

EOI FOR THE DEVELOPMENT AND MAINTENANCE OF AI- BASED MENTORSHIP PORTAL FOR KSUM

Overview

Kerala Startup Mission (KSUM), the nodal agency of the Government of Kerala for entrepreneurship development and incubation activities in the State, is inviting Expressions of Interest (EoI) from reputed and qualified firms for the **design, development, deployment, and maintenance of an AI-enabled Mentor Portal** for KSUM.

The proposed Mentor Portal aims to create a unified digital platform to facilitate structured mentorship activities across Kerala's startup ecosystem. The portal will enable effective mentor-mentee matchmaking, engagement tracking, program management, scheduling, feedback & review, reporting, event integration, and performance analytics to strengthen and scale Kerala's mentorship ecosystem.

Objective

The Mentor Portal aims to:

- Provide a scalable and secure platform for connecting mentors and startups.
- Enable seamless registration, verification, and categorization of mentors and mentees.
- Facilitate mentorship session scheduling (virtual and physical).
- Streamline feedback collection, ratings, and analytics.
- Scheduling Mentorship Events time to time
- Integrate with existing KSUM systems for data synchronization and ecosystem coherence.

Scope of Work

The selected agency will be responsible for:

- Designing Mentor and mentee user registration and role-based login.
- Detailed profile creation and management with fields including expertise, experience, and document uploads.

- Advanced mentor discovery with filtering by skills, domain, and availability.
- Integrating communication tools (chat, meeting scheduler, notification systems).
- Scheduling system integrated with notification alerts and calendar sync.
- Interactive feedback, rating, and review modules.
- Dashboard for mentors, mentees, and administrators for program tracking and communication.
- Developing dashboards, analytics, and reporting modules.
- Secure integration of payment gateways if required for paid mentorship programs.
- Ensuring data security, scalability, and integration with existing KSUM systems.
- Providing documentation, user training, and ongoing support.
- Periodical malware scans.
- Fixing of issues reported.
- Providing technical support to the Security auditing and penetration testing agency for the smooth conduct of the activity during the AMC period.

Key Features & Functional Modules

This work aims to develop a web portal with a unique front-end look and feel, better User Experience, and integrated user-friendly backend administration facilities. This portal shall be a visually impacting, database-driven, modular application and responsive as per the latest trends in web design. This portal is

The Mentor Portal shall include (but not be limited to) the following core components:

A. User Management

Primary Users

1. Mentors (Functional & Domain Experts)
2. Startups (KSUM registered / Nonregistered/Students)
3. KSUM Admin Team

Secondary Users

1. Stakeholders: Investors, Corporates, Academia, Partners (View access only)

Each user group will have tailored dashboards and access rights.

1. Mentors

- **Application Submission:**

Online form capturing:

- Expertise, past experience, domains, functional roles(Limit 3-5)
- Categorisation as Founder mentor/ Industry experts/ Academicians/ Investors/Dynamic add categories)
- Mentoring Preferences (number of startups per month, preferred startup stage)
- Ready to mentor students and idea stage aspiring entrepreneurs.

- **Mentor Profile**

- Bio, sectors, functions, availability.
- Mentor ID generation, calendar sync, preferences setup
- Network/industry connects (optional).
- Mentee limit (configurable).
- Badges, testimonials, leaderboard points.
- Mentor status duration setting (6months- 1year)
- Notifying KSUM before Mentor Status period termination/ renewal

- **Mentorship Tools**

- Access to startup data (pitch deck, business model).
- Integrated video calls, chat, calendar sync.
- Auto-generated session notes & action plans.
- Acknowledgement for continuing the mentorship engagement.
- Suggesting other experts by the Mentor
- Progress tracking dashboard (timeline, milestones, badges earned).
- Open window to track whether its a one time engagement or long term
- Review form immediately after one time engagements/ after completion of each 3 meetings for long term engagement

- **Community**

- Mentor community forum.
- Sector-based query rooms.
- Resource contribution (playbooks, templates).

2. Startups

- **Registration**

- Login with KSUM UID / MCA ID.
- Categories: KSUM Registered; Non registered (MCA registered, revenue stage)
- For Paid access; Students / Idea stage (Limited and Non- Paid access)

- **Startup Profile (Auto Fetch from UID DB if KSUM registered)**

- Company details, founder info, product/traction etc

- Mentorship history, badges earned, testimonials given
- Mentorship details against each mentors and progress made
- **Mentor Matching**
 - AI driven or Key Words matching mentor recommendations (sector, function, stage and requirements key words).
 - Chat before meeting.
 - Mentor-Startup shared engagement window.
- **Mentorship Tools**
 - Mentorship requests (max 3 active, paid beyond limit).
 - Video call, chat, notes.
 - Action plan updates & progress tracking.
 - Open window to track whether its a one time engagement or long term
 - Feedback forms & closure reviews.
- **Access Rules**
 - Blocked if repeatedly absent or no progress updates > 2 months.

3. KSUM Admin

- **Admin Dashboard**
 - Review, Approve/ Reject or Deactivate applications and mentors profiles.
 - Event management & attendance tracking.
 - Access to mentorship meetings details, feedback and meeting summary
 - Broadcast tools (email/push).
 - Content moderation (chats, forums, testimonials).
- **Analytics**
 - Engagement heatmaps.
 - Mentor availability gaps.
 - Session drop-off tracking.
 - Feedback sentiment analysis.
 - Custom report generation (quarterly, program-based).

4. Public View (Accessible Without Login)

What any visitor or stakeholder can see: **Landing Page / Dashboard**

- Total mentors, startups, mentorship hours, sessions conducted (auto-updated).
- Sector wise distribution of activity.
- Highlights: Women mentors, women led startups Mentored.
- Leaderboards: Top mentors & startups.
- Event calendar (upcoming mentorship events).
- Engagement stats (e.g., “30% growth-stage, 50% idea-stage”).

- KSUM's Programmes Guidance Kit: Startup registration, KSUM UID, Schemes
- Mentorship events application options for onboarded mentors/ stakeholders(Mentor Talks/ Cohort Mentoring etc)
- Knowledge Hub (limited access: playbooks, templates, mentor stories).
- Publicly published **Testimonials & Storyboards**.
- Teaser/updates on **Mentor Conclave, Bootcamps, MIND Sessions**.

B. Backend Access

- **AI Matching Engine**
 - Mentor-Startup match based on keywords, expertise, sector & stage.
 - Dynamic recommendations adapting to usage.
- **Database Management**
 - Store user data, mentorship sessions, progress records, testimonials.
- **Automation**
 - Auto emails, reminders, push notifications.
 - Auto generated session summaries & impact scores.
- **Payment Gateway**
 - Subscription/pay-per-use for non-registered startups.
 - Paid access for premium events & resources.
 - Payment options for Paid Mentor Talks and Cohort Programmes
- **Gamification Engine**
 - Points, badges, leaderboards (mentors & startups).
- **Security & Access Control**
 - Role based access levels.
 - Data privacy compliance (NDA, restricted sharing).
- **Scalability**
 - API support for future integrations (mobile app, CRM, partner systems).

C. Mentor- Mentee Matchmaking System

- **Startups Application**

Login using UID→Data auto fetch from UID portal→Fields for additional data for mentoring→Capture key words

- **AI- driven Matching based on:**
 - Sector/Domain expertise
 - Functional areas (GTM, Fundraising)
 - Startup stage
 - Keywords/sub topics from both profiles

- **Manual Matching Option** for Admin Override
- **Dynamic Recommendations** based on evolving needs
- Display limited number of the most suited mentors profile to startups
- Meeting request option Chatting option with the Mentor prior to the meeting A common Mentor- Mentee Window.
- Meeting, auto summary, progress tracking, Push notifications etc

D. Mentorship Process Workflow

- **Pre Mentorship: PREPARATION**
 - Access to startup data (pitch deck, business model, pain points)
 - Chat window if required for understanding more details
 - Acknowledgement for continuing
 - Suggesting other experts by the Mentor
- **Mentorship: PROGRESSION**
 - Integrated video call + chat
 - Autogenerated session summaries
 - Action plans/milestones assigned with deadlines
 - Open window to track whether its a one time engagement or long term
 - Review form immediately after one time engagements/ after completion of each 3 meetings for long term engagement
- **Duration Options:**
 - Short term (3-5 sessions)
 - Long term engagement (3 or 6 months checkpoints)
- **Closure: REFLECTION**
 - Final feedback, review & completion badge
 - Testimonial writing

E. Mentorship Progress Tracker

- **Visual Timeline of Engagements**
- Action Plan Completion Status
- Mentor & Startup Feedback History
- AI-based Impact Score for KSUM
- Downloadable Impact Reports (for KSUM and Users)

F. Live Metrics & Analytics Dashboard

- Autoupdated homepage statistics:
 - Total mentors, women mentors, active startups
 - Women-led startups count.
 - Sessions conducted, mentorship hours, active engagements

- Sector wise activity distribution
- Leaderboards for top mentors & startups
- Individual Mentor Profiles PoP Ups
- Quick Query SOS usage stats (only for KSUM registered)

G. Mentorship Events Module

Includes:

- MIND Sessions (1:1 in person mentoring)
- Group Mentoring Pods
- Program linked Mentoring (*KSUM's Incubation and acceleration programmes like WE Grow, WE Scale, LeapX, KLAP etc.*)
- Mentor Speed dating (*Huddle Global, KIF etc*)
- Mentor Talks, Bootcamps, Launchpads
- Mentor Conclave

Features:

- Event creation, RSVP tracking, attendance reports
- Payment Gateway
- Live chat & feedback post events

H. Testimonial Entry & Storyboard Publishing

- Headline, impact story, outcomes, star rating
- Optional media (image/video)
- Auto preview + consent for publishing—> KSUM Team Confirmation—> KSUM Media team for PR and publicity in Social media
- Public display on mentor & startup profiles
- AI generated testimonials suggestion

I. Community & Communication Tools

- Instant Query Chat: Sector based rooms (HealthTech, SaaS etc)
- Mentor Community Page: Shared resources, announcements
- General Query Hub (SOS Style): Quora style open expert threads
- Push notifications for events, query replies, reminders

J. Knowledge Hub

- Resource Library: Playbooks, Templates, Recordings, Mentor Storyboard

- KSUM Guidance Kit for registration Curated by mentors, rated by startups
- Premium content access (free/paid tiers)
- Content contribution badges for mentors
- Reverse Mentoring (Startups sharing tech trends with mentors)

K. Gamification & Recognition System

- Badges: Impact maker, MVP Maker, Fundraiser, Consistency Champion and/ or Diamond, Gold, Silver Mentors
- Points: For mentoring hours, feedback quality, rating by founder, responsiveness and testimonials
- Recognition: Social media spotlights, KSUM events, Certificates

L. Monetization & Access Control

- **Startup Types:**
 - KSUM Registered: Full access
 - Non- registered: Subscription / pay per use
 - Students & Idea stage startups: Limited access
- Fee-based access for:
 - Additional mentor requests
 - Premium content from mentors
 - Exclusive event participation

M. Admin Control Panel

- Profile approval, deactivation
- Event management module
- Content moderation (chat/forum/testimonials)
- Broadcast email/push panel
- Custom analytics & report generation

Phased Development Plan

The development will follow a **three phase approach** as outlined below:

Phase 1 – Core Platform (Target Completion: March 2026)

- Mentor and startup registration modules
- AI-based matchmaking engine (basic version)
- Session scheduling, meeting summary, and progress tracker
- Admin panel and dashboard

- Basic analytics and reporting
- Security framework and data backup setup
- Go-live version for public access and beta testing

Phase 2 – Ecosystem Expansion (July 2026)

- Community chat rooms and discussion boards
- Testimonial and storyboard publishing modules
- Knowledge bank and learning resources
- Virtual badge system and gamification
- Sector and function-wise reporting tools
- Integration with KSUM event modules (MIND, Mentor Talks, WE Grow)

Phase 3 – Intelligent Enhancements (December 2026)

- Advanced AI recommendations for mentor-startup pairing
- Mobile app version (Android & iOS)
- Reverse mentorship and corporate/investor access
- Predictive analytics dashboard and heatmaps
- API integration with other KSUM systems and partner platforms

Maintenance of WebPortal.

The Agency shall provide an Annual Maintenance service for the web portal for 3 years. During the maintenance period, the following are the activities of the contractor.

1. Day to day Monitoring and Maintenance and upkeep of website and CMS.
2. Coordination with the hosting provider for all hosting-related activities.
3. Provide hosting-related technical support for the website and CMS.
4. Proper Data Backup (including DB) and security of the website. A data backup schedule shall be prepared and followed.
5. Content modification/ New content addition .
6. Addition of new features, if any.
7. Incorporate design/ layout changes.
8. To fix vulnerabilities during security audit or noticed by KSUM or informed by CERT or testing and certification organization.
9. Patching up all vulnerabilities during the security audit of the website.
10. To protect the website from hacking, malware & viruses. In case of a virus attack or hacking, the service provider shall have to resolve the issue and live/ restore the website with all functionalities and contents within 24 hours.

11. To keep backup in a suitable storage media containing the website CMS/content/source code/ database and provide Technopark after completion of each quarter and any stage updating of the website.
12. The service provider should address website performance issues like no response, slow response, downtime, crashing, etc.
13. 24/7 Monitoring of website (URL) and Production Server (Health status: CPU Load / Disk usage /Memory Usage / Uptime/port status, etc.).
14. Periodical malware scans.
15. Fixing of issues reported.
16. Providing technical support to the Security auditing and penetration testing agency for the smooth conduct of the activity.
17. The Agency shall follow the instructions of KSUM

Payment Terms:

KSUM shall pay the Vendor from time to time in installments. The payable schedule is as per the Government order.

TERMINATION OF CONTRACT

If KSUM is not satisfied with the performance of the contract during AMC, the contract will be terminated after giving 1(One) month's prior notice to the contractor/ agency.