**Request for Proposal (RFP)**

**Context:**

With the aim of the implementation of startups program support in both regions Gabes and Tataouine, Will and Citizenship Organization (OVC), and Skills to Succeed Organization, intend to select a startups expert/incubator based on a Request for Proposal (RFP) **(1)** to ensure the implementation of a training and coaching programs for the benefit of Startups ecosystem and direct beneficiaries of startup creation in both regions of Gabes and Tataouine as well as **(2)** to organize series of networking events aiming to support implementation of overall scopes.

The response of services provider to this RFP shall include detailed implementation proposal for the following:

1. **Ecosystem Up-Grad**

The objective is to contribute to the development of an ecosystem conducive to the emergence and development of start-ups by building the capacity of support institutions in the regions of Gabes and Tataouine, taking into consideration the different ecosystems in both regions and other identified variables after conducting a needs assessment

* 1. The target groups of the Ecosystem Upgrad program:

10 participants representing 10 Startups supporting institutions from public sector (5 in each of the governorates of Gabes and Tataouine).

* 1. The training program (Ecosystem Upgrad):

This training aims to strengthen the portfolio of services provisioned by support structures, through capacity building for 5 state-owned, Startup ecosystem structures employees in each region.

The plan to strengthen the capacities of the support and accompaniment structures should address the needs in, at least, the following services:

* Reception and first orientation of **S**tart**U**pers;
* Information on support, accompaniment and financing programs for projects;
* Targeted information on the mechanisms and other advantages related to investment;
* The orientation of young promoters and entrepreneurs on the steps to be taken to obtain label startup;
* The follow-up and financing of projects;
* The advice and support post project creation.
  1. The coaching program for Ecosystem **U**p**G**rad

The service provider shall design a coaching program to accompany beneficiaries of Ecosystem throughout the program.

The coaching program shall be hybrid (online and face-to-face) and shall include technical support on the different phases of the project implementation (pre, while and post startup creation).

The beneficiaries of Ecosystem Upgrad will be under the direct supervision of a senior startup coaching expert.

A detailed content of the coaching program shall be communicated at latest by the end of the training program. It shall include the objective of the coaching, number of sessions (hours/ days) and the delivered content.

1. **Start-Upers**

The objective is to provide pre-startups projects from the regions of Gabes and Tataouine access to know-how by providing them training and coaching with the ultimate objective of either obtaining startup labialization or complete the pre-labialization during the project.

* 1. The target groups of the Capacity building program:

20 potential startups from the governorates of Gabes and Tataouine

* 1. The training program for StartUpers:

Elaboration of a differentiated training package for entrepreneurs for the concretization of their startup project idea from the ideation to the development of a startup adapted to the target market (Technical and Financial):

* Support for the pre-label
* Support for the legal creation of the innovative company and automatic passage to the Startup ACT label
* Support for fundraising
* Support on the Financial management
* Support on the commercial aspect
* Financial training: on the Startup's financial model.

The above mentioned is for orientation, Service provider shall develop a tailored program based on a diagnosis and its knowledge about the targeted regions

The place selected for the organization of the program shall be in Gabes or Tataouine. This shall be done in alignment with ecosystem institutions, as our aim is to activate the regional potential of support to meet the needs of start-uppers

* 1. The coaching program for Startupers

Service provider shall design a coaching program aiming to accompany the beneficiaries all along the program.

Coaching program shall be hybrid (online and f2f), it includes technical support on different phases on project implementation (pre-while-post)

Content of coaching program shall be detailed communicated after breakdown of content according to sessions number.

1. **Networking Event:**

A Networking event shall take place *in Jerba* gathering the National Startups ecosystem including the support structures of two governorates of Tataouine and Gabes, as well as guests representing well-known private and public support structures in Tunis, and the participating beneficiaries of the two regions. Other complementary Two events shall be proposed to take place in Tataouine and Gabes aiming to highlight the existing potential in both regions and giving visibility to both startup ecosystems and beneficiaries,

* 1. Three main outcomes:

**Networking:** to bring together entrepreneurs and business support actors in Tataouine and Gabes; to connect entrepreneurs with financing offers in order to generate partnerships and investments; to connect entrepreneurs with experts from invited incubators, and to foster experience sharing;

**Visibility:** increase the visibility of South Tunisia startup ecosystem and improve linkage to national ecosystem; promote start-uppers success stories.

**Data collection:** data collection and reporting on the capacities and needs of the ecosystem concerned, particularly in terms of services offered to start-uppers and its adequacy with the context of each governorate. This will include in particular:

* The identification of the strengths-weaknesses-opportunities-threats of each structure and the proposal of training plans that could allow each structure to take the best advantage of it.
* Identification of possible sources of blockage that could be detrimental to the provision of the best services to young promoters and entrepreneurs in the region.
* The identification of the needs in terms of technical skills of the staff of each structure of each structure that can improve the services offered to services offered to start-uppers in the region.
  1. The targeted audience:

The event aims to mobilize 100 participants from different positions in the Tunisian set of Startup ecosystem, this shall include, but not be limited to:

* Selected Future Startuppers in the regions of Gabes and Tataouine.
* The actors of support and accompaniment of entrepreneurs.
* Investment promotion and private sector support agencies.
* Investors, business angels and seed funders
* Successful startuppers
* National programs and state representatives
  1. The event:

The objective of this event will be to bring together and enhance the value of the actors around thematic roundtables and workshops. Other activities may also be proposed by the service provider

The list of ideas below is not exhaustive and should be supplemented with additional suggestions:

* Success stories: promotion of successful start-uppers, investors, experts, talents, etc.
* Business2Business Rendez-vous: speed dating between the actors of the accompaniment and the entrepreneurs (organized in advance in order to increase the effective matchmaking).
  1. The place:

The place selected for the organization of the event is in Djerba. The choice of the place will have to consider the capacity of reception and the logistic functions.

* 1. The duration:

The duration envisaged for the forum is a half-day from 09.00 to 16.00.

1. **The Timeline:**

Services Provider shall provide a timeline reflecting the content that will be delivered all along the program including number of days and/ or hours of all training and coaching plans, it shall as well, contain all activities and events proposed/planned to attend overall program objectives, this shall include.

1. **Operational arrangements and cost effectiveness:**

Service Provider shall include in his narrative proposal all operations needed arrangements including activities logistics, execution, and management of participants during program execution and discussed with implementation partners in Gabes and Tataouine. The Service provider is invited to prepare an estimated budged covering all logistic aspects of the activities.

Based on their expertise and experience, the service provider shall support a cost-effective implementation of the program and advise implementers whenever applicable.

1. **Social responsibility and Sustainability footprint:**

Service Provider, during their service implementation, shall put their best efforts to comply with (a) the voluntary principles and standards for a responsible business conduct and consistent with the laws adopted by the Tunisian Government in relation to Sustainable development and (b) respect the human rights of those involved in the project activities.

In this regard, Service provider is invited to propose a sustainability footprint aiming to contribute to continuity of project impact on target communities.

1. **Deliverables:**

* StartUpers training and coaching Plan
* Ecosystem UpGrad training and coaching Plan
* Networking Event Plan including proposed list of guests/participants (startup support structures, incubators, investors, experts...)
* Timeline of the overall program
* Budged to be filled in the attached template
* Draft of MoU to be signed with OVC and StS