**TERMS OF REFERENCE**

**BUSINESS DEVELOPMENT SERVICE (BDS) SUPPORT TO INCUBATEES AT THE UNIVERSITY OF JUBA INCUBATION CENTER**

**GENERAL INFORMATION**

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| **Title** | Business Development Service (BDS) Providers |
| **Location** | University of Juba |
| **Type of Consultant** | Local Individual Consultants |
| **Total number of days** | 30 days- LOT 1 (Business advisory) and 20 days- LOT 2 (Product Design & Development) |

## A. BACKGROUND

The Entrepreneurship and Innovation Development for Fragility Reduction (EIDFR) project was launched in March 2024 and will run until December 2025. It is funded by the African Development Bank (AfDB) and implemented by the Intergovernmental Authority on Development (IGAD) through the Universities of Juba and Djibouti Incubation Centers.

The project aims to enhance institutional capacity for entrepreneurship, innovation, and job creation in two countries by fostering collaboration among universities, the private sector, and governments. The key focus includes:

1. Strengthening entrepreneurship and innovation (E&I) at institutional, national, and regional levels through expansion and equipping of incubation centers.

2. Promoting youth-led start-ups through national calls for innovative concepts, bootcamp training, incubation, and a USD 10,000 seed fund for up to 20 top ventures per country.

3. Building a supportive entrepreneurial ecosystem by training stakeholders and forming national private sector working groups connected to youth enterprises.

## B. PURPOSE OF THE ASSIGNMENT

To strengthen the capacity of incubatees at the University of Juba Incubation Center through tailored business development services, with a focus on enhancing business viability, market readiness, and compliance. This effort will complement ongoing support by the faculty team at the University of Juba.

## C. SCOPE OF WORK AND DELIVERABLES

Working collaboratively with the incubation center team to deliver the assignment, the BDS Consultants will conduct the assignment under the following thematic areas:

LOT 1-Business Advisory: Maximum 30 days spread over 3 months

1. **Refinement of Business Model Canvas (BMC) and Market Value Proposition**
   - Facilitate interactive sessions to revise and strengthen each incubatee's BMC.
   - Support incubatees to articulate clear and differentiated market value propositions.
   - Support incubatees to refine customer segments, key activities, revenue streams, and cost structures.

2. **Finance Basics and Business Planning**
    - Train incubatees on fundamental financial principles, including cash flow management, break-even analysis, and budgeting.
    - Support incubatees to develop basic financial projections and business plans aligned with growth objectives.

3. **Investment Readiness**
    - Guide incubatees in preparing compelling business profiles.
    - Guide incubatees on investor pitching and pitching etiquette.
    - Organize mock pitching sessions targeting the seed fund award of USD 10,000 per project, providing feedback to improve presentation quality and clarity.

4. **Legal and Regulatory Compliance**
    - Facilitate awareness sessions on the legal requirements for business registration, taxation, intellectual property (IP) protection, and other regulatory obligations.
    - Support incubatees in preparing required documentation and connecting with relevant legal service providers if necessary.

5. **Monitoring, Reporting, and Follow-Up**
    - Track progress against individual support plans and submit periodic updates
    - Provide final report summarizing support delivered, outcomes achieved, and recommendations for future support.

<u>LOT 2-Product Design & Development: Maximum of 20 days spread over 3 months</u>

1. **Product Development and Prototyping**
    - Provide technical guidance to incubatees on turning ideas into viable prototypes or minimum viable products (MVPs) e.g. soap, processed honey, fruit juice, etc.
    - Assist incubatees in validating prototypes with potential users or customers.

2. **Monitoring, Reporting, and Follow-Up**
    - Track progress against individual support plans and submit periodic updates
    - Provide final report summarizing support delivered, outcomes achieved, and recommendations for future support.

## D. PAYMENT STRUCTURE

Payment will be made in three tranches as follows;

- **Tranche 1:** 10 % of the contract value upon approval of the inception report
- **Tranche 2:** 60% of the contract value upon completion of the tasks, evidenced by the checklist signed off by the assigned incubatees
- **Tranche 3:** 30% of the contract value on completion of the tasks and approval of the final report

## E. TAXES AND INSURANCE

The BDS experts will be responsible for remitting their taxes and insurance to the relevant tax authority.

## F. TECHNICAL SUPERVISION

The selected BDS consultants will work under the guidance of the EIDFR Project Coordinator in close collaboration with the National Focal Person at the University.