



Bright Future Program

Pathway 2

REQUEST FOR PROPOSAL

Incubation Program

RFP#: BFP-20-06

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CALL FOR KABUL BASED ENTREPRENEURIAL MINDED ORGANIZATIONS, INCLUDING BUSINESS HUBS,
INCUBATING CENTERS, CONSULTING FIRMS, AND NONPROFITS WITH AN ENTREPRENEURIAL
EXPERIENCE OR AMBITIONS TO EXECUTE THE 2020 BRIGHT FUTURE PROGRAM, PATHWAY 2,
INCUBATION TRACK

Program Overview

Bright Future Afghanistan aims to stimulate economic growth in an economy that provides opportunities for all Afghans. The Bright Future program will run for five years (2017-2021) in Afghanistan and will focus on improving local economic prospects for urban youth in Kabul by enabling young Afghan entrepreneurs to set up and grow their business as well as working on improving the overall eco-system and rule of law. We drive by a bottom-up approach, employ technology as a catalyst to drive innovation and belief in linking and learning with like-minded peers!

To do this, the consortium has identified five main pathways of change with the following outcomes:

- Young urban Afghans are gainfully employed;
- Young urban Afghans entrepreneurs are enabled to set-up and successfully grow their businesses;
- Afghan SMEs are scaled up and therewith generate jobs, boost productivity and bring innovative products and services to the market.
- The business climate for young Afghan entrepreneurs is improved, allowing for an inspiring ecosystem serving startups and small businesses;
- Policies, laws, and regulations related to the ease of doing business and labor market issues are better known, respected and implemented.

The Consortium, consisting of Cordaid, the Bayat Foundation, 1%Club and the Hamida Barmaki Organization for the Rule of Law. 1%Club is partnered with ASARA on implementing the pathway 2.

This program is part of the Dutch Ministry of Foreign Affairs fund: 'Addressing Root Causes'. Bright Future Program focuses on improving local economic prospects for urban youth in Kabul. ASARA is responsible for scouting hubs that will carry out a full incubation program for the Bright Future Programme. These hubs or firms must be qualified to develop and implement the incubation tracks.



Pathway Two Overview

Pathway two aims at supporting young entrepreneurs to run their ideas and turn them into successful startups. It is an opportunity for the youth with ideas and startups but with little or no technical and financial assistance and capability to start working on their ideas and provide their ideas with a proper and corporate business form.

In this pathway, 450 entrepreneurs of 18 up to 35 years of age, all of whom consist of startups or newly established startups, will get trained in 9 tracks over the course of five years. 50 up to 60 entrepreneurs will be selected for each track, while by the end of five years, 135 out of 450 entrepreneurs must be capable of starting their business.

Each track will last for six months and will cover topics that are integral to starting a business such as Entrepreneurship, Business, Communication, Finance, Legal, and Crowdfunding. The legal topics will be delivered by partner organization Hamida Barmaki Organization for the Rule of Law.

A team of professional trainers, coaches, and mentors will be available to assist entrepreneurs in the overall implementation of their ideas, especially on the technical side such as conducting market research, writing financial budgets and business plans.

As mentioned, the last segment of each track's training will be crowdfunding through which a total of 90 out of 450 entrepreneurs/startups will crowdfund for and introduced to investors and donors. In order to be eligible for crowdfunding, there are certain criteria for the entrepreneurs to fulfill such as regularly attending the training sessions, having a feasible idea with a social impact, completing their training assignments and being proactive, passionate and dedicated to implement their idea and make it come true. Moreover, each entrepreneur's team should contain at least two people, which includes a founder and one or more co-founder(s).



Scope of Work:

The main focus of this RFP is to enable youth with business ideas and startups to set up and grow their business or build an environment for those youths who have ideas but due to technical incubation support and the fund, they can't set up their startups. Therefore, with this RFP, we are trying to pave the way for such youth, giving them a chance to grow and experience entrepreneurship in a different environment through entrepreneurial-minded organizations, including business hubs, incubating centers, consulting firms and nonprofits with an entrepreneurial experience or ambitions.

Through this RFP we are looking for such kinds of firms who have experience or at least familiar in using innovative models to design and deliver a 6-month long incubation program focused on helping youth to start their own startups based on the context of Afghanistan. We are in search of those firms who have a vision of working intensely with youth with business ideas and startups in order to help them in case of incubation by using innovative tools.

The entrepreneurial-minded organizations should be familiar with, or have experience in, using innovative start-up/learning approaches including lean start-up, business model canvas, as well as possessing a basic understanding of new (online) tools such as crowdfunding/sourcing and co-creation. We are looking for firms that have a vision on how to work intensely with young entrepreneurs, while making smart use of innovative tools and approaches to incubation, to ensure a quality and action-learning experience for the participants.

Project Deliverables:

- Design toolkits, incubation curriculum, schedule, and course materials
- Recruit 60 entrepreneurs who have business ideas and are interested to be part of the incubation program
- Out of 60 entrepreneurs, 60% should be male and 40% should be female entrepreneurs
- Deliver comprehensive training, mentorship and coaching sessions on entrepreneurship, business, finance, crowdfunding topics for 60 entrepreneurs to enhance their entrepreneurial skills. The legal training should be included in training schedule by the selected firm but will be



delivered by other partner organization by the end of incubation. All the incubates should at least develop their business plans, marketing plans, investment plans, business pitches including pitch presentation, crowdfunding plans, financial plans, prototypes, and brandings. The firm has to deliver 32 sessions of training 3 hours each, two days a week, in the morning and afternoon batches. We expect to have 60 incubates to participate in each track of incubation training, which 50% of these startups should be graduated, for graduation Bright Future programme requires the participants to fulfill at least 80% of in-class training attendance besides achieving their deliverables.

- All the 30 graduated startups should successfully crowdfund their initial investment and establish their businesses
- The firm is responsible for directly provide support and follow up for graduated startups in their crowdfunding campaigns so that the startups can achieve their initial investment target through crowdfunding. BFP already has an established online crowdfunding platform which startups can use
- The firm is responsible to monitor the established startups for at least six months after the incubation program and report the status of newly established startups to ASARA on a quarterly basis
- You are expected to assign an incubation coordinator to work with ASARA on the following activities; doing intakes, providing the required monitoring information and assist where needed.

Project Responsibilities:

- The firm is responsible for executing the incubation program, scouting and recruiting young entrepreneurs (aged 18-35), partners, mentors, inspirational speakers, trainers, and others who can contribute to the success of the incubation program;
- The firm is responsible for all costs incurred by running the incubation program (including but not limited to costs related to personnel, logistical, venue, refreshments, travel costs, etc.)



- The firm is required to provide monitoring & evaluation information and report the incubation progress to ASARA based on the deliverables on a monthly basis.
- Proposals that are partnerships between two or more firms or organizations are encouraged. Joint proposals should clearly outline complementary roles. Example: a small firm could partner with an NGO - where the NGO provides space and specialized expertise. Roles could also be described as knowledge or facilitation partners.'

Selection Criteria:

ASARA hereby invites highly motivated and qualified firms in Kabul, Afghanistan to submit their proposal for implementing the 2020 incubation track(s), we seek to work with firms that meet the following requirements:

- A vision around collaborating with other start-up support players in Kabul
- A clear vision or strong, proven track record in the design and delivering incubation entrepreneurship programs or relevant entrepreneurship projects
- An existing network of local entrepreneurs, creatives, business incubation, and start-up coaches/trainers/mentors;
- A sustainable financial situation; being able to pre-finance part of the activities conducted for the Bright Future Program
- A qualified and expert team of business trainers, mentors, coaches, and project coordinator
- A physical office space with training room facility

Proposals will be evaluated on the following criteria: smart objectives, approach, feasibility, value for money, track record and/or other key expertise.

Budget & Award:

The maximum budget for each track of incubation is € 27,500 which will be paid directly by 1%Club but with the approval of ASARA based on the deliverables.

Timeline:

Each incubation track is for 12 months, (one-month recruitment of applicants and preparation, four months training, mentorship and coaching sessions, one-month crowdfunding campaign for the graduated startups, and six months for the post graduation support and follow-up, where the success of the program will be measured).

The incubation program should start on 01 January 2020. Interested and qualified firms can submit their proposals by 10 December 2019.

How to Apply:

If you are interested to implement the incubation track, please submit your technical and financial proposal. The technical proposal should include details on the incubation curriculum, methodologies, and information about trainers/experts who will implement the incubation.

Please make sure the complete package includes the following documents/information:

1. Technical Proposal:

- Description of your organization including capacity, expertise, relevant project performance and a short overview of general requirements.
- The description of how would you implement this program.
- Describe the approach for recruitment of youth with business ideas and startups, trainers, mentors, coaches, and inspirational speakers
- The description of training delivery for relevant topics and an outline of the curriculum
- The description of the crowdfunding approach for helping the startup with access to capital
- M&E plan
- Work plan
- The CV of the project lead, trainers, coaches and mentors and the project implementation team

2. Financial Proposal



- Budget and Narrative
3. Proof of registration (Valid License from Government of Afghanistan)

Submission Guideline:

If you have any questions about the program, kindly send us an email to BFP@asaraglobal.com five days before the closing date.

The deadline for submitting proposals is **10 December 2019 at 4:00 PM**. All the interested firms should submit their proposals online to BFP@asaraglobal.com with a copy to (CC) bright.future@cordaid.org

Late submissions will not be considered for the evaluation.