



Wanted: Venture Clienting Tool



Briefing: Fraport Digital Factory Project “Venture Clienting Tool”

The Digital Factory is a virtual organizational unit at Fraport that acts as an internal solution partner with digitalization and technology specialists to support Fraport divisions in Frankfurt and worldwide in solving problems. In a three-month project phase, the team develops a solution in the form of a Minimum Viable Product (MVP). More information about our approach can be found on our [homepage](#).

Below you will find the open call for one of our projects.

Problem/goal description and technology focus:

Since 2021, the Fraport Digital Factory (DF) has already successfully completed over 60 projects. Various internal and external stakeholders are involved in the organization and implementation of the projects. The team's responsibilities include several activities within the DF workflow, from the project idea to implementation and scaling.

The capacity of the DF team is the limiting factor in the number of projects that can be realized annually. Therefore, it is necessary to reduce the manual coordination effort and activities for each project to save resources and carry out additional projects.

By using a market-available venture clienting software, efficiency and transparency in the digital factory process can be increased and manual effort reduced. In addition, this will strengthen a culture of innovation and open-mindedness towards new ideas and external collaboration, from which the Fraport Group will significantly benefit.

What we are looking for: a software for the cross-departmental optimization of project and workflow management in the Fraport venture clienting process.

- End-to-end solution and covering of the following relevant activities in the venture clienting:
 - **Collection of ideas:** Visibility for ideas, technology trends and new business models
 - **Scoping:** Development of project ideas involving the Fraport departments
 - **Scouting:** Database access to search for suitable companies or start-ups
 - **Project implementation:** Integrated workflows for evaluating, contracting and implementing projects in accordance with the existing DF process with existing templates
 - **Roll-out:** Implementation support using task lists and progress monitoring
 - **Scaling:** Systematic scaling of digital solutions in the Fraport Group
- Increasing project quality and reducing manual efforts in project and process management
- Improving the roll-out rate through a standardized supportive process for Fraport business units
- Establishing a network and stakeholder management with internal business units, providers and external partners

What we are not looking for:

- Solutions that only partially cover the required venture clienting modules
- Fundamental changes to the DF process due to the use of software
- Outsourcing of projects to external service providers
- Significant overlaps with Fraport's idea management

Schedule and milestones:

- If interested, please contact us at digitalfactory@fraport.de with information about your company and a short outline of your solution (max. 5 slides) by April 17, 2025
- Solution provider presentations (pitch) on May 5, 2025 – May 7, 2025
- Shortlisting of providers asked for a quote by May 9, 2025
- Submission of quotes by May 19, 2025, 8 am CEST
- Contracting and start of cooperation within 2-3 business days after quotes have been submitted
- End of project and final presentation by solution provider on July 23, 2025

Acceptance criteria:

Requirements / characteristics / functionalities of the MVP

- Web-based software, mobile version available
- User-based access and rights concept based on existing DF roles
- Integration of existing Fraport enterprise products, e.g. MS Teams
- Dashboard for evaluating, analyzing and tracking individual projects and the respective venture clienting process phases with meaningful KPIs
- Possibility to integrate Fraport's individual DF processes
- Use and integration of existing templates, e.g. pre-formulated e-mails
- Export options for start-up lists, analyses, evaluations, etc.
- Structured input and evaluation channel for internal applications with a specific project idea from a business unit
- Integration of an input channel for applications from the "[Open Pitch Day](#)" format for external applications to Fraport. Successful applications should be integrated into the DF workflow
- On-boarding concept for users and integration of content to introduce the DF
- Compliance with Fraport IT requirements: flexible cloud architecture, single sign-on, GDPR compliance, etc.

Optional:

- Identification of market trends and the possibility of structured forwarding to business units with the intention of generating new project ideas for the DF
- Integration of further scouting sources and platforms if no adequate scouting tool is part of the solution

These KPIs must be achieved by July 18, 2025, or verifiably achievable. Therefore, a software test with DF sample projects from the past over a period of at least 6 weeks with the involvement of relevant stakeholders is considered.

Affected product/service/process:

- Digital Factory

Involved Fraport business units:

- Digital Factory
- IT
- Corporate Strategy & Digitalization

Requirements concerning data:

Collection and processing of personal data:

- Name
- E-mail address
- Phone number
- Job title and department

Collection and processing of personal data:

- Comprehensive project data- and documentation

List of standards and norms the solution must comply with:

- GDPR
- IT Security Act

Priority questions to be answered during a possible pitch:

- Can the software provide an end-to-end solution for the Fraport venture client-ing process as part of DF, or does it only cover individual modules?

Evaluation criteria:

Should you be invited to pitch, you will be evaluated according to the following criteria:

1. Customer reference: Customer references in the aviation industry (airports, airlines) or in similar industries, not older than 3 years (*simple scoring*)
2. Effectiveness: Can this technology solve the problem? (*triple scoring*)
3. Maturity of the solution: Existing product or new development? (*triple scoring*)
4. Efficiency: How well can the technology solve the problem (KPI achievement, MVP scope)? (*triple scoring*)
5. User Interface: User-friendly, clear interface – the following criteria will be assessed: graphics, design, clarity and intuitive user interface, practicability (*triple scoring*)
6. Data collection and storage: Where is the data stored (e.g. on-premise/cloud)? (*simple scoring*)
7. Data sharing: Possibility of data sharing (data flows into data lake or similar, APIs etc.?) (*simple scoring*)
8. Access: Is there a user concept, can different users be assigned different access rights etc. (*simple scoring*)
9. Primary scope of rollout: Use of additional areas, scalability (FRA) (*simple scoring*)
10. Other possible applications, e.g. in other airport areas or for different use cases (*simple scoring*)
11. Use in the Fraport Group: Use for subsidiaries (*simple scoring*)
12. GDPR compliance / compliant with German law (*simple scoring*)

13. Visualization: Were a demo/photos/videos shown? (*simple scoring*)
14. Presentation style: Convincing presentation and reaction to questions (*simple scoring*)
15. Price indication: Was a first indication provided, info about pricing model? (*simple scoring*)
16. Speed of implementation: Describe timeline, prove feasibility (*simple scoring*)

Please keep the evaluation criteria in mind for your presentation and be responsive to the demanded content. Should you not be able to address all points in your pitch due to time restrictions, please make sure to include all information in the presentation you send us afterwards.

Based on the aforementioned criteria, Fraport will select suitable providers for a shortlist and ask for a cost proposal.

Should you not be able to offer us the whole solution and wish to work with a partner, please provide information about the partner and your previous experience. Please keep in mind that Fraport will commission one contractor only. Your partner needs to be commissioned as a subcontractor on behalf and for account of you as the contractor. Should you be shortlisted and asked to submit a cost proposal, Fraport will only accept a comprehensive offer.

Further hints and instructions

You will have 30 minutes to pitch your solution idea to us. Please plan for 15-20 minutes of presentation at maximum, so that we have time for questions. You may present in German or English language and we would appreciate to receive your presentation slides afterwards (please send us a version that we are allowed to distribute internally for information purposes).