

CALL FOR EXPRESSION OF INTEREST N° 83391914 FOR THE CONSTITUTION OF A SHORTLIST FOR A RESTRICTED TENDER TO PROVIDE BUSINESS MANAGEMENT COACHING TO ENTREPRENEURS IN CAMEROON IN SUPPORT OF THE GIZ PROJECT "EMPLOYMENT PROMOTION IN THE INFORMAL SECTOR BY LEVERAGING DIASPORA MONEY TRANSFERS"

Financed by the German Federal Ministry of Economic Cooperation and Development (BMZ)

1. OBJECTIVE OF THE CALL

The Project "Employment promotion in the informal sector by leveraging diaspora money transfers" is a new regional project funded by the German Federal Ministry for Economic Cooperation and Development that contributes to improving the employment and income situation in Ghana and Cameroon. Start-up and micro-entrepreneurs are supported by improved access to finance through the topping-up of diasporas' transfers of funds and capacity-building of entrepreneurial skills.

The project's approach is to maximise the impact of diaspora remittances to Africa. Members of the Diaspora in Germany will identify and register individuals and businesses known to them in which they trust, wish to invest and see potential. Both partners (diaspora sponsor and entrepreneur) apply with a joint business project. These business projects will go through a verification process and then receive technical support from local coaching organisations and a further financial contribution by GIZ to complement the contribution from the diaspora donor and the entrepreneur.

The business projects will typically be small sized companies (start-ups as well as existing micro/small businesses) with an idea to increase revenue and in turn, employment. The project is supported and managed through a digital platform known as WIDU. The platform will manage the application process, help design the project, set goals and budgets and manage the capacity building activities. The projects are monitored and evaluated through data collected directly from the beneficiaries, via the digital platform. The platform will also provide information that helps the coaching organizations to coordinate and provide technical support to the projects.

Overall the GIZ Project "Employment promotion in the informal sector by leveraging diaspora money transfers" intends to support up to 600 Entrepreneurs in Cameroon. To achieve this goal, the GIZ project seeks the services of up to 4 organizations to provide up to three individual in-person coaching sessions to a total of 600 Entrepreneurs between November 2021 and December 2022.

The service provider will facilitate coaching sessions for business projects registered on the WIDU platform. Characteristics of the coachings:

- The coaching will take place 1:1 in person and should be targeted at the individual entrepreneur's needs.
- Further technical support via telephone/WhatsApp should be available for 'quick fix' technical questions.
- The service provider will provide the day-to-day support to the individual business projects and act as coach to help ensure success of the projects and appropriate and responsible accountability. Back office functions of the platform will assist with financial management and monitoring.

2. QUALIFICATIONS REQUIRED

A typical service provider must be based in Cameroon and should be expected to propose a team or multiple teams of 4 experts to conduct this assignment for a batch of 150 business projects. Each team should constitute of a project manager (with coaching skills) and 3 coaches with the following qualifications:

Project Manager:

- 10 years of working experience in the area of business development and startup promotion in Cameroon and beyond
- 5 years of Experience in industry focused coaching, mentoring and advising entrepreneurs with Startups, formal and informal SME
- Proven platform experience, especially with WIDU or similar
- Demonstrate experience of managing a pool of coaches
- Experience of carrying out 2 or more commissions for GIZ;

- Capacity to offer IT, software and technical support concerning the use of the platform;
- Proficiency in French and English is obligatory;

Coaches:

- At least three years of working experience of coaching and mentoring in business development and startups in Cameroon
- Knowledge of the WIDU platform is essential
- IT proficiency is essential, especially web platforms
- Proficiency in French is obligatory;
- Proficiency in English is an asset

3. DURATION OF THE MISSION

The coaching shall be delivered across Cameroon between a period from **01 November 2021 to 30 November 2022**.

4. ATTACHED TO THIS CALL FOR MANIFESTION OF INTEREST

This call for expression of interest also includes:

- a. The complete version of the Terms of Reference (TOR)
- b. The grid for assessing eligibility.

The documents cited above will be available from the date of publication of this call, upon request at the address: **CM_Quotation@giz.de**

5. THE APPLICATION FILE SHOULD CONSIST OF:

- A letter of expression of interest duly signed and stamped by the organisation.
- Administrative Documents (Certificate of incorporation/Declaration of Association, Attestation of Immatriculation (NIU), certificate of non-indebtedness (ANR), Bank account certificate (RIB), Localisation Plan, APS (CNPS).
- Description and proof of experience based on the grid of assessing eligibility.

6. SUBMISSION OF OFFERS

Offers written in English or French must be submitted in **PDF format** at the following email address: **CM_Quotation@giz.de** latest on the **29.10.2021 at 11:59pm**, local time. The subject of the mail must be written as:

- « **EoI N° 83391914 COACHING OF CAMEROONIAN ENTREPRENEURS** »

The Expression of Interest should be transmitted in a **single mail** containing 1 pdf document titled:

- EoI No 83391914_Your Organisation's name;

6. ADDITIONAL INFORMATION

Any additional information and questions concerning the procedure of this call for expression of interest can be obtained in writing through the address: **CM_Quotation@giz.de** latest on the **26.10.2019 at 23h59**.

GIZ reserves the right to inform only organisations which will be shortlisted for the rest of the process. Also note that participation in this call for expression of interest does not create any obligation between the GIZ and potential bidding organisations. Thus, GIZ reserves the right to cancel this call for expression of interest and/or change its contents.

Done in Yaoundé, 07/10/2021

Jessafalliam
 The Management GIZ

