gíz -	Evaluation Scheme for Technical Assessment of Offers								
Division: 3200	Project title:	Clusters4Development/ Private Sector Development and TVET South Caucasus (PSD TVET SC)							
N	Criteria (1)	Weighting in %	points (max. 10)	assess- ment (2)x(3) (4)	points (max. 10)	assess- ment (2)x(5) (6)	points (max. 10)	assess- ment (2)x(7) (8)	
1.	Company profile								
1.1	Company profile, with strong proven expertise in the area of assignment with at least 3 years of experience on the media market in Georgia, with a strong focus on business and economy	30.0%							
	Proven presence of three dissemination channels - web, social media, and print channels	20.0%							
1.3	3 examples of produced similar video materials, provided with links (youtube, facebook, linkedIn or vimeo)	30.0%							
1.4	More than 50K followers on social media page	15.0%							
1.5	media outlet labelled under the international business media brand will be considered as an advantage	5.0%							
	Subtotal for 1	100.0%	0.00	0.00	0.00	0.00	0.00	0.00	
Grand 7	Total	100.0%	0.00	0.00	0.00	0.00	0.00	0.00	