective launch of the Minimum Viable Product (MVP), collect user feedback, and implement targeted marketing actions to maximize adoption and generate qualified leads or KOLs (Key Opinion Leaders).

The plan should be based on an already completed market analysis, requiring validation and field deepening by local experts, as well as implementation of concrete launch and multilingual communication actions.

At the end of the project, we expect: A deep understanding of customer needs, Validation of product positioning, Structured user feedback on the MVP, Setup of tools and content for lead generation in the targeted markets (leads meaning potential customers or prospects).

Preferred Qualifications:

- Experience in the tech and/or healthcare sectors, with knowledge of South American and European markets;
- Ability to complete the assignment within 2 to 3 months;
- Traceability of all interviews (delivered recordings or transcripts);
- 2 to 3 revision cycles for design, content, and report deliverables;
- Delivery of all files and content in editable and multilingual format.

Project Duration:

The services will be carried out over approximately 3 months (from June 30, 2025, to September 30, 2025).

Expected Deliverables:

1. Expert Consultation and Market Analysis:

- 10 to 12 individual interviews with healthcare professionals (aesthetic surgeons, ENT specialists, maxillofacial surgeons) in the six target countries (2 to 3 per country) to validate product/market fit, identify needs, purchasing motivations, and competitor differentiators;
- A database of 25 to 35 qualified contacts per country, showing interest in beta testing and lead/KOL generation;
- Optional Additional Service (OAS) #1:
*"1 interregional consultative session (2h) with 3 specialists to refine messaging, prioritize features, and address regional regulations."
(The service provider may choose to respond to this OAS or not.)*

2. MVP Launch and Feedback Collection:

- Multinational beta test program: MVP and platform testing by 8 to 12 healthcare professionals (from different geographic regions) for limited testing, with free access during the test period in exchange for feedback;
- Optional Additional Service (OAS) #2:
*"Summary report of feedback: detailed analysis of user experience, competitive gaps, and regional variations to guide the product roadmap and launch schedule."
(The service provider may choose to respond to this OAS or not.)*

Optional Additional Service (OAS) #3:**3. Marketing and Lead Generation**

- *Strategy and methodology for LinkedIn and Google Ads campaigns targeting healthcare professionals in the six countries, with ads in local languages;*
- *Setup of a basic CRM and a multilingual landing page for lead management and tracking.
(The service provider may choose to respond to this OAS or not.)*

Pricing and Invoicing:

Prices are firm and final for the entire duration of the services.

Unless otherwise specified in the proposal, services will be invoiced after completion.

Invoices must be submitted via <https://chorus-pro.gouv.fr>.

Mandatory invoice information:

Inria SIRET: 18008904700013

Billing address: INRIA – COMPTABILITÉ, DOMAINE DE VOLUCEAU, 78150 LE CHESNAYROCQUENCOURT

Inria purchase order number: ...

If specified in the proposal, the provider is entitled to a 30% advance payment of the total initial amount including tax from the purchase order.

- If Inria does not select any optional additional service (OAS), the advance will be calculated based on the quote excluding the OAS.
- If Inria does select one or more OAS, the advance will be calculated including the total amount with OAS sectioned by Inria included.

Selection Criteria:

Criterion 1 – Price: 30%

Criterion 2 – Technical: 70%, based on:

- Quality and relevance of the methodology proposed for each geographical area;
- Experience in the healthcare/tech sector and knowledge of target markets;
- Ability to deliver multilingual content and adapt to regional specificities;
- Quality and relevance of available contact databases, and methodology used for deliverables, report clarity and completeness;
- Ability to meet deadlines;
- Understanding of project context, relevance and clarity of the proposal.

Proposal Submission Deadline:

Quotes must be submitted by Wednesday, June 18, 2025, at 12:00 PM either by:

- email to: andres.arteaga@protomia.com , gregoire.maurice@inria.fr , and celine.ruby@inria.fr
- Or via the PLACE platform (Inria's buyer profile): <https://www.marches-publics.gouv.fr>

Inria reserves the right to initiate negotiations with the two highest-ranked bidders based on the selection criteria.

The format and conditions of the negotiation will be the same for all selected candidates.

Note: The contract may also be awarded based on initial offers (without negotiation). It is therefore advised that each bidder submit their best possible offer by the deadline.

Additional Information:

For technical questions, contact:

andres.arteaga-shimojyo@inria.fr or gregoire.maurice@inria.fr

For administrative or pricing questions, contact:

celine.ruby@inria.fr

The quote should be addressed to Inria (the project sponsor may appear as a contact) and include:

- Date of issue, reference, and 6-month validity;
- Detailed offer;
- Fixed prices in euros (excluding and including VAT, with no additional costs).

Note: A French provider not charging VAT must state the same price for excluding and including VAT, along with the relevant tax code exemption article.

A foreign provider not charging French VAT must also indicate the same amount for both.

Please send your proposal along with a portfolio, timeline, and cost breakdown for each deliverable, with prices listed before tax (HT) and all taxes included (TTC).

If a company submits multiple offers, only the last one submitted before the deadline will be considered.

For any questions, please don't hesitate to contact us.

Thank you for your attention.

Best regards,