

Call for Expression of Interest for Empanelling of Video Production agencies for the Kerala Startup Mission

Introduction

Kerala Startup Mission is the nodal organization designated by the Government of Kerala for the promotion of innovation and entrepreneurship in the State. Kerala currently has more than 6500+ startups, and most of the startups are in need of events, profile videos, scheme videos, storytelling, startup product videos, explainer videos and startup activities happening across the country.

The target audience will be domestic, national, and international public, private investors, startups, governmental agencies, and other stakeholders like Accelerators, Incubators, VCs, co-working spaces, R&D institutions, Mentors, Technical experts, etc associated with the startup sector.

Kerala Startup Mission, through this Expression of Interest, is attempting to empanel startups working in the Media and Video content industry.

The startups should be able to articulate the whole concept of KSUM and develop creatives which will be appealing for the Stakeholders in the startup ecosystem which includes Startups, investors, industry, government, R&D centres, incubators, accelerators, etc

Examples of videos demonstrating the quality desired by KSUM are given below:

- [Huddle Global](#)
- [Seeding Kerala](#)
- [Launch of Digital Hub](#)
- [Meetup Cafe](#)
- [Genrobotics](#)
- [Inspirational videos](#)
- [Corporate videos](#)
- [Entrepreneurial Journey](#)
- [Podcast](#)

For more videos, visit [KSUM Youtube channel](#)

The Scope

KSUM invites the expression of interest for empanelment from startups for the production of audio-visual creatives and allied works for the promotional campaign of the Kerala Startup Ecosystem.

The empanelment shall remain valid for three years from the date of signing of the agreement. KSUM may decide to extend empanelment for another one year on the basis of the performance of the agencies and based on the feedback received from the startups.

Method of Selection

All the proposals received will be scrutinised to assess their eligibility based on the qualifying criteria.

Agencies fulfilling the eligibility criteria shall be requested to make a presentation on the following

- i. Its creative capability is supported by recent credentials.
- ii. The agency's understanding of Kerala Startup Ecosystem for content creation.
- iii. Quality of personnel, in terms of experience, exposure to different products, and length of service in industry.
- iv. Availability of infrastructure facilities etc.
- v. Quality of product videos delivered by the agency for various clients.
- vi. Knowledge in developing product videos.

Scope of Work

The assignment shall include one or more of, but not limited to, the following activities:

1. Event Coverage

- Filming and editing of startup events, hackathons, pitch sessions, investor meets, and official functions organized by KSUM.
- Real-time or same-day edits for social media posting if required.

2. Promotional Videos

- Conceptualization, scripting, shooting, and post-production of promotional videos for KSUM programs, schemes, incubators, or flagship events.
- Production of teaser videos, highlight reels, and program explainers.

3. Startup Stories & Case Studies

- Capturing founder journeys and startup success stories in documentary/interview format.

- Visiting incubated startups across Kerala to shoot on-location footage.

4. Animation & Motion Graphics

- Creating animated videos, infographics, and explainer videos using 2D/3D animation and motion graphics for digital campaigns.

5. Short Format Content

- Production of Instagram Reels, YouTube Shorts, and LinkedIn-native videos for high engagement.
- Shooting and editing crisp, visually rich content tailored for social media platforms.

6. Drone Videography & Aerial Shots

- Aerial filming using drones during events, infrastructure showcases, or outdoor startup initiatives (where permitted).

7. Scriptwriting & Storyboarding

- End-to-end development of content scripts, storyboards, and creative direction for assigned videos.

8. Voiceovers and Subtitling

- Professional voiceover in English and Malayalam (or other languages, if required).
- Accurate subtitling and captioning for accessibility and broader reach.

9. Post-Production Services

- Editing, color grading, audio mastering, title animations, and visual effects as per KSUM brand standards.

10. Output Formats & Deliverables

- Final deliverables in formats suitable for social media, websites, and offline screening.

- Shortened versions or custom resolutions as needed (vertical, horizontal, square).

11. **Compliance with Branding Guidelines**

- Adherence to KSUM's branding and communication protocols in all visual and narrative elements.

In case of any enquiries please reach out to abhishek@startupmission.in