

Terms of Reference

Project	Promoting Enrollment in Digital Global Economy
ToR Number (Please refer to it when applying your offer)	EDGE/03/2024
*Period of Performance	July 2024 - December 2024
Location	Palestine
Date of announcement	July 9, 2024
Activity Title	Market Expansion and Linkages Expert(s)

*Level of effort is to be determined upon selection of the expert(s)

I. 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.

II. Project background

Promoting Enrollment in the Digital Global Economy (EDGE): funded by The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), EDGE aims to create new income opportunities for unemployed Palestinians through a two-pronged approach: developing Palestinian entrepreneurial capacities and advancing freelancing agencies to unlock the sector's full economic potential and increase employment among qualified women and youth. Through this project, we work towards creating equitable jobs and opportunities for youth and women to develop a sustainable and resilient model for the future of work.

III. Objective:

The primary objective of this consultancy is to assess the market expansion readiness of Palestinian incubators and startups and to facilitate strategic market linkages between these entities and counterparts in the Gulf Cooperation Council (GCC) region. The expert will identify key elements missing in current operations, products, services, and business models of Palestinian incubators and startups, and will establish partnerships to enhance market access and opportunities.

IV. Scope of Work

1. Market Expansion Readiness Assessment

- Conduct a comprehensive assessment of Palestinian incubators and startups.
- Identify crucial elements lacking in their current operations, products, services, and business models that are essential for market expansion.
- Develop a detailed report outlining the readiness status and areas for improvement.

2. Facilitation of Market Linkages in GCC
 - Promote market connections between Palestinian incubators/startups and GCC incubators/accelerators.
 - Establish partnerships and collaborations to facilitate knowledge exchange, networking, and market access.
 - Identify and execute strategic steps to foster these linkages, ensuring mutual benefits for all involved parties.
3. Strategic Recommendations and Implementation Plan
 - Provide actionable recommendations to enhance market readiness based on the assessment findings.

V. Expected Deliverables

The expert(s) are expected to submit deliverables associated with their SoW, along with any additional documents as requested by the project team in later stages based on the nature of their work. Deliverables include, but are not limited to, the following:

1. Market Readiness Report

Detailed assessment of Palestinian incubators and startups' readiness for market expansion, identifying gaps and providing improvement strategies.

2. Partnership Framework

Plan for establishing collaborations between Palestinian and GCC incubators/accelerators, including potential partners and collaboration methods.

3. Implementation Plan

Step-by-step guide with timelines and responsibilities for executing the recommendations and partnership strategies.

4. Reports

Activity report summarizing all activities, findings, and recommendations.

VI. Qualifications Required

The expert(s) shall have extensive experience in the regional entrepreneurship and startup ecosystem, and shall have the following qualifications:

- Advanced degree in Business Administration, Marketing, or related field.
- 5+ years in market expansion or business development.
- Experience with incubators and startups, preferably in MENA.
- Proven cross-border partnership skills.
- Strong analytical and strategic planning abilities.
- Excellent communication and networking skills.
- Understanding of business environments and startup ecosystems in Palestine and the GCC.
- Proficient in English and Arabic.

VII. Documents to be submitted

The application must contain the following documents:

- Financial Offer based on daily rate (attached to this ToR)
- Company profile or CV (individual consultants)

VIII. 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 July 23rd 2024 **in EUR Currency**.

FINANCIAL OFFER FORM FOR

EDGE (Promoting Enrollment in Digital Global Economy) Project

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

To: procurement@leadersinternational.org

Name of subject: **EDGE/03/2024 - Market Expansion and Linkages Expert(s)**

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