

## Terms Of Reference (Tor) For Business Support

### Introduction

Sahara Consult is a dynamic management consulting firm specializing in strategic advisory services and project management across three core areas: development (impact), innovation, and technology. With a commitment to excellence and a diverse team of experts, Sahara Consulting collaborates with development partners, corporate entities, and public institutions and agencies to drive sustainable growth, foster innovation, and leverage technology for positive societal impact.

Sahara Consult is implementing the Mastercard Foundation Edtech Fellowship Programme, which aims to support 12 Edtech companies by providing technical assistance to enhance their digital platforms and products. This initiative seeks to foster growth and create a sustained impact within the education technology sector.

Sahara Consult invites tenders from competent companies to deliver the required business support services.

### Background

Edtech Companies face unique challenges in enhancing their operational and strategic frameworks, as well as their digital platforms and products. Many of these companies struggle with aligning their innovative solutions with robust business models and operational strategies, which are critical for sustainable growth. The rapid evolution of educational technology demands that these companies not only innovate but also effectively manage their business operations and strategic planning to stay competitive and impactful.

The Mastercard Foundation Edtech Fellowship Programme supports innovative educational technology ventures that aim to improve learning outcomes. The programme seeks to address business challenges hampering the growth of the companies by providing specialized business support to refine their operational and strategic frameworks. The selected company will play a crucial role in ensuring these EdTech companies receive high-quality business guidance and support.

## Objectives

The primary objectives of this engagement are to:

1. Conduct a comprehensive business diagnosis for each Edtech Fellow.
2. Facilitate business boot camps to provide general feedback and training.
3. Offer one-on-one business engagement sessions to give tailored advice and feedback.

## Scope of Work:

The scope of work for the selected company includes the following key areas:

1. **Conducting Business Diagnosis:**
  - Evaluate the current operational and strategic state of each Edtech company.
  - Identify strengths, weaknesses, opportunities, and threats (SWOT analysis).
  - Produce a detailed report for each company. outlining findings and recommendations.
2. **Facilitating Business Bootcamps:**
  - Design and deliver boot camp sessions covering essential business topics relevant to the Edtech companies.
  - Provide general feedback on common issues and best practices.
  - Ensure boot camps are interactive and cater to the varying business expertise levels of participants.
3. **One-On-One Business Engagement Sessions:**
  - Schedule and conduct personalized sessions with each Edtech company.
  - Provide detailed, customized feedback and business advice.
  - Help the companies develop actionable plans to address their specific operational and strategic challenges.

## Deliverables

The selected company is expected to deliver the following:

1. A comprehensive business diagnosis report for each of the 12 Edtech Fellows.
2. Detailed training materials and feedback from the business boot camps.
3. Summaries and action plans from one-on-one business engagement sessions.

## Timeline

The project is expected to span a period of 1 month.

## Required Expertise

The ideal company should have:

- Proven experience in providing business support to companies, particularly in the Edtech sector.
- Expertise in business diagnostics, operational strategy, and framework optimization.
- Strong facilitation skills for boot camps and workshops.
- Ability to offer tailored business advice and create actionable plans.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise.
- Quality and comprehensiveness of the proposed approach.
- Demonstrated understanding of the educational technology sector.
- Cost-effectiveness of the proposal.

## Submission Requirements

Interested companies should submit the following:

1. A detailed proposal outlining their approach to delivering the services.
2. Profiles of key team members who will be involved in the project.
3. Examples of previous similar work.
4. A cost proposal.

## Contact Information

For any inquiries or to submit your proposal, please contact:

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## Deadline:

The deadline for submitting proposals is **June 6th, 2024**.