

TECHNICAL EVALUATION REPORT

(As per Rule 35 of PP Rules, 2004)

1. Name of Procuring Agency	<u>IGNITE – Pakistan Startup Fund</u>
2. Method of Procurement	<u>RFP</u>
3. Title of Procurement	<u>Hiring of Digital Marketing/Social Media Services for PSF and BridgeStart Pakistan</u>
4. Tender Inquiry No	<u>IGNITE/PSDP/2025-26/PROC/01</u>
5. EPADS Ref No:	<u>F-25111451611</u>
6. Date & Time of Bid Closing	<u>December 15, 2025, 1500 Hrs</u>
7. Date & Time of Bid Opening	<u>December 15, 2025, 1530 Hrs</u>
8. No. of Bids Received	<u>06</u>
9. Criteria for Bid Evaluation	Attached as Annex – 1
10. Details of Bid Evaluation	Received proposals were evaluated w.r.t evaluation criteria as published in RFP document.

Name of Bidder	Marks	Percentage	Basis of Technical Rejection/Acceptance as per Rule 35 of PP Rules, 2004
	Technical	%	
M/s. Midas Communication	79.83	79.83	Qualified for Financial bid opening by scoring more than 70%
M/s. Eikon7	90.83	90.83	Qualified for Financial bid opening by scoring more than 70%
M/s. Mindmap Communications	75.00	75.00	Qualified for Financial bid opening by scoring more than 70%
M/s. Walee Technologies	--	--	Not Accepted for technical evaluation for non-compliance of Mandatory eligibility criteria
M/s. Convex Interactive	--	--	Not Accepted for technical evaluation for non-compliance of Mandatory eligibility criteria
M/s. TCM Productions	--	--	Not Accepted for technical evaluation for non-compliance of Mandatory eligibility criteria

Signature:



Official Stamp
Saud Imran
Assistant Manager Procurement
Pakistan Startup Fund &
BridgeStart Pakistan
Ignite, Ministry of IT & Telecom
Government of Pakistan

Criteria for BID Evaluation

Annexure – I

S.No.	Description	Sub-Marks	Total Marks
1	<p>Firm/Bidder Profile (Registered age, and Financial position) – (Form B2)</p> <ol style="list-style-type: none"> 1. Registered Age (Lead Bidder) <ol style="list-style-type: none"> a. 7 and Above Years (15 Marks) b. 4+ to Less than 7 Years (12 Marks) c. 2+ to Less than 4 years – (8 Marks) d. Less than 2 Years – (0 Marks) 2. Financial Position of the Lead Bidder (in Million PKR) (on the basis of last 3 years of audited financial accounts) 	<p>15</p> <p>10</p>	25
2	<p>Relevant Experience of the Firm/Bidder - (Form B3): Experience of managing campaigns commensurate with scale mentioned in the scope of work of this RFP for tech industry:</p> <ol style="list-style-type: none"> a. Brand development (Form B3-A) b. Content strategy development (Form B3-B) c. Social Media Management (Form B3-C) d. Paid Marketing/meta boosting (Form B3-D) e. PR, events & outreach (Form B3-E) f. Reporting & Performance Analytics (Form B3-F) 	<p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>	30
3	<p>Qualification & Experience of Proposed Team – (Form B4) Bidders are required to submit detailed CVs of the proposed team, clearly indicating whether each resource will be dedicated or shared.</p> <ul style="list-style-type: none"> • Account Manager • Creative/Art director • Digital Marketing Lead • Creative Designer • Social Media Manager • Production Manager • Copywriter/Content strategist 	<p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p> <p>5</p>	35
	<p>Presentation</p> <ul style="list-style-type: none"> • Understanding of the scope (Clarity of understanding PSF/BridgeStart objectives, target audience, and scope) 	<p>4</p>	10

4	<p>items)</p> <ul style="list-style-type: none"> Proposed Strategy & Approach (Practicality, relevance, and comprehensiveness of proposed digital marketing and PR strategy). Creativity and Innovation (Quality of creative ideas, campaign concepts, or mock-up examples presented). Presentation & Communication (Clarity, professionalism, and ability to convey ideas effectively). <p>NOTE:</p> <p>Ignite-PSF will invite the bidders for presentations. The presentations shall be held at the office, as per the schedule communicated by Ignite-PSF Team. Bidders shall be required to make all arrangements for the presentations at their own cost. Each bidder will be given a maximum time of 30 minutes for presentation and question/answer session.</p>	2 2 2	
	Total Marks		100
	Minimum Qualification Marks Required		70%

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