



STAND Up!

TERMS OF REFERENCE (TOR)

Finance Training and Consultancy for Green Startups
SEKEM Development Foundation
April 2022

SEKEM Development Foundation
3 Cairo - Belbeis Desert Rd, El-Nahda, Second Al Salam, Cairo Governorate
www.sekem.com

1 BACKGROUND INFORMATION

1.1 NATIONALITY OF CONTRACTOR

Egyptian

1.2 CONTRACTING AUTHORITY

SEKEM Development Foundation

1.3 PROJECT BACKGROUND

STAND Up! will support eco-innovative entrepreneurs and enterprises within the textiles and clothing sector. The pressing need for the sector to transition to an environmentally and socially responsible circular model is widely voiced and accepted across industry and policy at all levels. In addition, it is a sector that closely links the regions bordering the Mediterranean as textiles and clothing traverse the sea basin from textile manufacturing to clothing production to consumption and finally for re-use and recycling. The solution to transitioning this economy is innovative entrepreneurialism, which, in addition to its positive environmental benefits, will generate much-needed employment in the region.

As part of the STAND Up! SEKEM DEVELOPMENT FOUNDATION invites eco-innovative companies (START-UP) in the textile and clothing sectors, scalable and in the early or growth phase, to participate in the "Access to finance training program".

1.4 ACTIVITY/EVENT BACKGROUND

The Access to finance training program will enable ventures in the textile and clothing sector to develop their financial literacy skills, get knowledge on how to raise funds, validate their revenue channels and get the opportunity to meet with local and regional investors to potentially secure funding opportunities and grow their ventures on a local and regional scale.

As a supporting element for circular and sustainable business models, the 10 selected entrepreneurs will participate in a 10-days-long training over a period of 3 months. The training will focus on building the financial projections of the start-ups, understanding their readiness, trends, and opportunities in the investment landscape. The training program will be followed by two events to provide investment feedback to the entrepreneurs and to receive local and regional exposure with potential investors.

What will the entrepreneurs acquire?

The STAND Up! Access To Finance will allow selected entrepreneurs to acquire:

- the commercial and technical skills necessary to develop the financial models of their businesses
- learn about financing opportunities
- obtain the necessary requirements to access them.

It will also offer the opportunity to present its business ideas to potential investors through a double technical pitch meeting in which experts from the textile and clothing sector and investors will be involved, identified based on the characteristics of the participating projects / companies.

2 OBJECTIVE AND EXPECTED RESULTS

2.1 OVERALL OBJECTIVE

10+ Egyptian green entrepreneurs/startups will be selected to attend the training program. This program will be followed by 2 matchmaking events with local and regional investors

Entrepreneurs will acquire the required business and technical skills to develop the financial models and requirements for their ventures, understand the funding landscape, and get the opportunity to pitch their ventures to investors and explore funding opportunities. At the end of the access to finance capacity of the building program, entrepreneurs will present their learnings in the form of an investment pitch deck (see template attached as annex).

2.2 RESULTS TO BE ACHIEVED BY THE CONSULTING FIRM/CONSULTANT

- Conduct a series of workshops to Startups
- Conduct a series of mentorship to Startups
- Develop and deliver tailored content for startups in the topics
- Submit a performance report after the workshop about the startups' performance
- Submit recommendations about additional areas of support

2.3 TRAINING CONTENT

The training program will be:

- Online/offline for a duration of 10 (non-consecutive) meetings
- Will focus on building the financial projections of startups
- Understanding the investment opportunity
- Understanding trends and opportunities in the national and international investment landscape,
- Will also include the different types of financing and investment and pitching skills
- The sessions will include group workshops and coaching sessions (group and individual), each session can have a variable duration between 1 and 3 hours

Specifically, the training program will consist of 7 modules:

1. Review of revenue streams in the business model canvas and development of the teaser investment
2. Construction of financial projections
 - Identification of sources of revenue and definition of the cost strategy
 - Pricing strategy
 - Financial projections: how to build financial forecasts based on assumptions
3. Measure and present environmental impact indicators
4. Understanding the investment readiness
 - Set up an investment preparation checklist.
 - What are investors most interested in knowing / needing to see?
 - What is an "investable" or "ready to invest" company?
 - What to expect during an investment process?
5. Investors: finding venture capital / business angels / crowd sourcing vs. Going alone
 - Financing options (debt or equity)
 - Types of investors (angels, early-stage, VC, growth stage VC)
 - Management of private equity and venture capital funds
6. Impact investments and opportunities available on the market

7. Pitching

- What is a pitch?
- How to make an effective pitch presentation to investors.
- Practice

The training program will also be followed by two online/offline events organized to provide investment feedback to entrepreneurs and to receive local and national exposure with potential investors.

- **The first event** will feature technical presentations of individual projects / businesses by entrepreneurs in front of an internal jury of experts to receive feedback on their investment teaser after completing the training.
- **The second event** will take place in matchmaking mode, to allow the presentation of individual investment teasers to potential investors through facilitated one-to-one meetings, to have the opportunity to secure investments and financing opportunities. The match between investors and entrepreneurs will be based on the assessment of the needs of the company and the profile of the investors.

3 SCOPE OF THE WORK

3.1 GENERAL

3.1.1 Geographical area to be covered.

Egypt

3.1.2 Target groups

- Early stage/Growth stage startups in the textile and clothing industry
- Venture has a potential of scalability, is innovative and economically viable
- Venture has a prototype or product/service ready in the market
- Venture has an environmental and social impact.
- Venture has a unique value proposition and sustainable business model with clear revenue streams

3.1.3 Target Value

10+ Egyptian green entrepreneurs/startups will be selected to attend the training program.

3.2 DESCRIPTION OF THE ASSIGNMENT

3.2.1 Develop Tailored content for different topics

- Create an outline and deliver sessions of topics
- Create a detailed participants' guidebook for each topic.
- Create application tools for each topic.
- List the materials needed for delivering each topic

- Create a timeline for the training program.
- Create an evaluation system to assess the development of participants' knowledge and capacity under each topic.

3.2.2 Submit a performance report

- Submit a performance report after completing the training program.
- Create a profile for each startup describing the performance and the commitment of their participants.
- Submit a recommendation report to suggest other areas of support for each startup.

3.2.3 Responsible body

SEKEM Development Foundation, Heliopolis University Entrepreneurship Center for Social Impact.

4 LOGISTICS AND TIMING

4.1 Location

Egypt, Cairo

4.2 Start date & Period of implementation

The intended start date is April 2022, and the tentative period of implementation is 4 Months may be extended based on performance.

5 PAYMENT CONDITIONS

Fee amount will be based on the qualification of the Training Firm/Consultant, proposed work plan, and will be paid upon certification of deliverables.

- 40% of the payment will be paid after the submission of Assignment 3.2.1.
- 60% will be paid after the submission of assignment 3.2.2.

6 Award Criteria

Best price-quality ratio.

7 HOW TO APPLY

Eligible applicants should submit their applications by Thursday 21st of April to: Karim.Elwakkad@hu.edu.eg, Ibrahim.Zalat@hu.edu.eg with copies of the following attached:

1. Technical Proposal: a brief explanation about the consultant/Training firm, previous experience, a profile of the consultancy firm, and an inception report detailing the approach and methodology.
2. Financial Proposal: The financial proposal should provide cost estimates for proposed services, including daily consultancy fees.