

# **REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES – INDIVIDUAL CONSULTANT**

**Republic of Serbia**

**Serbia Accelerating Innovation and Growth Entrepreneurship (SAIGE)**

**Project ID No. P170185**

**Assignment Title:**

- Commercial Business Development Consultant (2 Part-time positions),  
Reference No. SER-SAIGE-IC-CS-25-70**

Serbia has received a loan from the World Bank (Bank), through the “Serbia Accelerating Innovation and Growth Entrepreneurship Project” (Project), to support the strengthening of the Serbian Innovation and Entrepreneurship ecosystem. The main objective of the Project is to improve (i) the relevance and excellence of scientific research; and (ii) innovative entrepreneurship and access to finance for enterprise growth, as a way of contributing to Serbia’s growth and competitiveness. The European Union Instrument for Pre-accession Assistance (IPA-II) is also providing complimentary financing support for the Project. The SAIGE Project Additional Financing which became operational in May 2025, also aims to scale up the ongoing SAIGE activities and to further enhance innovation capacity through better R&D and entrepreneurship in the areas of Artificial Intelligence (AI) and biotechnology, to increase the country’s competitiveness on global markets.

## **Scope of Work**

The Consultant will support the commercialization of research and innovations by identifying and validating market opportunities, developing business models and commercialization strategies, facilitating partnerships with industry, and strengthening the business capacity of RDI personnel, including researchers. Key responsibilities include:

- Assessing the commercial potential of selected technologies, services, or prototypes developed by RDIs.
- Conducting market research and analysis to identify market trends, customer segments, industrial and private sector partners, and business opportunities.
- Developing business models, business cases, go-to-market strategies, and investment narratives for selected innovations.
- Supporting the preparation of commercialization materials, including pitch decks, one-pagers, investor briefs, and draft contracts.
- Identifying and support funding and investment opportunities, including assistance with application and pitching processes.
- Providing mentoring and capacity building to researchers in innovation management, intellectual property (IP) strategy, and market readiness.
- Facilitating industry-research engagement through targeted dialogues, matchmaking events, and networking opportunities.
- Supporting the design and implementation of spin-off incubation models and licensing mechanisms.

- Identifying potential private sector partners and maintaining communication and negotiation procedures;
- Generating and converting leads through targeted strategies to support commercialization efforts.
- Advising on pipeline development in collaboration with RDI staff to align commercialization strategy with high-value product and service outcomes.
- Develop effective sales strategies and proposals aligned with market needs and RDI priorities.
- Represent the RDI at relevant industry fairs, local and international conferences to promote innovations and build strategic partnerships.
- Monitor and report on commercialization performance, providing insights and recommendations for continuous improvement.
- Collaborate closely with knowledge and technology transfer offices, project management units, and business development teams to ensure strategic alignment and execution of commercial outcomes.

### **Timing and Duration**

The Consultant will be engaged on a part-time basis for up to 100 days until September 30, 2027.

### **Required experience and qualifications**

- Advanced degree in Business Administration, Marketing, Biotech, Engineering, or a related field (MS, MBA, or equivalent degree, specialist academic degree);
- Minimum 7 years of relevant professional experience on an international scale in business development, strategic planning, market expansion, or similar areas;
- Experience in development or sales or marketing, or a related fields;
- Proven track record in designing and implementing business growth strategies, conducting market analysis, and supporting organizational development;
- Previous experience with innovation, research, or public-sector entities is considered an advantage.
- At least two completed assignments focusing on market development, business scaling, private sector partnerships, or internationalization strategies with demonstrated measurable results;
- Excellent spoken and written English, Serbian language is considered an advantage.
- Advanced computer skills and the usage of data analytics tools/software are highly desirable;

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the NITRA <https://nitra.gov.rs/cir/inovacije/projekat-saige>

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The evaluation criteria for the assignment:

- Qualifications and General experience ( 40 Points)
- Specific Experience relevant to the Assignment ( 60 Points)

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the ***World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (September 2023)*** (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the *Open Competitive Selection of Individual Consultants* as set out in the Regulations.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest **in English language** must be delivered in a written form to the email below, by **July 31, 2025, 12:00 hours, noon**, local time. Interested consultants must provide **Cover Letter** and **CV** representing description of similar assignments, experience in similar conditions and availability of appropriate skills (**scanned diplomas to be sent with CV**).

Contact:	E-mail:	Address:
To:	<a href="mailto:ljiljana.krejovic@mfin.gov.rs">ljiljana.krejovic@mfin.gov.rs</a> Ms Ljiljana Krejovic Procurement Specialist	Ministry of Finance Central Fiduciary Unit 53 Balkanska St 11000 Belgrade, Serbia
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