

WORK-FROM-HOME BPO/KPO

OPEN CALL: APPLICANT INFORMATION



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC

15th April 2020

MarketMakers

Background

Who are MarketMakers?

- MarketMakers is a youth-oriented job creation project funded by the Swiss government. We have been active in supporting BPO industry growth since 2017
 - Our investees and partners include industry membership association, ABSL, and a growing number of some of BiH's leading BPO/KPO service exporters from fields as diverse as customer services, architecture and engineering, IT, logistics brokerage, product design, and digital marketing
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Context for the „open call“ for small grants

- This open call comes as a direct response to the Covid-19 crisis and the increased global demand for support services related to e-commerce
- We are seeking new partners that wish to innovate in the field of „work-from-home“ BPO/KPO, especially partners that wish to grow their „work-from-home“ employee headcount for the long-term



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MarketMakers' offer

Grant investments

- MarketMakers will make small grant investments of between 11,000 – 22,000 BAM in a maximum of three companies
- Investments can be used to contribute towards recruitment and training/onboarding costs
- Other eligible costs include hardware and connectivity costs, though these must not represent more than 35% of the total grant amount
- Partners of MarketMakers can also expect monthly exchanges and in-kind/non-financial support from the project

Minimal conditionalities

- Investments must be used to expand „work-from-home“ employee headcount, not to subsidise the costs of arranging for existing employees to work-from-home
- Employers must offer new employees at least average entity monthly salary (pro rata/equivalent)



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Key selection criteria

Evaluation priorities

- Employers that are looking to make ,work-from-home‘ BPO/KPO employment part of their long-term plans
- Employers that are planning to expand in towns outside of their head office location / main BiH-based operation, especially employers targeting recruitment in small towns
- Employers that are interested to target ,stay-at-home‘ parents (i.e. mothers/fathers with childcare responsibilities) and/or workers with disabilities

Other considerations: inter alia, stability, maturity, and client demand

- Employers trading for >36 months, with stable growth over a three-year period (proxied by headcount growth)
- Employers in advanced or final stages of negotiation with new/existing clients

Important details

- Applicants **must** use the attached MS Word Document application form



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Award process

Provisional post-application process – main milestones and key information

- Deadline for applications is **13:00pm on 27th April 2020** – send to info@marketmakers.ba marked „confidential“
- Applications will be processed between 28th April – 1st May 2020.
- The preferred/selected applicant(s) will be informed on 4th May 2020 – max. of 3 successful companies
- MarketMakers and preferred/selected applicant(s) will draft and sign a „business cooperation agreement“ (contract) and non-disclosure agreement (NDA) after applicants reach a contractual agreement with their client(s).
 - Client contracts signed on or after 16th April 2020 are eligible, however only related costs incurred by the applicant after the business cooperation agreement with MarketMakers has been signed are eligible for reimbursement (estimated signing date: 7th-11th May 2020)
 - Final grant size agreed depends upon the number of new hires foreseen in the selected applicant's client contract(s) – min 11,000 BAM (e.g. 10 new hires or less) and max 22,000 BAM (e.g. 30 new hires or more)
 - The business cooperation agreement will state that grants will be disbursed in two equal instalments on a reimbursement basis – (i) when the employees have been hired, and (ii) three months after the employees have been hired
 - If awarded applicants (partners) fail to sign new client contracts before 1st August 2020, the offer from MarketMakers expires
- *Important: The selected applicant does not have to share sensitive client contractual information with MarketMakers. The applicant must only demonstrate that a new contract has been signed for X positions/employees – i.e. all sensitive details omitted.*



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