



## EXPRESSION OF INTEREST: GROWTH ACCELERATION PROGRAM (GAP)

### Introduction: About the Program

Invest In Africa (IIA-Kenya), a Pan-African, private sector-led initiative dedicated to empowering enterprises and creating sustainable jobs, is excited to announce the launch of the Growth Acceleration Program (**GAP**). We are reaching out to invite consultants to express their interest to participate in this comprehensive and innovative business development initiative.

At Invest in Africa –Kenya, we aim to improve access to skills, markets, and finance for enterprises, focusing on Small and Medium Enterprises (SMEs). Through our engagement with the private sector in priority sectors, we aim to unlock SME ecosystems, foster the inclusion of youth and women, and catalyze SME growth across the African continent.

**The Growth Acceleration Program (GAP)** is designed to address the key challenges that growing businesses face in their journey to accelerate growth. This program aims to bridge critical gaps in market access, coaching and mentorship, strategic procurement, risk management, and investor readiness. By participating in GAP, businesses will have a unique opportunity to enhance their knowledge and capacity to access regional and global markets, strengthen their procurement processes and gain access to funding opportunities to scale their businesses.

### Key Objectives

- I. To drive sustainable growth through viable linkages for enterprise growth and competitiveness.
- II. To provide a structured approach to scaling-up businesses across all value chains.
- III. To demonstrate the socio-economic impact of scale-up and celebrate success via case studies of the jobs created and jobs supported.
- IV. To connect HGBs with local SMEs to elevate the quality standards of the products/services.

### Program Modules

The program consists of five modules, each comprising four to five sessions covering a wide range of topics crucial to business growth. These modules include:

1. **Access to Markets:** Strategies and tactics to penetrate new markets, expand the customer base, and build long-term relationships.
2. **Coaching and Mentorship:** Guidance and support from industry experts to refine business strategies, improve operations, and enhance leadership skills.
3. **Strategic Procurement:** Techniques and best practices to optimize procurement processes, negotiate favorable contracts, and establish robust supplier relationships.
4. **Risk Management:** Comprehensive approaches to identify, assess, and mitigate risks across various business functions, ensuring sustainable growth.
5. **Investor Readiness:** Insights and tools to attract and secure investment, refine financial management practices, and position businesses for sustainable growth.



## Expectations

For program success, the project content will incorporate the below critical aspects of Business growth acceleration:

Module 1: Access to Markets	Module 2: Coaching and Mentorship	Module 3: Strategic Procurement	Module 4: Risk Management	Module 5 : Investor Readiness
Market Entry Strategy	Peer to Peer Mentorship	Introduction to Risk Preparedness	Strategic Procurement (Sustainable procurement)	Fundamentals of Financing
Quality and Standardization	Corporate Mentorship on <ul style="list-style-type: none"> <li>Market Expansion</li> <li>Business strategy</li> <li>Sustainable procurement practices</li> </ul>	Corporate Mentorship	Supplier Management	Types of Financing
Market Opportunities (AfCFTA)	Business Strategy consultation	Business Continuity Plan <ol style="list-style-type: none"> <li>Review/Creating Business Continuity</li> <li>Review the feedback shared.</li> <li>Final continuity plan presentations</li> </ol>	Contract Management	Introduction to Pitch Deck
Biashara Market Place (BMP)	<ol style="list-style-type: none"> <li>Review/Create a Business Strategy</li> <li>Review the feedback shared.</li> <li>Final strategy presentations</li> </ol>		Access to an E-Procurement tool for the company	Pitch deck <ol style="list-style-type: none"> <li>Presentation &amp; Review</li> <li>Final deck presentation</li> </ol>
Match Making Opportunities	Corporate Business Tours Topics: <ol style="list-style-type: none"> <li>Market Expansion</li> <li>Risk Management</li> </ol>	<b>Tools</b> Access to a Risk assessment tool/s		Match-making events with potential funders/financiers
<b>Sessions Guide:</b> Number of Masterclasses: 4	<b>Sessions Guide:</b> Number of Masterclasses: 4	<b>Sessions Guide:</b> Number of Masterclasses: 4	<b>Sessions Guide:</b> Number of Masterclasses: 4	<b>Sessions Guide:</b> Number of Masterclasses: 5
Matchmaking Session: 1	Peer to peer mentorship sessions: 3  Business Tours: 2	Mentorship Session: 1		Matchmaking Session: 1

	Number
Total Number of Modules	5
Total Number of Training sessions	25
Training sessions per week	2
Duration per session	1hr 30min – 2hrs



## Methods of Implementation

The program will be implemented through various approaches depending on the expected impact. The approaches are as defined below:

### Masterclasses

- Train young women entrepreneurs on the different business growth acceleration focus areas, inclusive of the areas mapped in the table above.
- Equip the program beneficiaries with tools, templates, and other relevant materials to support their business scaling practices.
- Empower the participants on how to leverage the practices and tools provided to scale their businesses to the regional/global markets.
- Empower the participants to create effective strategies around market entry and risk management.

### Coaching

- Set the expectations of the coaching process through a Coaching kick-off session.
- Support the project beneficiaries to successfully develop business strategies through one-on-one and group coaching.
- Support the program beneficiaries to successfully develop pitch decks through one-on-one and group coaching.
- Provide data and information to support IIA learning to support future programs, as well as showcase the success and impact of the project.

### Match Making Events

- To provide a platform for businesses to network and establish connections with potential partners, clients, suppliers, or investors.
- To help businesses expand their reach into new markets by providing opportunities to meet with key stakeholders and gain insights into market dynamics.

### Corporate tours

- To provide an opportunity for coaching and mentorship by the big corporates to the growing business on the dynamics of market expansion and risk management.
- To provide businesses with insights on the quality and standards required to be part of the supply chain of the corporates.
- To provide a platform for businesses to network and establish connections with potential clients.



## ADDITIONAL INFORMATION

The Project Consultants will report to the Program Manager; Invest in Africa (IIA) and work closely with the Projects & SME Engagement Executives, with structured project reporting.

### Duty Station

The project will cover SMEs within Nairobi and its environs. Most of the sessions will be held virtually with the support of the IIA Kenya Team in setting up and coordinating the sessions.

### Administration Arrangements

IIA will cover the agreed administrative costs. Consultants are expected to use their laptops, internet connection, and telephone.

### Travel Arrangements

Minimal travel is expected during the assignment. In case of travel, IIA will be responsible for the Consultants' travel expenses, subject to a well-documented and approved agreement.

### Duration

The assignments will take place from **July 2023 to October 2023** in adherence to the program module timelines.

### Payment

The expected daily /per session billing rate should be indicated clearly in the Expressions of Interest. Payment will be based on the signed contract, the agreed number of days/sessions, and the rate per day/session of work done. Consultants will be expected to provide time sheets for work done.

### Key Consultants/Experts

For the implementation of the project, the consulting firms are expected to provide CVs for the team of key experts as submitted in the Consultants' Expression of Interest (EOI).

### Language:

All deliverables shall be in the English language. Therefore, excellent English communication skills (oral, written, and presentation) are essential.

### To Submit an Expression of Interest

1. You may submit an Expression of Interest in one or all modules of the program. Each Expression of Interest must be submitted separately.
2. All Expressions of Interest must be submitted via the platform by clicking on the **Submit Response** button by **12th/06/2023 at 5 pm EAT**.

**NB:** All Expressions of Interest must be submitted in English language.

Thank you for considering this opportunity. We look forward to receiving your expression of interest and exploring the potential of working together to empower African enterprises and foster sustainable economic growth.