"Projects to enhance the value of activities higher education through new and innovative partnerships with companies".

Call for expressions of interest (AMI in French) for the implementation of generative artificial intelligence at ESCP

Specifications

Expressions of interest should be addressed to :

achats@escp.eu

Deadline for receipt of applications :

November 18, 2024

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Table of contents

1   Introduction to ESCP Business School and general context

An "Établissement d'Enseignement Supérieur Consulaire", whose main shareholder is the Paris Ile-de-France Chamber of Commerce and Industry, ESCP Business School is historically the world's leading business school, founded in 1819. It is also the only pan-European school, with 6 campuses in Berlin, London, Madrid, Paris, Turin and Warsaw.
Its mission: to educate and inspire tomorrow's international *business leaders*.
Its values are Excellence, Singularity, Creativity and Plurality, values which it draws from the European culture and approach to teaching.
Every year, it trains more than 11,000 students of 135 different nationalities (including 38% French, 36% other Europeans and 26% non-Europeans) and 6,000 senior executives, on its 6 European campuses and in 140 partner universities around the world.

Today, its network comprises 85,000 alumni worldwide.
Accredited by leading international organizations (AACSB, EQUIS and EFMD), it is based on a European approach to management:
- multicultural (6 campuses in Europe)
- multidisciplinary (double degrees encouraged, integrated coding courses)

Open and humanistic: awareness of major issues, humanities training, historic encouragement of entrepreneurship...

ESCP Business School offers a wide range of degree programs based on the European LMD format.
Full-time programs for students:
- Bachelor (BSc) in Management
- Master in Management Grande Ecole (ranked 6th worldwide, Financial Times in 2024)
- Master of Sciences - 28 full-time programs including the MSc in finance ranked 1er worldwide
- MBA programs in International management
- Doctorate / Ph.D.

Executive Education programs for managers and executives:
- a range of degree programs:
  - Executive MBA (ranked 2nd worldwide and 1er in Europe, Financial Times in 2024)
  - Executive Masters Specialised (EMS) - 9 programs.
  - Cursus Manager Dirigeant (also available through VAPP) ;
- a range of short, certifying programs;
- a range of programs tailored to the needs of companies;

The ESCP Business School Paris campus has two locations:
- Champerret site: 8 Av. de la Porte de Champerret, 75017 Paris
- Montparnasse site: 3 rue Armand Moisant 75015 Paris

FACTS, RANKINGS & ACCREDITATIONS

THE WORLD'S FIRST BUSINESS SCHOOL

(est. 1819)

6 URBAN CAMPUSES	**145 ACADEMIC ALLIANCES**	**MULTI-ACCREDITED**
Berlin, London, Madrid, Paris, Turin and Warsaw (+1 branch campus in Dubaï)	In Europe and the world in 48 countries	AACSB, EQUIS, EFMD MBA, EFMD EMBA, plus 6 national recognitions

REGULARLY RANKED	**EUROPEAN GOVERNANCE**
among the World's best business schools	representing the School's deep European identity

10,000+	6,000	200	800+	85,000+	€176M
Students from 135 different nationalities	Managers from 100 different nationalities	Research-active professors representing over 33 nationalities across our campuses	Practitioners and experts	Active alumni in over 200 countries in the world	Group Budget (2023)

2   Background to the call for expressions of interest

ESCP Business School is in the process of structuring an ambitious program to enhance the value of its higher education activities, in particular by rethinking its relations with companies and structures involved in the economic sector.

Although deeply rooted in the world of business and recognized as a leading institution of higher learning in management and business administration, ESCP is keen to adopt new ways of partnering with companies, over and above the actions it already undertakes in this area.

ESCP is faced with a growing number of major challenges in higher education:

- increasing competition in the business world;
- globalization of higher education, with students willing to travel to other countries and even continents to study;
- student demands, prompting schools to review their teaching tools and methods;
- students' expectations in terms of integration into the world of work;
- the ongoing need for establishments to enhance and/or strengthen their brand;

- the need to attract the best professors and students;
- growing investment needs.

The development of new forms of partnership requires a variety of actions and contributions to achieve ESCP's objectives:

- enhance the visibility of its actions and its competitiveness,
- creating value for our students, course participants and partners,
- the creation of shared values with interested companies.

The long-term vision and strategic decisions and initiatives required to achieve these objectives call for coordinated action between ESCP and companies interested in such an approach, along the entire value chain, to bring about projects that will, in particular, establish new modes of interaction for the benefit of ESCP and its students, as well as raise ESCP's profile in the corporate world. These projects will also enable ESCP to adopt a new strategy of interaction with companies.

ESCP has a positive image in France, Europe and the rest of the world, and is keen to develop high-quality partnerships with two main focuses:

- partnerships (known as "key account" partnerships) with establishments and/or companies with the following characteristics:

- a positive image in France and abroad;
- A brand recognized not only for the quality of its products and services, but also for its commitment to responsible corporate management (gender equality, anti-discrimination, etc.) and a genuine awareness of Corporate Social Responsibility;
- A willingness to get involved in higher education issues, with realistic and efficient approaches and proposals for action.

- partnerships (known as "Start-up" partnerships) with innovative companies and start-ups with the following characteristics:

- a project can be submitted by a company in the process of being incorporated;
- the implementation of innovative solutions or systems directly or indirectly linked to higher education or training;
- a willingness to get involved in higher education issues, with realistic and efficient approaches or proposals for action.

ESCP is open to all partnership proposals corresponding to the above characteristics.

Possible partnerships include :

- image partnerships ;
- partnerships to develop new teaching solutions;
- agreements to set up POC (proof of concept) or MVP (Minimum Viable Product) projects;
- partnerships designed to provide value-added services to students and continuing

education participants (internships, seminars, training modules).

ESCP will study all partnership proposals from entities meeting the above-mentioned characteristics and, if the implementation of a partnership seems relevant, will propose a contractual agreement.

3   Objectives of the AMI

In a context where generative artificial intelligences, such as ChatGPT, Gemini, Claude, etc., are rapidly spreading in both the private and professional spheres, it is very important for a school like ESCP to rapidly implement use cases for this technology in order to progress in its use and leverage its benefits for its students, professors and staff.

The aim of this AMI is therefore to set up a partnership with a major player in generative artificial intelligence (GenAI) to support ESCP in deploying these solutions, which are set to revolutionize the world of higher education.

The **"GenAI 2025"** project aims to integrate generative artificial intelligence (GenAI) into our Business School. The partnership will provide access to cutting-edge technologies, while facilitating the acculturation and integration of these technologies into our academic and research activities.

3.1   Partnership requirements

3.1.1   Supply of licenses

- **Mandatory requirement:** the partner must be able to provide licenses for its large language model (LLM) to the following categories:
    - professors
    - administrative staff
    - students.
- Licenses must allow full access to LLM functionalities, with usage rights adapted to academic needs. These licenses must allow:
    - direct LLM query in web mode (Prompt) ;
    - the creation of specific agents to maintain a particular context;
    - the use of internal knowledge bases to implement *Retrieval Augmented Generation* (RAG) from internal documents, for example to implement chatbots to answer questions from applicants about which program to choose from our offer, from our students to guide them in their choice of courses, and from our employees about questions relating to our internal procedures;
    - the use of APIs to link LLM functionalities to some of our application systems, such as our *Learning Management System Blackboard* or our *Student Information System Aurion* ;
    - security and protection of transmitted data.
- The number of licenses required is estimated at 10,500.

3.1.2 Acculturation to GenAI

- **Mandatory requirement:** The partner must propose a GenAI acculturation program for :

    - the professors

    - administrative staff.

- This program should include practical workshops, training sessions and educational resources to facilitate the understanding and use of GenAI.

- We could consider training in-house trainers to get results faster for all our employees, and plan for the arrival of future employees.

3.1.3 Pedagogical support

- **Mandatory requirement:** support must extend to the creation of courses and activities for students, including :

    - organization of *workshops* and hackathons

    - integrating GenAI into the academic curriculum.

- The partner must work with professors to develop relevant and innovative teaching content.

3.1.4 Research support

- **Mandatory requirement**: The partner must support our research activities by :

    - providing access to GenAI tools and data for research projects,

    - collaborating on joint research projects.

- Technical and methodological support must be provided to enable researchers to make full use of GenAI's capabilities.

3.1.5 Employee support

- **Mandatory Requirement**: The partner must help improve the productivity of our employees by :

    - Sharing its experience in the development of agents that enable efficient information retrieval by facilitating the use of complex context and instructions without the need to provide them each time.

    - Enables easy searches of internal documents, with easy updating of the document repository in RAG mode. (Retrieval Augmented Generation) mode.

3.2 Partner contribution

- Customized integration with a Customer Success Team specialized in education, providing tailor-made support.

- Customized use case workshops designed to develop high-impact solutions on campus (e.g. general *prompting* training in January 2025).

- Practical support during campus-wide rollout to ensure smooth adoption (e.g. specific training in March 2025).

- Frequent contact with the publisher's team for ongoing evaluation and optimization.

- Targeted training sessions for key users and Ambassadors/Champions to foster internal commitment.

- Quarterly review of activities with the publisher's dedicated team to align with objectives and measure results.

- Prioritized customer support for all users.

- Access to premium GenAI events in the world of education, including exclusive networking opportunities with AI thought leaders.

- Early access to new features and tool updates.

The partner gives ESCP :
- Access to different versions of your LLM, including the latest available, so we can select a balance between computing power and more frugal use of resources as required;

- the ability to create agents, personalized versions of LLM consultations, and to share them securely within university workspaces;

- advanced capabilities such as data analysis, web browsing and document summarization;

- robust security, RGPD-compliant data protection and administrative controls such as group authorizations, single sign-on linked to ESCP's SSO and agent management ;

The data submitted to the LLM must not be used to train the following models, and access must be protected and restricted to the ESCP user who initiated the conversation.

The intellectual property of content generated by users (professors, staff, students and researchers) must remain with ESCP.

3.3 ESCP's contribution

- Integrate GenAI into various programs as an essential part of training tomorrow's managers.

- Set up an IT group and project management team to deploy the chosen GenAI tool.

- Manage access rights by user category (professors, staff, students)

- Connect the editor to 5 university managers outside the IT department.

- Create a group of champions to act as ambassadors.

- Issue a press release on the school's adoption of the tool and generative AI.

- Organize a biannual meeting with the Dean to present the University's progress.

- Administer periodic surveys with the editor to better support users.

4   Selection procedures and criteria

4.1   Eligibility criteria:

- Completed applications, including the documents required for an application file as described in paragraph 8, must be submitted as described in paragraph 9.

- Applications must comply with the objectives and characteristics of the call for expressions of interest described in paragraph 3.

4.2   Eligibility criteria

Applications will be considered eligible if they meet the following criteria:

- a recognized player in the field of generative artificial intelligence;
- Innovative nature of the solution(s) developed;
- knowledge of higher education ;
- ability to support ESCP in deploying the technology.

4.3   Evaluation criteria

Expressions of interest that meet the admissibility and eligibility criteria listed above will be assessed by the designated selection committee against the following evaluation criteria:

- **Technical skills**: proven expertise in GenAI and LLM;

- **references and experience**: history of successful collaborations with academic institutions ;

- **support and guidance**: ability to provide ongoing technical and educational support;

- **flexibility and customization**: the ability to adapt solutions to the specific needs of our institution.

5   How we will work together

- **Partnership duration**: 3 years, with options for renewal based on results.

- **Financial terms**: clear and transparent partnership cost structure, including all associated costs.

- **Data confidentiality and security**: clear commitments to data protection for the company and its users.

6   Selection process :

6. 1 Composition of the selection committee

The ESCP selection committee is made up of 4 members, including a chairman.

Léon Laulusa - Executive President & Dean as Chairman of the Selection Committee
Francesco Rattalino - Executive Vice President
Eric Chauvel - Chief Information Officer
Gabriel Waecher - Chief Financial Officer

Each member of the selection committee has one vote. In the event of a tie (i.e., the Selection Committee is deadlocked), the Committee Chairman will have the casting vote.

Should one or more members of the selection committee be unable to attend, ESCP will replace the absent member(s).

6.2 Timetable

This call for expressions of interest is open for 3 weeks, and will be subject to an analysis of proposals in accordance with the schedule detailed below.

The call for expressions of interest is open from October 29, 2024 to November 18, 2024 inclusive. The results will be published on the ESCP website no later than November 30, 2024.

7   Confidentiality and communication

ESCP ensures that the documents transmitted in the context of this call for expressions of interest are subject to the strictest confidentiality and are only communicated in the context of the expertise and governance of this call for expressions of interest.

The members of the selection committee undertake to respect this confidentiality. All persons having access to the application files are bound by the strictest confidentiality.

ESCP undertakes not to communicate to other candidates or to third parties (except with the candidate's prior consent) any documents submitted by the candidate.

Any communication operation will be agreed between the winner and ESCP, in order to verify in particular the disseminability of certain information. ESCP may communicate on the general objectives of the call for expressions of interest, its challenges and results, as well as on the selected project, while respecting business confidentiality.

A confidentiality charter will be sent to the winner, who will be required to sign it to refrain from disclosing the results before the official announcement.

8   Content of the application file

Candidates wishing to express their interest must submit an application including the documents listed below:

- a letter of intent signed by the legal representative of the entity submitting the application;
- a pitch deck
- applicant's references on similar projects;
- profile of the people within the applicant who will be involved in the partnership ;
- Concept note (maximum 10 pages, minimum font size 11) setting out the applicant's proposed methodology for implementing the partnership.

9   Submission of applications

Interested companies are invited to submit, by the deadline specified on page 1 of these tender specifications, an application file to the following e-mail address:

achats@escp.eu

Any application that is incomplete and/or submitted after the deadline will be declared ineligible.

Candidates' participation implies unreserved acceptance of the conditions of the call for expressions of interest. Any entry containing inaccurate or incomplete information will not be considered and will disqualify the applicant.

If you have any questions about this call for expressions of interest, please contact our teams at the following e-mail address:

achats@escp.eu

Please include "AMI GenAI" in the subject line of your e-mail.