

TERMS OF REFERENCE AND SPECIFICATIONS FOR SERVICE CONTRACTS

Contract Title: FOOD AND AGRICULTURE ENTERPRISE DESIGN TRAINING AND BOOTCAMP EXPERTISE

1. BACKGROUND INFORMATION

1.1 Overall objective of the service

A three and a half day long training and bootcamp focusing on food and agriculture businesses will be organized with 50 entrepreneurs for the local market.

The main focus of the program is giving information and necessary tools to the entrepreneurs for building a successful start-up in the food industry. Key points of the workshop will be,

- National and local food market analysis
- Market assessment and defining market opportunities
- Need finding and assessment for New business opportunities
- Developing sustainable business models

About the Imece Project

Per the Project on “IMECE Livelihoods Programme Targeting Entrepreneurship Skills And Business Creation” which is being implemented jointly by Habitat Derneği as the main executor, where the final beneficiary is United Nations of High Commissioner for Refugees (UNHCR), seeking Arabic and Turkish speaking Entrepreneurship program specialists on from a national or international service provider from Turkey for country of origin.

This Project aims to socio-economically empower 1590 refugees living in 9 different cities, reducing reliance on aid, through provision of (a) appropriate training and skills development services, (b) a pipeline of future entrepreneurs (c) necessary and relevant financial products, (d) social capital building mentoring and continued technical assistance, enabling refugee entrepreneurs, to start and sustain their own businesses, create jobs, contribute positively to their local communities as well as Turkey’s economy.

The entrepreneurship trainings to be received during services will include adaptive execution to generate information that resolves uncertainty by building and testing business hypotheses. These skills are then used to analyze the conditions across various entrepreneurial firms. Topics include the process of entrepreneurial logic, designing business models for value delivery and capture, framing competitive strategy, determining assumptions-based finance needs, understanding different innovation types and managing growth and also be in accordance with the below principles to form a frame around the standards for fair procedures.

1.2 General information about the Contracting Authority

Habitat Association was configured as a part of Youth for Habitat International Network at the Copenhagen Social Development Summit in 1995. Habitat was institutionalized as an association by the youth of The United Nations Human Settlements (Habitat II) Conferences (Istanbul, 1995), and to date has approximately 300 members in nearly 100 countries. The association is determined to improve youth participation in local and national decision-making processes. The Association believes that spreading a more transparent culture of good governance, through the acceptance of the disabled or disadvantaged groups as equal partners, improves the awareness of participation in social and political life (both on local and national levels). As Habitat, we're partnering with both national and international organizations to full fill our mission.

2. PURPOSE & EXPECTED RESULTS

2.1 Results to be achieved by the Service Provider

The purpose of food and agriculture enterprise design training and bootcamp is to teach first time entrepreneurs and refugees business idea process, financial needs and prospects, regulations and how to write a business plan.

A framework and a task list specific to food and agriculture should be provided to entrepreneurs for running a successful business.

3. SCOPE OF THE SERVICE

3.1. Description of the service

During the program the participating potential food entrepreneurs will get the opportunity to build a network to support their start-up. As an example, company needs of a transportation firm that will operate in the food industry, permits for food production utility, opening a new restaurant or a food packaging design could vary different needs and process. Therefore this program aims to give multidisciplinary information to the entrepreneurs with different backgrounds to develop their businesses.

The participants will receive the necessary information and entry points for the food industry and how to build a successful start-up with the presentation of case studies from all around the world as well as Turkey about food and agricultural entrepreneurship. The program will also reflect the local opportunities, give chance to discuss the potentials and help entrepreneurs to define their needs to take action.

Entrepreneurs will have the basic knowledge to have a food business to take action and to build a roadmap and how to execute. There will be a support provided for the entrepreneurs to manage and orient their enterprises. The training program will specifically focus on local opportunities, where the main goal will be understanding how to benefit local food market potentials.

3.2 Target group

The attendees of Social and Financial Training and Entrepreneurship Trainings are invited for application to Food and Agriculture Enterprise Design Training and Bootcamp. According to the information in the application forms and their evaluation

during the previous trainings, selection committee brings out a short list of applicants for phone interviews. According to the phone interviews, the applicants are chosen by the committee by their ideas, entrepreneurial skills and motivation to develop their businesses plan on food and agriculture, besides their technical skills.

3.3 Specific work

3.3.1 Introduction to Entrepreneurship

This module will help entrepreneurs learn about the process of entrepreneurship from identifying an opportunity to the complete lifecycle of a business and help entrepreneurs identify business opportunities and how to develop a strong entrepreneurial team.

3.3.2 Food Business Operations

This module explains how food businesses work and the details of the food value chain. This module covers five critical components of food business operations: production, distribution, manufacturing, shopping, and eating.

3.3.3 Design Thinking

This module is about designing a human centric product/service and ways to get feedback from potential customers. Listening to your customers, understanding who they are, and knowing their needs will determine the success of your business. Just informally listening to your customers is not enough.

3.3.4 Marketing

This module provides guidance on how to market and promote a product or service.

Marketing increases interest of potential customers to buy or support a product or service.

3.3.5 Budgeting & Accounting

Entrepreneurs must be able to manage their finances appropriately, and to do so need knowledge about budgeting and accounting. This module provides an overview of financial budgeting and covers pro formas, financial objectives, financial statements and forecasts, and calculating breakeven. The module also provides a basic overview of accounting.

3.3.6 Business Model Canvas

The business model canvas integrates the key aspects of starting a business from targeting a market segment, to developing a value proposition, analyzing cost and revenues, and defining how the business will grow customer relationships and sell the product.

3.4 Outcomes

- Gain the business skills needed to be successful when opening/operating a small business.

- Learn how to identify and analyze innovative business opportunities, assessing the viability of concepts.
- Develop and refine a business idea from concept through a complete business plan.
- Confidently pitch a business idea.
- Launch a business venture OR apply concepts gained through the program to foster innovation and growth within an existing company.

4. LOGISTICS AND TIMING

4.1. Location

Istanbul, Turkey

4.2. Start date and period of implementation

The intended start date is April 2018. The period of implementation of the contract will be 9 months from this date.

5. REQUIREMENTS

5.1 Key experts

All experts who have a crucial role in implementing the contract and whose CVs are required as part of the bid documents are considered key experts. Qualifications required from key experts are educational background and certificates, year of experience in the sector. (ex. Contract Manager with 5 years of experience, Mentor with 3 years of experience – more details are in Technical Offer / Criteria document)

5.2 Contractor's Company Profile and Training Module

Year founded (minimum 2 years in the sector), organizational structure, past work experiences with NGO's in the last year and provide relevant Work Completion Certificates etc. shall be specified in detail with relative documents.

Contractor should indicate their training model and syllabus.

5.3 Facilities and equipment to be provided by the Contractor

No equipment is to be purchased on behalf of the Contracting Authority as part of this service contract.

The Contractor shall provide the following facilities and equipment, necessary for the performance of the contract, at its own expense:

- Flip-chart
- Post-it
- Other needed materials

6. MONITORING AND FINAL EVALUATION

6.1 Performance indicators

- Number of people attended.
- Number of business ideas.
- Number of business canvas delivered in full.