

Terms of Reference

Consultancy for Entrepreneurship/SME Training and Mentorship in Hargeisa, Burao, Las'anod, Garowe, and Bosaso

Introduction:

Under the SIDA project, Shaqodoon intends to train 250+ selected youth in an entrepreneurship training program and SMES to be able to create or improve their own business and will further develop business plans and receive mentorship support. Youth/SMES hailing from the targeted villages under the SIDA project who are living in Hargeisa, Lasanod, Burao, Bosaso and Garowe will be selected with the support of the village committees. Youth/SMES will be trained in entrepreneurship skills to be able to unleash and encourage the entrepreneurial capabilities of young women and men, to help them start a business or improve their existing business. Youth/SMES will be supported in taking a calculated and informed approach to entrepreneurship, learning skills such as Business Idea Development, Creating Business model using Lean canvas model, financial management (Basic Accounting & Bookkeeping, Budgeting & Financial Planning), Sales & Marketing (Market Research, Digital Marketing & Pricing Strategy). Improved entrepreneurial skills will not only enhance community productivity and diversify employment opportunities but also develop economic independence and improve confidence and self-esteem among women.

Youth with successful business ideas, either new or a business operating less than two years will receive start-up funds (on a competitive basis) to enable them to improve or establish their enterprises - 30% of the start-up fund is on an award basis while the remaining 70% will be a loan without a markup that needs to be repaid to the revolving fund to be recycled.

For SMEs, trainees will receive comprehensive training tailored to the specific needs of their existing businesses. This will be followed by personalized mentorship and support in developing dynamic, actionable business plans. Additionally, they will be connected to local banks to facilitate access to loans and financial support.

Purpose of the Consultancy

Shaqodoon is hiring a qualified company/organization that is expected to provide entrepreneurship and SMEs training, Mentorship & Coaching, Business Competition and crowdfunding platform for 250 entrepreneurs/SMES. The company/organization will equip entrepreneurship training skill to the selected trainees and will assist them to develop investment-ready business ideas. Training provider should have conducive training halls/classes to accommodate 250+ trainees and experienced trainers on this subject in Hargeisa, Lasanod, Burao, Bosaso and Garowe under the supervision of Shaqodoon.

Scope of Work

- Train 250+ youth entrepreneurs/SMES in Hargeisa, Lasanod, Burao, Bosaso and Garowe on Business Idea Development, Creating Business model using Lean canvas model, financial management (Basic Accounting & Bookkeeping, Budgeting & Financial Planning), Sales & Marketing (Market Research, Digital Marketing & Pricing Strategy) and etc.
- Assist youth/SMES in developing 250+ investment-ready business plans (Consultant should make sure all business plans are at a satisfactory level)
- Engage a professional business development service providers with strong knowledge and experience in business development. Shaqodoon should approve them.
- Deliver biweekly, in-person mentorship sessions (1.5 hours per startup) to new investees for the first six months, followed by regular follow-ups for the subsequent year.
- Support the Bank for following up on the loan repayment and tracking of defaulters.
- Develop and distribute simple and customized Bookkeeping manuals for the startups (Shaqodoon will approve the developed manuals before the Startup adapts).

- Conduct business idea competition/pitching and create scoring order for all pitching participated youth (Shaqodoon will announce the selected startups for the Bank due diligence process).
- The target number can be increased considering the program dropouts without increasing the service fee amount.
- The training provider is expected to conduct pre/post-test evaluations before and after the training. Shaqodoon will also do SMS and IVR based evaluations during the training and will conduct a final evaluation after the completion of the training while any unsatisfactory results will be informed to the training provider to fulfil

Training and mentorship methodology

- During the training and mentorship, the service provider should consider the gender, age, knowledge and experience of the trainees and should tailor the training based on these factors. The Service Provider should use but not be limited to the following methods: Group work, discussion, field trip (where necessary) lecturing through the presentation, e-learning, and both individual/group mentorship and coaching.
- The training location should be a gender-friendly environment that can accommodate both male and female participants and equipped with all necessary facilities

Training and Mentorship Schedule

For the Entrepreneurs (New and Existing Business operating for Less than 2 years)

- Business development training: 3 days per week for 4 weeks (12 days) - Training contact hours (3 hours*12days = 36) – training can be delivered in small groups.
- Mentorship biweekly per individual startup (3 hours per startup per session) - Mentorship contact hours (4 hours per month *6month = 18hours per startup). BDS will continue the mentorship and follow up services.

Existing Business Operating for 2 years or More

- Business development training: 3 days per week for 2 weeks – training contact hours (3 hours*6days) – the training will be delivered in small groups.
- Mentorship biweekly per individual SME (1.5 hours per SME per session) - Mentorship contact hours (4 hours per month*2month = 8hours per SME). BDS will continue the mentorship and follow up services.
- Link to the local banks for the successful graduates to access loan

Selection criteria

Selection criteria for the trainees:	Selection criteria:
1. Individuals (youth) hailing from the targeted villages under the SIDA project referred to by the community committees.	6. Completed a competitive award-granting process "Pitching"
2. Have a background or passion towards entrepreneurship	7. Sound business plan including market analysis, suggested business model, cost & profit plan
3. Willing to attend the entrepreneurship training program	8. The location of the business must relate to the targeted villages.
4. Wish to form a start-up company and prepared a business plan accordingly.	
5. For the SMES, must have an existing business located in the training locations.	

Investment committee:

A jury consisting of the Service Provider, Government, Shaqodoon staff, and Partner Bank(s) representatives will make the final selection of successful winners for the eligible entrepreneurs.

Type Business to be Invested:

All viable business ideas will be invested however productive sectors will be encouraged. Business that are considered to be harmful to the environment and community will not be supported.

Investment Model:

30% of the investment will be grant-based to be managed by (Shaqodoon) and 70% of the investment will be a revolving loan managed by the Partner Bank.

Location of Business to be Invested

The objective is that successful businesses are established (either in urban or rural locations) that can provide support (a form of alternative income in times of shock) for families back home.

Monitoring and Mentorship

During the first 1 year of each invested startup, the consultancy is expected to provide continuous monitoring and mentoring to ensure that the startups have successfully launched their business. Every quarter, Shaqodoon undertakes Tracer studies to monitor if the business followed the business plan, has grown and hired other youth.

Qualification of the BDS

- A qualified Registered company with strong background in the sector
- Previously managed similar activities
- With a minimum of 3 years of experience in entrepreneurship training programs, investment management, mentorship and business development services.

Deliverables

- Develop training work plan based on the training curriculum and the ToR
- Adapt a tailored training manual, power point presentations, handouts, and links to deliver effective training for youths to make them ready for employment.
- List of the trained 250+ youth/SMES (Hargeisa, Lasanod, Burao, Bosaso and Garowe)
- Final investment-ready business plans (250+ business plans)
- Quarterly update reports that cover (Training provided, mentorship, bank investment distribution, repayment updates)
- Pre/post-test evaluation report
- Monthly training and mentorship reports for the entrepreneurs/SMES
- Quarterly success stories of the investees (1-2 success stories per location per quarter)
- Quality training and mentorship photos
- Annual report
- Original attendance sheets
- Any other assignment from Shaqodoon

How to apply:

- Interested individuals or firms are invited to submit an Expression of Interest (EOI) that includes both technical and detailed financial proposals. The submission should outline the methodology for executing the assignment, a detailed work plan, CVs of 2 key staff, and at least three reports from similar assignments in the last 24 months. Additionally, please provide a minimum of three references for similar assignments successfully completed within the past three years.

- All submissions must be sent via email to jobs@shaqodoon.org with the subject line “Consultancy for Entrepreneurship/SME Training to Shaqodoon.” The deadline for submissions is January 15, 2024.

Shaqodoon is an equal opportunity employer that does not tolerate discrimination on any basis.