



**TERMS OF REFERENCE FOR  
BUSINESS DEVELOPMENT SERVICES FOR THE 2021-2022 E\_ACCELERATOR COHORT**

<b>Contract Type</b>	COMPANY TO PROVIDE BUSINESS DEVELOPMENT SERVICES FOR THE PILOT YOUTHCONNEKT E-ACCELERATOR COHORT OF 23 COMPANIES
<b>Duty Station</b>	Remote - Africa
<b>Type of contract</b>	Company
<b>Languages Required:</b>	English and French
<b>Duration of Assignment</b>	90 days
<b>Expected starting date</b>	October 2021
<b>Expected closing date</b>	February 2022

**1. BACKGROUND AND CONTEXT**

AfCFTA is the biggest trade deal in the world since the initiation of WTO. The AfCFTA agreement is made up of 54 African countries merging into a single market of 1.3 billion people which could create an economic bloc with a combined GDP of \$3.4 trillion. With the AfCFTA, intra-African trade is expected to grow by 33%, and Africa's total trade deficit is expected to be cut in half. In addition, the AfCFTA could generate combined consumer and business spending of \$6.7 trillion by 2030, according to the Mo Ibrahim Foundation. AfCFTA is not simply a free trade agreement; it is a vehicle for Africa's economic transformation. Through its various protocols, it would facilitate the movement of persons and labor, competition, investment and intellectual property.

Building on this unprecedented breakthrough in policy within the African continent, it is imperative to support Youth and Women Entrepreneurs to participate in this opportunity. Leveraging its network of 23 National Chapters which are driving youth economic empowerment efforts, its annual Awards program that celebrate youth innovation, the YouthConnekt Africa Hub here introduces the YouthConnekt Export Accelerator.

The YouthConnekt Export Accelerator will run its Pilot Cohort in 2021- 2022. The Export Accelerator will identify 23 Youth and Women owned enterprises that ready to export and demonstrate great potential for growth.

Subsequently, in a 7-month long program, these enterprises will develop capacity and competences to trade effectively across borders, grow their production capacities, attract financing to sustain this opportunity and will be facilitated with initial engagement to support market access.

After the 7 months, they will join the YouthConnekt Africa Entrepreneur Network for continued investor matchmaking and other support. A considerable effort will be mobilized to support the recognition and adoption of these brands as they enter new markets through a strong communications campaign.

To deliver this program, the YouthConnekt Africa Hub will leverage national ecosystems within its 23 member states and regional ecosystem partners. Partnerships are a key driver in creating this opportunity. Led by the Ministry of Youth, and UNDP, the national ecosystem will launch the nationwide search for unique and well positioned enterprises to participate in this effort. Subsequently, they will conduct due diligence, interviews and receive pitches of the applicants from which they will select the most competitive enterprise.

Mobilised by the YouthConnekt Africa Hub, regional partners will support with capacity building, new market entry opportunities (i.e. trade fairs, exchanges), and with financial resources to accelerate growth of the most competitive enterprises to grow their production capacities.

## **2. OBJECTIVE, SCOPE OF WORK AND RESPONSIBILITIES**

### **Objective & Scope**

The objectives of the business development services to the e-accelerator participants are the following:

- Deliver a 3-day in-person bootcamp alongside the YouthConnekt Africa Summit in October 2021
- Propose and deliver an effective virtual business development and coaching program that can enable the 23 companies to fast track successfully enter one new market by end of the program
- Enable company to strengthen internal processes for growth
- Support the adaptation of company and product profiles and financials for investment matching opportunities

**Notice:** It is the responsibility of the contracted consultant to cater for the digital requirements to deliver a virtual business development and coaching program.

## **3. DELIVERABLES**

- **Inception report** including a clear methodology for the delivery of a 3-day in-person bootcamp, 3 months of virtual business development and coaching support, with clarity on deliverables produced per company.
- Report on the 3-Day Bootcamp in Accra Ghana in October 2021.
- Reviewed company and product profiles for each cohort participant
- New market entry strategy for the various companies/products.

- Reviewed company financials and pitch decks
- Final Report on business development and coaching support provided to each cohort member indicating lessons learnt on required further support to fast track growth into new markets.

#### 4. REPORTING AND INSTITUTIONAL ARRANGEMENTS

YouthConnekt Africa will contract the most competitive consultant based on the proposals submitted and the relevant experience/qualities of the individual. The consultant will be reporting on monthly basis with the final detailed report at the completion of the assignment to YouthConnekt Africa Hub. At the end of the contract, the consultant will provide the detailed report highlighting work done and proposed interventions for next steps.

#### 5. DURATION, TIMING

The assignment is scheduled to be undertaken by an African consultant. The consultancy will run in 60 days starting from **Oct 2021** ending in **Feb 2022**

#### 6. DUTY STATION

Remote, from any city in Africa.

#### 7. REQUIRED COMPETENCIES

##### Company Experience:

- Proven 7 Years in Business Development and Coaching;
- Experience supporting African enterprises in strategy and raising investment;
- Able to work under little supervision but at the same time being a real team player;
- Persistent and focused on the tasks, but at the same time creative and open-minded;
- Excellent communication skills; experienced in communication on different levels and with different target groups (public and private sector);
- Ability to assign team members with excellent use of English and French, orally and written.

#### 8. COMPANY EVALUATION CRITERIA

##### TECHNICAL EVALUATION CRITERIA

**Proposers while preparing their technical proposals MUST follow the order as per evaluation form below.**

##### Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company				
				A	B	C	D	E
<b>Form 1</b>	Profile/Reputation/Experience	40%	<b>00</b>					

<b>Form 2</b>	Proposed Work Plan, methodology and Approach	60%	<b>400</b>					
	<b>Total</b>	<b>100%</b>	<b>1,000</b>					

Evaluation forms for technical proposals follow on the next two pages. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The Technical Proposal Evaluation Forms are:

**Form 1:** Company Profile/Reputation/Experience

**Form 2:** Proposed Work Plan and Business Approach

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of Company team members in business	40%	400
2.	Proposed Methodology, Approach and Implementation Plan	60%	600
	<b>Total</b>		<b>1000</b>

Technical Proposal Evaluation Form 1		Points obtainable
<b>Expertise of the Consultant</b>		
1.1	Reputation of Company	40
1.2	General Capability which is likely to affect implementation <ul style="list-style-type: none"> <li>- Experience in designing and implementing incubator/accelerator programs</li> <li>- Experience in matching African entrepreneurs to finance</li> <li>- Experience in project management and reporting requirements of multiple stakeholders</li> <li>- Experience designing and delivering online training and coaching programs</li> <li>- Experienced team members to be assigned to the enterprises</li> <li>- Work with Government entities, CSOs and other development stakeholders</li> </ul>	300
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialized skills.)	40
1.4	Quality assurance procedures, warranty	20
		<b>400</b>

Technical Proposal Evaluation Form 2		Points Obtainable
<b>Proposed Methodology, Approach and Implementation Plan</b>		
2.1	To what degree does the proposal present understanding of the task?	100
2.2	Have the important aspects of the task been addressed in sufficient detail?	80
2.3	Are the different components of the project adequately weighted relative to one another?	60
2.4	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	60
2.5	Is the conceptual framework adopted appropriate for the task?	60
2.6	Is the scope of task well defined and does it correspond to the TOR?	120
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	120
		600

## 9. APPLICATION PROCEDURE

interested Consultants should apply by presenting the following documents:

- (i) **Letter of Confirmation of Interest and Availability;**
- (ii) **Personal CV of the consultant and other experts** indicating all past experience from similar projects as well as the contact details (e-mail and telephone number) of the candidate and at least three (3) professional references;
- (iii) **Brief description** of why the consultant considers him/herself as the most suitable for the assignment and a methodology, if applicable, on how he/she will approach and complete the assignment;
- (iv) **Methodology** that describes delivery of the bootcamp, and business development and coaching services.
- (v) **Financial Proposal** that indicates the all-inclusive fixed total contract price supported by a breakdown of costs.

Interested consultants are required to submit an expression of interest and relevant Curriculum Vitae that demonstrates the qualifications, skills, experience and track record to deliver the services required and that reflects an understanding of key issues relating to the scope of work. Please also provide three references letters of past assignments.

Submissions are to be made by email to: [procurement@youthconnektafrica.org](mailto:procurement@youthconnektafrica.org) Note that no hard copy submissions will be accepted by September 30<sup>th</sup>, 2021

Technical enquiries can be directed to Grace Mugabekazi at [grace.mugabekazi@youthconnektafrica.org](mailto:grace.mugabekazi@youthconnektafrica.org)

## 10. PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

The consultancy fee will be paid as a lump sum (inclusive of all expenses related to the consultancy), and will be fixed regardless of changes in the cost components of the consultancy. The consultancy fee will be paid upon completion of the following milestones:

%	Milestone
20%	Submission and approval of inception report
30%	Following delivery of 3 Day Bootcamp and presentation of 3 months plan
50%	Following submission, presentation and approval of the various expected deliverables per company, and final report.

YouthConnekt Africa Hub is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and person with disabilities are equally encouraged to apply. All applicants will be treated with the strictest confidence.

**ToRs prepared by:**

Name and Designation \_\_\_\_\_

Signature \_\_\_\_\_

Date of Signing \_\_\_\_\_

**ToRs approved by:**

Name and Designation \_\_\_\_\_

Signature \_\_\_\_\_

Date of Signing \_\_\_\_\_