



VA/PRF/WB-ASEAN SEA-Map/2026-007

Title	<b>INTEGRATION AND AI DEPLOYMENT ASSESSMENT FOR TWO REGIONAL DIGITAL PLATFORMS ON START-UPS</b>
Position/Type	<b>Consultancy</b>
Duration	<b>4-6 Weeks starting 30 March 2026</b>
Closing Date	<b>23 March 2026</b>

## 1. Background

A regional marine plastics program has developed a digital Innovation and Investment Platform (Platform A) to support circular economy startups through structured onboarding, profiling, assessment, matchmaking, and advisory support.

Concurrently, a regional startup ecosystem organization is developing a broader digital startup platform (Platform B), envisioned as a Digital Centre of Excellence supporting startups across ASEAN through AI-enabled onboarding, readiness diagnostics, intelligent matchmaking, and ecosystem engagement.

Recent coordination discussions between a handful of organizations representing Platform A and the organization in charge of Platform B confirmed strong conceptual complementarities between the two platforms, particularly in:

- Structured user journeys;
- Intelligent matchmaking logic;
- AI-enabled profile enhancement;
- Advisory and ecosystem navigation functions.

Platform B has expressed a preference for a single integrated platform with thematic verticals (including plastics and circularity), rather than parallel platforms. At the same time, questions remain regarding:

- Technical integration pathways;
- AI hosting architecture and interoperability;
- Long-term sustainability and governance implications;
- Timing and sequencing of AI investments;

- Operational and cost implications.

Given the strategic importance of these decisions — including implications for the sustainability strategy of Platform A — an independent technical and strategic assessment is required to provide objective, actionable recommendations.

This assignment is intended to inform decision-making at the Project Steering Committee level and guide implementation sequencing in a time-sensitive context.

## 2. Objective

The objective of this assignment is to provide an independent technical and strategic assessment of feasible integration models between the two digital platforms, including AI deployment architecture and long-term sustainability considerations.

The assessment shall:

- Identify viable integration scenarios aligned with Platform B's vision;
- Evaluate AI deployment options that support both immediate functionality and future host arrangements;
- Assess technical, operational, and sustainability implications;
- Provide a clear, phased roadmap to guide implementation decisions.

## 3. Scope of Work

The Consultant shall undertake the following tasks:

### 3.1 Review and Technical Understanding

- Review architecture, documentation, and functional design of:
  - Platform A (including marketplace and AI package design);
  - Platform B vision and proposed functionalities;
  - Proposed AI deployment packages (basic, advanced, premium tiers).
- Conduct structured consultations with relevant technical teams and stakeholders.

### 3.2 Integration Scenario Assessment

Assess and compare feasible integration scenarios, including but not limited to:

1. **Thematic Integration under Platform B**  
Embedding circularity/plastics as a dedicated vertical within Platform B while integrating relevant Platform A functionalities.
2. **Functional Migration**  
Migration of selected Platform A backend logic (e.g., matchmaking criteria, assessment frameworks) into Platform B architecture.
3. **Modular / Interoperable Model**  
Deployment of certain components (e.g., AI tools) as modular or interoperable services capable of supporting multiple platforms.

#### 4. Hybrid / Phased Integration Approach

Progressive alignment over time.

For each scenario, the Consultant shall assess:

- Technical feasibility;
- Data architecture implications;
- User journey continuity;
- Governance and ownership implications;
- Resource requirements;
- Risks and constraints;
- Alignment with long-term sustainability objectives.

### 3.3 AI Deployment Architecture Assessment

Given the strategic importance of AI functionality, the Consultant shall:

- Assess whether AI components should be:
  - Embedded within a specific platform; or
  - Developed as a platform-agnostic, interoperable service layer;
- Evaluate implications of each option in terms of:
  - Scalability and adaptability;
  - Cross-platform usability;
  - Cost-efficiency and maintenance;
  - Long-term sustainability beyond the current project cycle;
  - Vendor dependency and interoperability risks;
- Provide guidance on sequencing AI investments, including whether certain components should be conditional upon integration decisions.

The Consultant shall consider how AI development can support a future host arrangement and not be limited to a single platform lifecycle.

### 3.4 Sustainability and Strategic Alignment

Recognizing that integration decisions form a core part of Platform A's sustainability strategy, the Consultant shall:

- Assess long-term hosting implications;
- Evaluate operational and maintenance responsibilities;
- Identify institutional and governance considerations;
- Provide recommendations that align technical decisions with sustainability objectives.

### 3.5 Roadmap and Recommendations

The Consultant shall produce clear, structured, and actionable recommendations, including:

- Preferred integration pathway;
- AI architecture approach;
- Phasing and sequencing plan;

- Risk mitigation measures;
- Immediate next steps (0–3 months);
- Medium-term actions (3–12 months).

Recommendations must be practical, time-sensitive, and implementation-oriented.

## 4. Deliverables

1. **Inception Note** (within 1 week of commencement)
  - Refined methodology
  - Stakeholder engagement plan
  - Confirmation of key assessment criteria
2. **Draft Assessment Report**
  - Integration scenarios comparison matrix
  - AI deployment analysis
  - Sustainability implications
  - Preliminary roadmap
3. **Final Report**  
 Incorporating stakeholder feedback and including:
  - Executive summary with strategic recommendations;
  - Comparative integration analysis;
  - AI hosting and interoperability recommendations;
  - Sustainability and governance implications;
  - Phased implementation roadmap;
  - Clear decision points for PSC consideration.

The final report should be concise, analytical, and suitable for presentation to senior decision-makers.

## 5. Duration and Level of Effort

Estimated 20–30 person-days over approximately 4–6 weeks.

Given timeline sensitivities, the assignment is expected to commence as soon as administratively feasible.

## 6. Profile of the Consultant

The Consultant should demonstrate:

- Strong expertise in digital platform architecture and systems integration;
- Experience with AI deployment models (including modular and interoperable systems);
- Strategic experience in digital transformation and platform migration;
- Understanding of sustainability, governance, and hosting models for digital ecosystems;
- Proven ability to produce high-quality analytical reports for senior-level decision-making;
- Ability to engage effectively with both technical and non-technical stakeholders.

Experience in multi-stakeholder or development project environments is an asset.

## 7. Financial Proposal

Bidders/applicants should detail the budget plan based on expected outputs, clearly showing logical framework or activity plan to achieve the outputs.

### Submission of Tender/Application

Applicants are requested to submit:

1. Duly accomplished **Letter of Confirmation of Interest and Availability**;
2. **Detailed Curriculum Vitae**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the team leader and members.
3. **Brief description** of why the organization/consultant is considered as the most suitable for the assignment.
4. A description of the **methodology**, on how they will approach and complete the assignment.
5. **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs.

Applicants are requested to submit the tender and requirements via email to [recruitment@pemsea.org](mailto:recruitment@pemsea.org). Kindly indicate the vacancy reference number and title of requirement when applying (in the subject line) by email.

### Additional Considerations

Bid applications received after the closing date will not be considered. Only those candidates that are shortlisted will be notified.

For more information, please visit [www.pemsea.org](http://www.pemsea.org)