

2024 IYBA-WE4A ENTREPRENEURSHIP PROGRAMME

BUSINESS PLAN, FINANCIALS AND
PITCH VIDEO REVIEW SCOPE OF
WORK



REQUEST FOR PROPOSAL (RFP) – IYBA WE4A ENTREPRENEURSHIP PROGRAMME- BUSINESS PLAN, FINANCIALS AND PITCH VIDEO REVIEW TOR Briefing Form

Project Name: The Business Plan, Financials and Pitch Video Review Exercise

Project Coordinator: Ibukun Odurinde, Entrepreneurship Programme Manager

Organization: The Tony Elumelu Foundation

Contact email address: tender@tonyelumelufoundation.org ,
ibukun.odurinde@tonyelumelufoundation.org

Date: Tuesday 30th July 2024

Expected Completion Date: Friday 2nd August 2024

A BRIEF OVERVIEW OF THE WE4A PROGRAMME

The IYBA –WE4A Programme supports aspiring women entrepreneurs from Senegal, Togo, Mozambique, Tanzania, Uganda, Cameroon, Kenya, and Malawi in the green and greening business sector to set up and accelerate their green businesses through a dedicated training programme, mentorship, and the possibility to receive seed funding.

THE PROJECT SCOPE OF WORK

The Business Plan, Financials and Pitch video review exercise will kick off after the training programme closes. The programme targets women who have business ideas or existing businesses in green from eight countries (Malawi, Mozambique, Togo, Cameroon, Kenya, Uganda, Tanzania and Senegal). The women will upload their documents via the TEF online platform- **“TEFConnect”**.

The participants are required to combine all their learnings from the business & green training, business research into a cohesive business plan document, financial projection and speak about it in a 2-3 mins video pitch.

The participants were given a business plan & financial template to serve as a guide to develop their plan. The documents uploaded and are listed below will be reviewed and endorsed based on the specified and approved scoring metric.

1. Business Plan document
2. Financials
3. 2-3 mins video pitch
4. Check headshot/ID Card of each applicant against pitch videos to confirm it is the same person.

The review timeline for this project will be 2-4 weeks and the total number is 18002000 to select 700- 900 quality, feasible and most promising businesses across the eight countries.

The consultant will submit a comprehensive proposal detailing the scope of work, project resources, timelines for review, daily report and the commercials.

At the end of the review process, the consultant will produce a detailed and comprehensive review methodology and evaluation report.

The consultant will screen, review, score and rank the business plan, financials and video pitch submissions from each country, provide recommendations based on each review and highlight areas of improvement.

The Submission of the business plan, financials and pitch video in 3 languages **(English, French and Portuguese)**.

THE PROJECT DELIVERY EXPECTATION

1. We expect the review team to focus on four key factors to ensure that the evaluation and selection process are transparent, credible, and rigorous:
 - Interpretation on application of evaluation Criteria
 - Evaluation process Quality Assurance • Project Management Discipline
 - Commercial & Social Impact.
2. Team Mobilization.
3. First level screening to map out the green sectors and non-green sectors.
4. and 2-3mins video pitch to determine the level of readiness of the business with respect to receiving the non-returnable seed capital investment.
5. 3rd level quality assurance screening to conduct another level of review and provide detailed feedback and highlight areas of improvement for all businesses.
6. High-level & detailed report on the methodology and evaluation of the review across the 8 countries.

PROJECT DELIVERABLES

1. Select 2000 top performing women-led green businesses that are viable, feasible and scalable Cameroun, Kenya, Malawi, Mozambique, Senegal, Tanzania, Togo, and Uganda.
2. All 2000 applicants will be scored and ranked as (Excellent, Very Good, Good, and poor). We require specific comments regarding each review.
3. There will be weekly meetings with the team to share updates on the review process, insights, recommendations, and weekly top performing parameters.
4. At the end of the review process. The consultant is expected to share a detailed and robust methodology and evaluation of the review.

1ST LEVEL REVIEW CRITERIA

S/N	CRITERION	WEIGHT	REMARKS ON INTERPRETATION
1	Feasibility	20%	<ul style="list-style-type: none"> ➤ Unique, Original, and Innovative ➤ Jobs, wealth creation potential ➤ Sustainable, commercially viable
2	Market Opportunity	25%	<ul style="list-style-type: none"> ➤ Clear and apparent from the reviewer's perspective ➤ Applicant understands market, customers, competitive and regulatory landscape
3	Financial Understanding	10%	<ul style="list-style-type: none"> ➤ Basic financial understanding of revenue streams, cost drivers, and financing needs
4	Scalability	30%	Potential to replicate across community, regional, national, and continental
5	Leadership & Entrepreneurial skills	15%	<ul style="list-style-type: none"> ➤ Passion and commitment ➤ Previous accomplishments with respect to mobilizing people and resources. ➤ Experience and technical expertise

SECOND LEVEL REVIEW CRITERIA

A detailed review criterion is linked below

[THE PROPOSED REVIEW CRITERION.xlsx](#)

A Sample Scoring Guide

The scoring guidelines below will validate the review, standardize the process, and minimize the impact of the reviewer's bias on ratings.

Score band	Ranking	Description
90-100	Very High	Business idea is a game changing one, very innovative, and meets the 3 criteria below: Sound and well-articulated revenue model Sound and well-articulated marketing model (target market, competition, product differentiation) Clearly demonstrated leadership skills and experience of applicant
80-89	High	Business is a game-changing one, like 90% and above, but has either not articulated a sound revenue model or marketing model, or demonstrated the applicant's leadership & entrepreneurship abilities (missing 1 of the 3 criteria)
70-79	Medium High	Business is a regular entrepreneurship (teaching, tutoring, farming, sales, fashion design, etc.) that has a well-articulated revenue model and marketing model, and in which the leadership/entrepreneurship skills of applicant are clearly demonstrated (meets all 3 criteria) OR Business is a game-changing one that has not articulated a sound revenue model, sound marketing model or demonstrated the applicant's leadership & entrepreneurship abilities (missing 2 of the 3 criteria)
60-69	Medium Low Band 1	Business is a regular entrepreneurship, but application had severe information gaps or displayed poor familiarity of applicant with industry
50-59	Medium Low Band 2	Generic business with insufficient information to justify the need for investment or applicant's familiarity with the industry.
31-49	Low	Generic business with insufficient information to justify the need for investment or applicant's familiarity with the industry.

0-30	Very Low	Applicant was incoherent – it was difficult to understand what the business idea was about.
		Applicant left key information fields blank

The table below shows the Tentative number of applicants to be reviewed and shortlisted after the review process is completed. **The numbers are subject to change.**

Regions in Africa	Country	Number Shortlisted	Number to Be Reviewed	Final Shortlist After Review	Language
West	Senegal	174	100	60	French
	Togo	229	150	80	French
East	Kenya	484	250	120	English
	Malawi	862	400	180	English
	Mozambique	87	87	60	Portuguese
	Tanzania	283	200	150	English
	Uganda	821	400	200	English
	Cameroon	501	300	200	French
Total shortlisted participants for review			1887	800-900	

The Top performing women who have completed the business management & green business training, submitted a business plan financial and 2-3 mins pitch video will be shortlisted to the review phase.

The submissions from these women will be screened, reviewed, scored, ranked and receive quality feedback and areas of improvement. The best performing who have innovative, feasible and viable business in green will be selected to receive the seed capital of \$5000 to launch and scale their businesses.

Intellectual Property

All information pertaining to this project belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation of Technical Proposal

Applicants' proposal documents must address all requirements detailed in the terms of reference.

S/n	Technical proposal Evaluation (Summary)	Score weight	Points Obtainable
1	Expertise of the firm	20%	200
2	Proposed Methodology, Approach, and Implementation Plan	40%	400
3	Team Structure and Key Technical Personnel	20%	200
4	Budget	20%	200
		100%	1000

Submission Requirements

The proposal shall be made available in both hard and electronic copies. Two copies of the proposal in sealed envelopes and addressed to the contact person (see below) shall be delivered at the office of the TEF, 1 Macgregor Road, Ikoyi Lagos. The electronic version shall be emailed to the address stated below.



The Tony Elumelu Foundation

Contact person: Ibukun Odurinde

Email address:

tender@tonyelumelufoundation.org,

ibukun.odurinde@tonyelumelufoundation.org

Phone No: +234 (0) 909 999 0968.

Proposal Due date

Proposal must be sent on or before the Friday 2nd August 2024