

Terms of Reference – Short Term Consultancy

PITB Mobile Applications Incubator Market and Partner Strategy

A. Objectives & Goals of Project/Consultancy

To develop the market strategy for PITB's Mobile Applications /Gaming Incubator Project being developed for launch at the PITB IT Park in Lahore. This consulting assignment will develop the market strategy for the Mobile Gaming Incubator by surveying leading industry players and identifying specialist needs and shared resources that could become part of PITB's incubator service offerings. In addition, the consultancy must also look at best practices in Mobile Gaming Incubators worldwide to advise PITB on how to make its offerings consistent with global standards. Finally, the consultant will develop a short working paper on partnership models for PITB and provide limited "pre-launch" advisory support to PITB in its discussions with potential partners to manage the incubator.

B. Scope of Services compatible with available budget.

Assessment of market demand and requirement of stakeholders; identification of international best practices in mobile gaming incubator models and assessment of initial response from the stakeholders for managing PITB mobile incubator and advice thereof.

C. Terms of Transfer of know-how/training requirements (If applicable)

- The Consultant(s) will share relevant information as necessary with PITB personnel
- The Consultant(s) will work closely with an in-house Team at PITB to create and deliver the report that will lead to capacity development and long-term sustainability of PITB Incubator.

D. Expected Deliverables (reports, designs, tender documents, maps, etc) and time schedule

	Deliverables	High-level timelines (from start of Assignment)
1	To examine and verify market demand from and requirements of various stakeholders for mobile applications / gaming incubation and to incorporate these in the design of PITB's incubation programme.	1 month
2	Identify international best practices in mobile applications / gaming incubation by looking at relevant examples worldwide and advise PITB to ensure that its service offerings are consistent with global standards.	1.5 months
	Outputs: Market Strategy ("Launch Document")	
3.	Look at examples of different incubator partnering models and develop a short working paper for PITB's mobile applications / gaming incubator to be shared with stakeholders.	2 months

4. Gauge initial interest among staked holders for managing PITB's mobile gaming incubator and advise PITB during pre-launch stage on potential partner take-up of the incubator idea. 2.5 Months

Outputs:

- a) Incubator Partnering Models working paper with evaluation criteria.
- b) Provide "limited" support to PITB's negotiations with potential partners leading at the time of launch in July 2011

During the course of and at the end of the assignment, the consultant(s) will deliver the outputs as defined above.

E. List of expected key professional staff indicating minimum experience, academic degrees

- 3 to 5 year experience in subject area, with responsibilities including design, development and execution of policy and strategy initiatives including incubation programmes.
- Team Lead / Technical lead to have a minimum 16 Years of formal education in a relevant discipline.

F. Respective Roles and responsibilities of Client & Consultant

- Timely payments to consultants linked with satisfactory completion of deliverables.
- PITB will review all deliverables submitted by the Consultant in a timely fashion.
- The Consultant shall be fully responsible for completion of his/her assignment in a timely manner with high quality of output to the satisfaction of the Client.

G. How to Apply

- Interested consultants are required to register with consultant registration system on the P&D Website, prior to submission of their proposals.
- Technical and financial proposals, addressed to Joint Director (Admn & HR), sealed in separate envelopes should reach PITB Head Office (15-C Model Town, Lahore) by 09-05-2011.