

## EXPRESSION OF INTEREST

### CONSULTANCY FOR THE DESIGN AND IMPLEMENTATION OF A BUSINESS DEVELOPMENT PROGRAM FOR CREATORS

### CONSULTANCY FIRMS REQUIRED

The Private Sector and Innovation Support (PSInno) programme aims to strengthen Ghana's private sector competitiveness and innovation capacity by supporting the development and adoption of digital and technology-driven solutions across the digital and agri-business ecosystems. The programme contributes to inclusive economic transformation by enabling startups, SMEs, public institutions, and intermediary organisations to innovate, improve productivity, and create sustainable employment opportunities, with particular attention to young people, women, and actors in northern Ghana.

The project works across three interconnected areas: strengthening innovation ecosystems and institutional capacities; supporting agric SMEs and startups to develop and test technology-based products, services, and business models; and expanding digital competencies to improve employability and economic participation. Through targeted interventions, PSInno promotes science-to-business collaboration, technology transfer, and the introduction of innovation support mechanisms that connect research institutions, industry, and markets.

This consultancy will design and implement a programme that helps Ghanaian content creators build and launch income-generating businesses aligned with their content niches and audience characteristics. The focus is on practical implementation and rapid market validation rather than training alone, with rigorous measurement of actual business outcomes.

The contractor will:

- Design and implement a programme helping Ghanaian content creators build and launch income-generating businesses aligned with their content niches and audience characteristics
- Focus on practical implementation and rapid market validation rather than training alone, with rigorous measurement of actual business outcomes including revenue generated, customers acquired, and jobs created
- Help creators transition from content monetization to business ownership, leveraging audiences as competitive advantages while building operational capabilities they currently lack
- Address the specific implementation gap facing creators by providing hands-on support helping them validate concepts, establish operations, and launch businesses that generate measurable results
- Recruit approximately 15 content creators across different verticals and audience sizes, ensuring representation of women creators and young entrepreneurs with focus on readiness and commitment
- Track business results throughout the programme and for at least six months afterward, documenting improvements with evidence and producing detailed case studies demonstrating what worked and why

**The contractor is responsible for providing the following services:**

- Assess Ghana's creator economy landscape to understand existing support mechanisms, identify gaps where this programme adds unique value, and leverage consultant's existing networks within business development space including suppliers, manufacturers, payment processors, and service providers
- Design a three-month programme providing differentiated support based on creator readiness and audience characteristics, emphasizing practical business building over theoretical training, with creators working alongside experienced practitioners who have personally built and scaled businesses
- Recruit approximately 15 content creators across different verticals and audience sizes through outreach to creator collectives, digital marketing agencies, brand partnership platforms, business associations, and targeted social media advertising
- Deliver programme with full cohort working together while receiving individualized support matched to specific business concepts, beginning with thorough diagnostics followed by intensive workshops then extended implementation with weekly check-ins and troubleshooting support
- Track business results throughout programme and for at least six months afterward including businesses launched and sustained, revenue generated, customers acquired, jobs created, with detailed case studies and comprehensive final evaluation report including scaling recommendations

Experience and Qualifications of the Consultancy firm:

- Business registration, VAT Registration, SSNIT Registration.
- Proven track record managing business support or venture building programmes with documented business launch results, verifiable revenue generation outcomes, and evidence of successfully transitioning participants from training to sustainable business operations
- Strong organizational capacity including experienced project management team, established networks within the business development ecosystem (suppliers, manufacturers, payment processors, service providers), financial management capabilities, and demonstrated ability to deliver hands-on implementation support beyond traditional training

- Substantial operational presence and experience in Ghana with deep understanding of Ghana's creator economy landscape, digital platforms, social media monetization, content creation ecosystem, and established relationships with creator collectives, digital marketing agencies, brand partnership platforms, and relevant industry stakeholders

Interested consultancy firms with proven experience in this area of work are kindly requested to express their interest in the above-mentioned project.

#### How to apply

Please submit an expression of interest with the following **3 sets** of documents

#### a. Official letter expressing interest, including the following.

- ❖ Company profile
- ❖ Valid Tax Clearance Certificate
- ❖ Valid SSNIT Clearance Certificate
- ❖ Business Registration Certificate
- ❖ Declaration of Business Ownership by General Manager (3) (Inclusion of Form A for Sole Proprietorship or Form 3 for Limited Liability)
- ❖ VAT Registration Certificate
- ❖ other relevant supporting documents

#### b. Technical Proposal & CV/portfolio of the consultants (indicating the relevant experience and qualifications) – Two (2) Copies

#### c. Financial Proposal – Two (2) Copies

NOTE:

**ALL PROSPECTIVE BIDDERS ARE REQUIRED TO PERFORM THEIR TAX OBLIGATIONS IN GHANA.**

**THE CURRENCY OF YOUR OFFER SHOULD BE IN GHANA CEDIS**

Kindly visit the link for Terms of Reference and other documents to be used in preparing your Technical and Financial Proposals

Link- <https://www.giz.de/en/regions/africa/ghana/tenders>

**The (a. Expression of Interest including required documents), (b. technical proposals + CV) (c. Financial Proposals) mentioned above should be sealed in Three (3) Separate Envelopes and enclosed in one Bigger envelop, marked as "7000010646/ G-018082-001/ CONSULTANCY FOR THE DESIGN AND IMPLEMENTATION OF A BUSINESS DEVELOPMENT PROGRAM FOR CREATORS"**

**Submit to the following address:**

The Procurement Unit,  
GIZ Ghana Country Office  
No. 7 Volta Street, Airport Residential Area, Accra  
P.O. Box KA 9698,  
Accra

#### To All Bidders:

- ❖ Bids must be submitted at the GIZ Ghana Country Office Reception.
- ❖ The deadline for submission is **11<sup>th</sup> June 2026** until **11:59 PM**.
- ❖ Documents should be submitted as early as possible before the deadline.
- ❖ Should the reception be closed, documents might exceptionally be dropped off at the guard's booth.
- ❖ The guards need to be told by the person submitting the documents that they are submitting tender documents.
- ❖ Always send a receipt with your documents stating the **Tender Number**.

This receipt will be signed by the receptionist or a guard (in case of exceptional drop-off at the guard's booth) to provide the bidder with proof of submission.

Please note that participating in a GIZ tendering process is free of charge for bidders.

At no phase of the process is the bidder required to make any payment to GIZ or to one of its employees.

Kindly Note by sending in your offer, you are agreeing to the **GIZ General Terms** and giving us consent to process your company data.

**ONLY SHORTLISTED FIRMS WILL BE CONTACTED**