

Terms of Reference

Project	DIP Project
ToR Number (Please refer to it when applying your offer)	DIP/04/2022
Period of Performance	January 2023 – December 2024
Location	Remote
Date of announcement	January 18 th 2023
Activity Title	Business Model and Pitching Expert

1. Background

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

2. Project Background

In light of increased social tension and the spread of harmful media content in the MENA region, Digital Innovations for Peace (DIP) aims to nurture the resilience of societies in Libya, Algeria, Tunisia, Palestine, Jordan, and Lebanon in the digital sphere. To achieve this, LI will bring together creative entrepreneurs, digital technology activists, and media professionals to support the development of innovative media and information literacy solutions, with a special focus on tackling disinformation. Furthermore, the project will create a cross-regional network for professional exchange and capacity building to promote innovative, high-quality reporting on conflict-related topics. Ultimately, the project will find innovative, localized ways to make use of the ongoing digital transformation to develop and ensure the viability of quality media in the region.

3. Objective

Through 3 virtual, 3-week programs, entrepreneurs, media professionals, and ICT experts will get the opportunity to work together to come up with novel ideas that build on open-source solutions and technological advancements in the field of digital media that tackle hate speech/disinformation/MIL. Ideas must include entrepreneurial and technological aspects that tackle major digital media challenges, such as hate speech, disinformation, and media and information illiteracy. Ultimately, participants are expected to present their ideas and solutions to a judging panel. The top three participants will receive a prize of €1000 as well as the opportunity to participate in hackathons to further develop their solutions.

The expert will provide training sessions and advisory services in business model development and pitching. Ultimately, the expert will be responsible for delivering 3 training sessions and 1 pitching

practice session in each crowdsourcing competition. All project activities will be conducted online unless stated otherwise

4. Scope of Work

- Participation in project activities and tasks according to the timelines and guidelines provided by the Project Coordinator and Component Manager, and in abidance with the donor's rules and regulations;
- Delivery of 2 training sessions focusing on ideation and Business Model development;
- Delivery of a 2-hour training session focused on presentation skills and pitch deck development;
- Management and implementation of a 4-hour practice day on pitching, where project participants are expected to present their pitches and receive feedback;
- Part-taking in the judging and selection of each crowd-sourcing competition participants and finalists;
- Documentation and archiving of supporting documents using LI's M&E regulations and methodologies;
- Provision of support as needed.

5. Expected Deliverables

The expert is expected to submit the below deliverables, along with any additional documents as requested by the Project Coordinator in later stages based on the nature of their work.

- Training information: agendas, training outlines, emails sent to beneficiaries, attendance sheets, list of participants/teams, presentations, training materials, templates, business models, final reports, meeting minutes, evaluation and selection sheets, etc....
- Supporting documents associated with communication tools: screenshots, recordings, etc....
- Any other deliverable requested by the Project Coordinator.

6. Non-functional Requirements

- All content (images, video/s, etc.) used in the training material must be **copyrighted**.
- Visibility and communication of the **EU funding** of the project should be made clear in all documents.

7. Qualifications Required

The applicant shall have extensive experience in business model development and business trainings, and shall have the following qualifications:

- At least a Bachelor's degree in Business Administration, Entrepreneurship or any relevant field;
- Minimum of 3 years of experience working in the field;
- Previous work experience with EU funded programs.

8. Documents to be submitted

The application must contain the following documents:

1. Financial Offer (attached to this ToR).

2. Company profile or CV (individual consultants)

9. Taxes and other Terms:

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply.

Please submit all required documents to procurement@leadersinternational.org no later than January 25th 2023 **in EUR Currency.**

FINANCIAL OFFER FORM FOR

DIP Project

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

To: procurement@leadersinternational.org

Name of subject: **DIP/04/2022- Business Model and Pitching Expert**

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