

Terms of Reference

Fundraising Expert

About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

Background

As a partner in the MEDSt@rts project, Leaders International is implementing the project activities in Palestine.

MEDSt@rts - Med microfinance support system for start-ups - project is financed by the European Union's ENI CBC Med Programme and implemented in Italy, Greece, Tunisia, Palestine, and Lebanon.

MEDSt@rts addresses young and highly motivated people with innovative ideas - usually high-risk companies and supports them in developing their business. Leaders International intends to recruit a qualified trainer that will carry out activities related to the project.

Scope of work

As part of MEDSt@rts objectives for sustainable development and durability, the fundraising expert is responsible for delivering fundraising campaigns/strategies tailored to the needs of the MEDSt@rts participants. The aim of this activity is to allow project participants the needed tools and targeted methods to acquire finances and guarantee financial sustainability. Furthermore, this activity will help participants identify their goals, understand available investment instruments and sources of capital, forecast funding needs, and attract local and regional investors.

Based on the assessment of the project participants, the expert will draft funding plans, provide personalized advice according to market trends and their particular needs, and evaluate if any further support could be offered by partner organizations.

Responsibilities

- Analyze business plans of the MEDSt@rts project participants.
- Develop individualized fundraising strategies for each project participant in cooperation with the MEDSt@rts Microfinance promoters.
- Map all local and regional financial instruments (BSOs, incubators, networks, investors, etc...) that can offer funding opportunities.



- Map all local and regional VCs in the Middle East (GCC, Jordan, Palestine, Egypt), listing the following information:
 - Name of Venture Capital
 - Location
 - Website
 - LinkedIn account.
 - Sector of activity/investment
 - Business stage of beneficiaries (early-stage, seed, growth, etc...)
 - Names of startups/beneficiaries in the last 2 years (Name of founder, LinkedIn, etc...)
 - Contacts of the management team (email, name, position, LinkedIn)

Outputs:

- Meeting minutes, Screenshots, and video recordings of any implemented activity.
- Fundraising strategies/campaigns for each project participant.
- Final report.

Qualification, Knowledge, and Experience

- Sound knowledge of fundraising for business, seed capital, and/or angel funding.
- University Degree in economics, development studies or a closely related field
- Experience in fundraising activities.
- Relevant work experience in venture capital, crowdfunding campaigns, or startup/technology business.

Taxes and other Terms

- **The project is tax exempted**, so the offer should be exclusive of VAT.
- For individual consultants, Applicable tax laws apply.
- All prices in EUR

Please submit your application form, in addition to your company profile or CV (Individual Consultants) to: procurement@leadersinternational.org, no later than 01/05/2022

FINANCIAL OFFER FORM

FOR

Med microfinance support system for start-ups MEDSt@rts

Please fill in the table below and submit it along with your CV

To: procurement@leadersinternational.org Name of subject: **Fundraising expert/ MEDSt@rts**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	