



Berytech

The Ecosystem
for Entrepreneurs

TOR – STAND Up! program Capacity building

TERMS OF REFERENCE

Green Training Support – STAND Up! Growing Innovation Program

Project name:	STAND Up! Growing Innovation Program: Scaling Eco-Innovative Solutions In The Textile & Fashion Industry
Organization:	Berytech
Subject:	Call for proposals: Green training and capacity building program (targeting independent trainers or training agencies)
Assignment:	Conduct a capacity building training program following the framework developed by The SwitchMed Support Programme and complemented by support sessions tailored to the textile industry, to train 40 entrepreneurs to develop their green business model, market validation and marketing strategy, basic financial requirements to launch their minimum viable product, presenting the outcome in the form of an entrepreneur pitch deck.
Duty location	Beirut
Intervention Timeline:	April-May, 2021

Context and Background

Berytech is a leading organization in the entrepreneurial ecosystem in Lebanon, that aims to provide a conducive environment for the creation and development of startups and SMEs, through incubation, business support, counseling, funding, networking, and the company hosting, hence taking part in the economic revival of the country, participating in wealth and job creation, and retaining graduates and high-level skills in Lebanon.

Berytech, in the context of the EU-funded STAND Up! Program, is sourcing young innovators and entrepreneurs in the clothing, fashion and textile industry who want to grow their ideas or startups into scalable eco-friendly textile and fashion ventures, making the textile industry more circular and environment friendly. Berytech will offer advanced business support, financing opportunities and regional networking to develop and expand your business across the Mediterranean within ten months.

More information about the program is available [here](#).

Scope of Work and Requirements

- The trainers will deliver a green training program targeting entrepreneurs in the textile/fashion/clothing industry, following the tools and methodologies suggested by the SwitchMed program, adding personal input and complementary suggestions to meet the desired outcome.
- A total of 40 entrepreneurs will be part of the program. The entrepreneurs will be split into 2 groups:
 - Group 1: innovators and entrepreneurs at the idea stage (with at least a research study) or early-stage projects in the textile, clothing and fashion industries
 - Group 2: SMEs or existing organizations working on new sustainable and existing projects inside their organization and willing to turn the projects to independent entities in the form of spin-off in the textile, clothing and fashion industries
- The training program will include common sessions to both groups, customized sessions tailored to each group in addition to customized group review coaching sessions as following:
 - Component 1
 - A total of 5-day sessions for both groups for the green business model development. This component should follow the SwitchMed methodology and employ the related tools and platform. Group coaching sessions will be planned for each group for review and feedback of their deliverables.
 - Component 2
 - Market validation and access to markets (specific to the textile industry)
 - Go-to-market strategies leveraging on digital trends targeting the textile sector
 - Textile industry and technology trends and market insights
 - Component 3
 - Basic financials/access to finance
 - Pitch deck development and presentation

The workshops should allow the entrepreneurs to develop and validate their sustainable business model in the textile market and develop the access to market strategy while identifying the essential financial requirements to launch their minimum viable products. A pitch deck should be developed at the end of the program. Entrepreneurs will present their outcome in the pitch deck to a screening committee to go through selection process for the incubation phase.

- Sessions' format
 - Typical length of each session is three hours to be delivered remotely with an average of one to two sessions per week (varying between workshop and coaching session)

- The program methodology should consider common sessions for both groups and customized sessions tailored to each group. Trainers are to include tools, templates, testimonials and resources in coordination with Berytech team.
- Sessions are expected to be highly interactive, customized to the profile of the ventures sharing ongoing feedback with entrepreneurs and followed by specific deliverables that will be reviewed by trainers for feedback
- We encourage the collaboration and involvement of various experts to deliver the above program using a comprehensive approach and methodology to deliver the best results.
- Experts or agencies can apply to one or all of the components stated above
- Coordination and complimentary support from Berytech:
The trainers are asked to share with Berytech a clear training curriculum, session details, timeline, methodology, tools and deliverables expected, for validation. It may be suggested to complement the standard training modules with supporting activities suggested and delivered by Berytech.

Qualifications

- Experienced in delivering similar trainings or coaching for the empowerment of entrepreneurs with a minimum of five years of experience
- Demonstrable knowledge of the various fields related to green business model including but not limited to business model, eco-design, access to markets and finance, etc.
- Experienced trainer who is comfortable with ambiguity and able to adjust the approach to the specific need of the client
- Effective communicator with any audience in an organized, professional manner.
- Creative problem-solver with thorough attention to detail
- Desire to deeply understand and empathize with our users
- Certified trainers according to SCP/RAC's methodology for the green business model component
- Experts with a strong textile industry knowledge and experience for the two components

How to Apply

kindly submit your proposal including the detailed training curriculum, timeline and agenda, budget, methodology suggested, trainers CVs listing his/her experience in the field adequate for the project scope, by email to:

Krystal Khalil, Director of Programs, copying Alexandre Bassim, Procurement Manager:

Krystal.khalil@berytch.org, cc procurement@berytch.org by March 26, 2021.

Note: that the proposal should breakdown the description and budget for each component. You can apply for one or all the components stated above.



Selection Criteria

Expert trainers or training firm will be selected based on:

- The proposal and methodology suggested and fit for the program's objective
- Experts' bio, proven track records and experience in the field required
- Budget scope

