

Response to Questions Regarding the CAFE25 RFP - FFPr18-RFP-01-2025 Released on October 1, 2025

1. Scope & Deliverables

Q - Will ASA/WISHH pre-select the five SMEs, or should the consultant also be involved in identifying and screening candidates?

A - ASA/WISHH will be responsible for pre-selecting the five SMEs.

Q - Will the SMEs to receive support be pre-selected by ASA/WISHH, or should the offeror propose a selection process?

A - Yes, ASA/WISHH will pre-select the SMEs; however, the offeror has the option to propose a selection process for the current lineup of SMEs.

Q - Should the investor pitch decks follow a standard ASA/WISHH template, or should they be customized per SME?

A – The investor pitch decks should be customized for each SME, including credits to ASA/WISHH and the CAST Cambodia project.

Q - To what extent will consultants be expected to engage in investor facilitation (e.g., matchmaking, negotiations), beyond capacity-building and coaching?

Q - For Phase IV (Follow-On Activities), should support focus only on training and remedial coaching, or also on deal-closure facilitation if SMEs attract investor interest?

A - Investor Engagement Support

1. Facilitate introductions and follow-up meetings with interested investors

- Support SMEs in refining materials based on investor feedback
- Provide coaching on responding to investor due diligence requests and red flags

2. Term Sheet Negotiation & Deal Structuring

- Explain key term sheet clauses (valuation, liquidation preferences, etc.)
- Support negotiation strategy and review of investment terms
- Provide simple tools to simulate cap tables and dilution scenarios

3. Documentation & Legal Advisory Support (light touch)

- Help SMEs prepare draft documentation (NDAs, shareholder agreements, MoUs)
- Connect with vetted legal partners for further assistance if required

4. Investment Readiness Deepening

- Deeper financial modeling and business plan optimization

Q - Can ASA/WISHH provide some broad description of the anticipated structure and scale of the SMEs (e.g., cooperative, single proprietor, LLC; scale of production and number of employees; out-growers or concentrated production unit; etc.)?

A – All pertinent information regarding the SMEs will be provided to the selected contractor.

2. Logistics & Travel

Q - Does ASA/WISHH expect a single lead consultant to attend CAFE25, or a small team (e.g., lead + local support)?

A – The consulting team should propose to ASA/WISHH the appropriate deployment of their team needed to successfully meet the need of the SMEs.

Q - During CAFE25, will the consultant's role be limited to SME coaching, or also include moderation/facilitation of pitch sessions?

A – The consultant's role will encompass everything necessary to facilitate a deal closure, CAFE25 is expected to handle the moderation/facilitation of pitch sessions, but consultants may need to assist.

Q - Will language translation/Khmer interpretation support be provided by ASA/WISHH, or should consultants budget for it?

A – While WISHH and local partners can help locate qualified interpreters, the winning contractor should include translation/interpretation support in their budget.

3. Deliverables & Reporting

Q - Should the due diligence toolkit be a general reference checklist, or tailored individually to each SME?

A – It should be a general reference checklist, but it should be reviewed and adapted for each SME.

Does ASA/WISHH require a consolidated final report with SME-specific annexes, or primarily SME-level deliverables (decks, checklists, and action plans)?

A – SME-level deliverables, including decks, checklists, and action plans, are required.

Q - For the CAFE26 action plans, should these focus primarily on financial/investment readiness, or also incorporate operational/market growth strategies?

A – The CAFE26 action plans should include both financial/investment readiness and operational/market growth strategies, as well as criteria for identifying or selecting new candidates for the initial B+I readiness work.

4. Budget & Contracting

Q - Will consultant travel be covered on a reimbursable basis, or should all costs be included in the fixed budget?

A – All costs, including consultant travel, should be incorporated into the fixed budget.

Q - Is ASA/WISHH open to a tiered or modular pricing approach (e.g., core scope with optional add-ons such as advanced financial modeling)?

A – No, ASA/WISHH prefers a traditional and fixed budgeting approach.

Q - Could you confirm the anticipated payment schedule (advance + milestones, or upon completion)?

A – The payment schedule will be provided upon contracting, but it will include an advance.

Q - Is there an anticipated budget ceiling or range for this assignment?

A - The anticipated budget ceiling for this assignment is \$30,000.

5. Evaluation & Partnerships

Q - Regarding “Soundness of Proposal” (40%), could you clarify whether the emphasis is on methodology, SME engagement strategy, or tangible outputs?

A – The emphasis is on the overall integration of strategies, methodology, and targeted outputs.

Q - Does ASA/WISHH encourage international firms to partner with Cambodian counterparts, or is a strong regional presence considered sufficient?

A – Yes, ASA/WISHH encourages international firms to partner with reliable Cambodian counterparts if they lack a strong regional presence.