**Request for Proposal for Bootcamp trainer**

**Description: Bootcamp process service provision**

**Project Location(s): Somali Region, Jigjiga City**

**Project: STEDE**

1. **Background**

Mercy Corps, in partnership with the Danish Refugee Council (DRC), is implementing the 44-month, ‘Strengthened Socio-Economic Development and Better Employment Opportunities for Refugees and Host Communities (STEDE) in the Jigjiga Area’ Action (“action”). The action aims to improve employment and livelihood opportunities for up to 54,000 vulnerable refugee and host community in Fafan Zone which hosts about thirty-six thousand refugees in the three camps of Awbarre, Sheder and Kabribeyah towns.

The Bruh Somali business competition is a result of collaboration between the franchise Bruhe under the Job creation commission which aims to catalyze growth in the private sector in the Somali region in order to boost employment. It particularly aims to benefit youth, women and refugees and the call provides value to applicants and the broader ecosystem as, not only will businesses receive grant funding, but in-depth support in planning viable business models and then setting them up.

The competition aims to facilitate seed grant and acceleration to start-ups and existing businesses who are mature in concept and can be commercialized timely. It provides value to funders and potential funders of such business calls due to the high value for money anticipated from its work- particularly high in the thin markets of Fafan Zone; focus on innovation and scalable solutions; intention to test idea and share best practice on managing such calls.

Bruh with direct support capacity will support business development from ideation to financially rewarding business. Boosting Bruh’s impact will require actively seeking out mature enterprise ideas that are implementable and can penetrate the market as well as generate revenue in as little as three years and have the capacity to scale up. This will be the basis for a flourishing start-up business environment in Ethiopia subsequently resulting in increased financial movement that will benefit financial institutions when growth is realized, simultaneously a multiplier effect can be observed regarding job creation.

1. **Bootcamp /Business Modelling training**

The Bruh training bootcamp is one of the most essential parts of the Bruh competition. Within 5 days more than 50 participants from various backgrounds are supposed to be prepared for the final selection of the Bruh competition. They will receive independent expert support to optimize their proposal e.g., to model new business model growth, market demand, etc. The training will enable applicants to update their proposals and improve its quality to present in the final pitch event their business plans, investor presentations and demonstrate their product and service offers in form of prototypes. After receiving these tailored trainings each entrepreneur is expected to submit the full proposal to be evaluated. By doing that they also have to convince the judges about their market readiness in terms of their idea maturity status and their competences as entrepreneurs to realize their business ideas in practice successfully.

A Bootcamp is a training camp for learning various types of skills. The specialty about it is that it is a full-time training in a closed environment which usually focus more on skills and applied trainings than general knowledge transfer. The following are the major training modules that will be delivered during the five-day training:

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| --- | --- | --- | --- |
| No. | **Type of Training** | **Possible Topics to be covered** | **Length / hours** |
| 1 | Entrepreneurial competencies | Definition of entrepreneurial competencies  Self assesment Strengths and weaknesses  Business skills and financial literacy | Half a day |
| 2 | Holistic idea development for investor presentations | Adaption of the 5-day GIZ HBID Training Module shorten/cut of the second training section “Entrepreneurial Competences”. Adjust the first idea selection process to a ratio of 55 to 70 instead 1 to 3 and to allow also existing teams to present as well as redefinition of the team finding process accordingly. Optimize the timing due to the cut training section by increasing knowledge transfer within other sections | Half a day |
| 3 | Visual and explanatory prototype building methods | Introduction to prototype forms and functions  Introduction to User Experience Design  Physical Mockup Prototypes from Wood, Cardboards, Textiles, Plastics or other simple materials | ¼ day |
| 4 | Practical methods and real-life conduction of market research | Introduction to market research, its dimensions and its relevance for market positioning  Introduction to competitor and supplier analysis and practical methods  Social media survey and advertisement  Introduction to Pricing Strategies and Price Finding (0.25)  Introduction to Market Description Structure in a Business Plan and Market Positioning (0.25 days) | Half a day |
| 5 | Legal company set-up | Introduction to business types and its implications as well as special license requirements with the exercise for participants to identify the right business form for themselves and fill all related forms for it  Introduction to general taxes, VAT and special tax incentives and application to own business  Introduction to Banking loans, Microfinance and government support means with process steps, ways of applications with introduction of the adequate authorities | Half a day |
| 6 | Business and financial plan development and its practical preparation | Business and financial plan development and its practical preparation, Marketing strategies, growth strategy and financial sourcing strategy, financial plan development including cash flow, profit and loss statement and balance sheet, Review of all Business Plan parts and finalization of the Business Plan and the update of the previous investor presentation | 2 and half days |

1. **Objectives of the consultancy**

Mercy corps (MC) is looking for a lead consultant /company that can tailor the list of training topics listed above and deliver a quality 5-day trainings. He/she is expected to develop the modules in consultation with Mercy Corps and the Bruh team from Jobs Creation Commission (JCC) based on their previous experience.

1. **Consultant deliverables**

* Participate in a briefing session with the JCC and MC team and develop a schedule of activities/ topics to be covered during the training
* A clear methodology and plan for the engagement
* Review the existing training manuals to including each topics listed above, contextualize and present to MC and JCC team for approval
* Translate the training manual to Somali language and **submit both the English and Af Somali Manuals** incorporating the comments from JCC and MC
* Power point slides, hand out for participants and other support materials
* Deliver the **five-day training** accordingly
* Compile final **training report** and submit to Mercy Corps

1. **Qualifications of the consultants**

* Experience in developing and/or evaluating business plans as consultant or similar
* Working Experience in a consulting firm or government office related to business licensing or BDS service provider regarding business development and market research
* Experience in conducting trainings and workshops
* Experience working with MSME and related institutions
* Working experience in an Entrepreneurship Center, Business Incubator or in Business Development Services or with own start-up/SME
* Fluency in English and Somali languages

1. **Duration of Consultancy**

The consultancy service will be offered on a fixed-price contract until the end of November 2021.

## **Application Documents**

Application Documents:

* An updated CV/profile, cover letter
* List of trainers and co-trainers including contact information (if applicable)
* short description of experience and contact information(email/Tel.No.) of at least two references.
* Technical proposal including action plan
* Financial proposal with complete budget breakdown

**Submission of the proposal:**

* Interested and experienced consultants are requested to submit technical and financial proposals separately in a sealed envelope by no later than 23rd October 2021 5:00PM to Mercy Corps office located at Hayahulet, Gollagul Square, In front of Shola Taxi station, Afro House, Addis Ababa, Ethiopia, Mailing Address: PO Box: 14319. OR can be sent by

**et-tender-questions@mercycorps.org**

* Bids received after this date will not be considered. Mercy Corps reserves the right to reject the bid fully or partially.