

# Terms of Reference

## *for Local Business Trainer/Coach*

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**Project Title:** “YourJob 2” – Youth Overcoming Unemployment Regionally through Job Opportunities on the Balkans (youth entrepreneurship component)

**Contractor:** Caritas Kosova (the “Client”)

**Contract type:** Individual consultant (local business trainer/coach)

### 1. Project Background

The YOURJOB 2 project will be implemented against the background of a high rate of unemployment of young vulnerable women/men in the targeted regions in Albania, Bosnia and Herzegovina, Kosovo and Serbia, whereas - at the same time - companies are in need for qualified workers. In schools, no system of vocational orientation is being offered; pupils leave schools with significant practical skills gap. Young people do not have opportunities to collect short-term working experience as there is no internship system and they are missing contacts and networks to find a job or to create their own start-up. The project's target regions/locations are: Albania (Kamza, Lezha, Shkodra), Bosnia-Herzegovina (Banja Luka, Čapljina, Mostar), Kosovo (Gjakovë, Mitrovica, Prizren, Ferizaj), Serbia (Niš, Irig, Šid, Zrenjanin). The whole project will be implemented during the period of 01/11/2022 – 31/10/2025. The project is financed by Austrian development Agency and Caritas Austria and is being implemented by Caritas Austria, Caritas Albania, Caritas BiH, Caritas Korovo and Caritas Serbia.

The project will contribute to youth employability and the creation of concrete job opportunities for youth (SDG 1, 4, 5 and 8) in South-East Europe. It is expected to produce the following outcomes: **“(OC1) Increased efficiency of professional skills development, labor market integration, and business creation for youth, women and people living in vulnerable situations, such as people with disabilities”**; and **“(OC2) Increased cooperation between labor market stakeholders, better awareness and sustainable dialogue for better job integration of youth, women and people living in vulnerable situations, such as people with disabilities”**. While the project is mainly focused on increasing youth employability, it includes also a small component youth entrepreneurship component (briefly presented below).

### 2. Scope of Project’s Entrepreneurship Component

Entrepreneurship has a potential to drive employment and economic development in the Western Balkan countries. However, despite the rapid developments in the recent years, the ecosystem of startups/businesses in project countries is still in lagging behind and lacks role models and supportive environment that could promote and drive entrepreneurship. This is particularly true especially among youth and disadvantaged groups and especially in geographical regions outside of the capital cities (i.e. rural areas), where young people seeking to realize their entrepreneurial ideas, lack access to support, funds, knowledge and networks on how to identify market opportunities, design feasible business models and set up and grow their businesses; hampering youth entrepreneurial initiatives.

The overall development goal of this component is **to strengthen youth entrepreneurship competences and foster development of entrepreneurship initiatives that have a potential to positively impact youth self-employment and generation of lasting and positive social, economic and/or environmental impact in a financially sustainable way in the Balkan region.** The main expected result of the component is: **OP**

**1.4. Young vulnerable people were engaged in business counselling / incubation process and have started their own business.**

More specifically, at completion the project it expected to reach the following outputs:

**1.4.1. Number of business startups created by youth / grants distributed**

**Target value(s) until: 80 new business start-ups supported (at least 50% by women, 10% emphasis on green component, 5% social enterprises), out of which at least 34 receive a grant**

**1.4.2. Number of people employed by the self-employment initiatives**

**Target value(s) until: 200 people employed by the self-employment initiatives**

**1.4.3. Percentage of young women getting access to entrepreneurship**

**Target value(s) until: 50% (8% minorities; 5% youth with disabilities)**

**1.4.4. Percentage of newly established social economy initiatives**

**Target value(s) until: 5% of newly established social economy initiatives**

**1.4.5. Percentage of green Startup initiatives**

**Target value(s) until: 10% green Start-up initiatives**

The whole incubation program is structured into five main phases as follows:

- i. **talent scouting** (information, awareness raising and inspiration campaigns);
- ii. **business design bootcamp** (including intensive training and mentoring on key business design/modelling elements);
- iii. **exploration and business planning** (including market/customer discovery, refining of business model and finalization of the business planning details);
- iv. **access to startup financing and business registration/establishment;** and
- v. **post-financing support to help build and grow the business.**

There project plans for two rounds of incubation programs; (i) one during 2 October-15 November 2023 and; (ii) one expected to be implemented during April 2024 to August 2024.

### 3. Role and activities of the local trainer/coach

Local trainer/coach, is working in close cooperation with the Caritas Kosova team leader and local Caritas' project team, will be responsible mainly for **leading preparation and delivery of Boot Camp training/coaching. In addition, the local trainer/coach will provide advice/coaching to Caritas' project teams and selected startups during startup's business planning process.** The following presents more in details the project approach and the role/activities of the local trainer/coach:

- **Preparation and delivery of Boot Camp training/coaching.** Preparation of the necessary bootcamp training/coaching materials (including detailed event agenda, training presentations, handouts, hand-on exercises and other necessary tools that would have to be used during the 3 days of the Bootcamp including intensive training and coaching sessions based on instruction and material that will be provided by Caritas) and lead the whole bootcamp including delivery of the agreed training/coaching sessions during the 3-days event. The detailed agenda and training materials would have to be consulted and agreed upon with the Caritas team leader prior to the event. During the 3-days Boot Camp events participants would receive intensive training and hand-on support, accelerating the process of moving from a broad idea to an implementable business model (including: getting a better understanding of the customer profile and problems/needs/wants, designing their value proposition and business models, prototyping, understanding basic financials of their business, broadly defining financing needs and designing the key elements of the go-to market strategy, green component, social economy/entrepreneurship). At the end of the Boot Camp all young wannabe entrepreneurs will present their business ideas in front of local experts' panel (composed of 3-5 local business professionals), who will provide brief feedback and potential guidance inputs to each of the presenters on future improvement of the ideas. Local trainer/coach will prepare the training materials and deliver the trainings/coaching sessions, while the local Caritas teams will be in charge of all event arrangements (including ensuring appropriate training room and training facilities, copies of training materials, necessary food and refreshments, participants' overnight arrangements as required, etc.) as well for identifying potential local business professionals for the experts' panel during the pitching session.
- Provide mentoring to startups during the business planning process until submission of business plans to the evaluation committee. Building on the work done and guidance received during the Boot Camp sessions, each interested wannabe entrepreneur will have to complete a set of tasks. These tasks consist mainly on exploration of the pre-identified market opportunities, review of main business model elements and assemble all the findings into a simplified and practical business plan. The young entrepreneurs would be given about 30 days to complete market exploration and put together the final business plan. During this phase, the Local trainer/coach will provide personal counselling to the wannabe entrepreneurs in order to ensure that they don't get stuck and discouraged by challenges in implementation of completion of the above-mentioned tasks, as well as coaching/guidance in assembling together the right information and putting it into the right sections while filling in the business planning forms. All business plans submitted within the given deadline will be reviewed/evaluated and scored against the agreed set of criteria by a panel of 3-5 experts (coming from inside and outside Caritas). The entrepreneurs/teams having the best business plans (finalists) will then be invited for a final pitch and potential clarifications in front of the jury of experts. The results of the business plan' scores and the pitch scores will be combined together and those resulting with the highest scores (starting from the highest ranked business and going down until the amount allocated for that round is exhausted) will receive the financial awards from the project. Local coach will provide ad-hoc mentoring to any of the startups that may be facing major challenges/needs, and whenever possible references to third party services/knowledge and/or other potential support opportunities during business plan preparation. In addition, the local coach would provide ad-hoc support (mostly online) to the Caritas team (especially as regards the identification of potential experts' panel to serve as jury members).

#### 4. Summary of local trainer/coach’s inputs required

The above activities are expected to require a total of **18 working days** for the two incubation rounds. The table below presents the indicative volume/type of inputs required by the local trainer/coach at different project stages.

Project stages	Type of trainer/coach’s inputs	Trainer/coach’s expected input volumes
Implementation of Business Model Design Boot Camps (2 Boot Camps of 3-days each)	Take the lead in preparation of Boot Camp training materials following Caritas documents and delivery of planned training/coaching/mentoring sessions <i>(first bootcamp is planned for 3-5 October 2023 and second for April 2024)</i>	<b>10 working days</b> during the whole project (on average 5 working days per Boot Camp)
Business planning (including market/customer discovery, refining of business model and finalization of the business planning details) and access to startup financing	Provide ad-hoc mentoring any of the startups that may be facing major challenges/needs, and (whenever possible) references to third party services/knowledge and/or other potential support; and ad-hoc support to the Caritas team (in identification of potential experts’ panel to serve as jury members).	<b>8 working days</b> during the whole project (averaging 4 days per incubation round)

#### Annex 1: The proposed draft schedule of the 1<sup>st</sup> incubation round in Kosovo (country)

Steps	Timelines & Deadlines
Opening of call applications	10 July 2023
Information & counseling/coaching sessions	July 2023 – 31 August 2023
Deadline for submission applications	31 August 2023
Review & selection of applications	01 – 15 September 2023
Announcement of selected youth	15 September 2023
Business Design Boot Camp	3–5 October 2023
Exploration & Business Planning	October 2023
Counselling/coaching for young entrepreneurs	October – November 2023
Submission of Business Plans	15 November 2023
Evaluation & selection of winners by Jury	15 November 2023
Announcement of selected winners	15 November 2023

Business registration by entrepreneurs	15 Jun – 01 July 2023
Signing of Financing Agreement	19 – 24 November 2023
Disbursement of financing in tranches	19 November 2023 - 28 February 2024
Provision of post-financing support	28 February 2024 – 30 Oct 2024

## 5. Applications:

To apply, please send your complete electronic application (letter of motivation, CV, 1 reference and financial offer) to: [info@caritaskosova.org](mailto:info@caritaskosova.org)

Deadline for applications shall be **29 of September 2023**. Job starts 1<sup>st</sup> of October 2023.