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PROGRAMMEمركز شؤون المرأة - غزة  
Women's Affairs Center - Gaza

**TERMS OF REFERENCE**  
**Request for Consultancy Company**

**For Assisting Economic Empowerment for Gaza Entrepreneurs project's ICT startups**

<b>Date of issue:</b>	August 07 <sup>th</sup> , 2023
<b>Contract title:</b>	Request for Technical and Business Advisors (Companies)
<b>Contract type:</b>	Time-Based Contract
<b>Project title:</b>	Economic Empowerment for Gaza Entrepreneurs 2023 (GoPinky)
<b>Closing date:</b>	August 10 <sup>th</sup> , 2023, at 15:00 pm (local time of the Palestinian Territory)
<b>Contracting Authority:</b>	<b>Women's Affairs Center - Gaza</b>  Al-Nasr - Al-Lababidi Street - Al-Saeed Building – 2 <sup>nd</sup>  Floor. <b>Email:</b> procurement@wac.ps

**1. Background About Women’s Affairs Center (WAC):**

Women’s Affairs Center (WAC) is a women knowledge-based centre playing an innovative and catalytic role in empowering women and advocating women's rights and gender equality in the Palestinian sustainable development process. Its mission reflects that it is an independent and non-profit Palestinian NGO with the purpose of empowering women and advocating women’s rights and gender equality through capacity development, information and innovative research and advocacy programs. While implementing its strategy to fulfil its vision, WAC is guided by international human rights principles including empowerment and participation; equality and non-discrimination; and accountability to ensure justice and dignity for women.

**2. About “Economic Empowerment for Gaza Entrepreneurs 2023” Project:** WAC is implementing the “**Economic Empowerment for Gaza Entrepreneurs 2023 (GoPinky)**” project which is funded by DanChurchAid/Norwegian Church Aid (DCA/NCA). The project aims at enhancing economic empowerment and increasing the prosperity for low-income young women and men in the Gaza Strip through joint approaches that support innovation and entrepreneurship to overcome challenges that impede achieving progress towards sustainable economic development. It targets unemployed young female graduates and young Gazan entrepreneurs. It provides support to young female graduates to acquire digital skills and competencies required in the labour market and to young entrepreneurs to create new innovative businesses, which will, in turn, create employment opportunities and address market-related challenges.

**3. Assignment Objective:**

WAC is considering the selection of highly qualified **Consultancy Company** to provide technical and business support and guidance to young entrepreneurs incubated to



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successfully develop prototypes for entrepreneurs' new business start-ups.

The Consultancy Company will be mainly responsible for providing **92 coaching and mentorship hours distributed over 4 ICT enterprises**. Each enterprise will get a total of **23 coaching hours divided** as follows: 8 technical coaching hours, 5 financial coaching hours, 5 business coaching hours and 5 marketing hours to develop their prototypes and facilitate their access to the market.

#### **4. Target Group:**

**4 teams of entrepreneurs (females and males), and each team is steered by a female entrepreneur.**

It is worth mentioning that entrepreneurs have already received training and coaching on (General understanding of entrepreneurship, developing business models, and pitching skills) during the pre-incubation stage.

#### **5. Key Tasks and Responsibilities:**

The consultancy company will be required to carry out the following tasks under the direct supervision of the project coordinator:

1. Participate in an orientation session with the project coordinator to discuss the methodology of work adopted by WAC, and with entrepreneurs to establish and launch the mentoring relationship.
2. Assist in the selection of the best 4 out of 15 ICT enterprises to receive the technical and business coaching and grants.
3. Meet regularly with entrepreneurs to discuss entrepreneur's progress.
4. Work with the entrepreneurs to identify and reflect on specific goals and actions needed in order to successfully develop their prototypes.
5. Supervise the principles of good coding.
6. Help the entrepreneurs to identify other sources of support as appropriate.
7. Provide encouragement to sustain the entrepreneurs' motivation.
8. Recognize and celebrate progress as it is made.
9. Submit quarterly reports to WAC regarding the status of the relationship and business progress.
10. Give continuous feedback, validation, and recommendations for the related stakeholders.
11. Participate in meetings and workshops related to the project activities.
12. Understand and adhere to the policies and procedures of WAC.
13. Perform other duties as may be assigned by the project coordinator concerning the mission.

#### **6. Desired Attributes of the consultancy company:**

- Previous experience in programming, software development, or other related fields.
- Experience in developing, evaluating, and advising on ICT entrepreneurial ideas.
- Excellent knowledge of Information Systems, ICT best practices, and application development methodologies.
- Business-related knowledge and the ability to combine technological decisions with business goals.



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- Strong troubleshooting, analytical and critical thinking skills.
  - Commitment to the mandate and values of WAC to help youth to help themselves.
  - Adept at relating to and empathizing with young youth and their aspirations.
  - Capable of developing the skills of female entrepreneurs to make strategic business decisions for themselves.
  - Ability to maintain appropriate boundaries while providing valuable guidance during business start-up.
  - Skilled at providing positive and constructive feedback and challenging assumptions as required.
  - Accessible, reliable and able to meet commitments.
  - Effective communication and interpersonal skills.
  - Excellent reporting and formal writing skills in both English and Arabic. •
- Ability to communicate technical information in a simplified way.
- Good knowledge of MS Office applications, virtual tools such as Zoom, Skype, Google Classroom, WhatsApp groups ... etc.

### 7. Deliverables:

Consultancy company has to deliver the following:

- 1- A detailed work plan including the methodology, timeline and activities.
- 2- Progress reports of the implemented tasks, associated deliverables and the work progress in the English language.
- 3- A comprehensive final report in the English language including but not limited to executive summary, methodology, implemented activities, results, lessons learnt, success stories, risks analysis and recommendations for the intervention at the near and long-term developmental level. Validation of the submitted report from the Project Coordinator is a must.
- 4- Media coverage materials and rushes.

### 8. Timing:

The technical and business coaching hours should be delivered over a period of 4-5 weeks. The work timeline may be altered by the project and ICT – WAC team at its discretion. A high commitment should be granted to the timeframe and any change in the timeframe should be discussed, justified and validated by WAC. Any setback that occurs affecting the cycle of the sessions due to the failure of the advisor; WAC reserves the right to terminate the contracts without offering compensation.

### 9. Evaluation Criteria:

1. Financial offer 30%.
2. Relevant Experience, scientific background and Proposed Methodology of carrying the assignment/ Technical Offer 70%.

### 9.1. Technical Evaluation

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#	Criteria	Mark
1	Experience in business consultancy and coaching for ICT Startups.	20
2	Experience with working with NGOs in the ICT sector for at least 3 years.	20
3	Technical proficiency for the consultants and hands-on experience with relevant programming languages, software, and hardware.	20
4	Quality of the proposed Action plan for the training	30
5	Strong skills including time management, communication, commitment, and reporting in both languages' Arabic and English.	10
	<b>Total</b>	<b>100</b>

## 9.2. Financial Evaluation

#	Service	Unit	Quantity	Price/ Unit (\$)	Total Price (\$)
1	Providing (92) coaching and mentorship hours for entrepreneurs.	Hour	92		
				<b>Total</b>	
				<b>VAT</b>	
				<b>Total Amount</b>	

**Award criteria:** WAC will award the Contract to the Candidate whose proposal has been determined to be substantially responsive to the documents of the Request for Proposal and which has obtained the highest overall score.

## 10. Application Process:

Interested applicants should hand over technical and financial offers, as below:



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1. The advisor shall submit a **technical offer** including but not limited to (Brief Bio highlighting areas of professional experience, approach and methodology, and timeframe with clear details concerning how the component is to be executed).
2. **Financial offers** shall be submitted only in USD currency. (Use the enclosed template!)

The closing date for receiving offers is on Sunday 10/08/2022, at 12:00 PM (local time of the Palestinian Territory). **Offers must be submitted by hand on WAC office - Procurement Department.**

Address: Al-Nasr - Al-Lababidi Street - Al-Saeed Building – 2<sup>nd</sup> Floor.

*Only shortlisted candidates will be reached out.*

### **11. General Instructions:**

- **Validity:** Proposals shall remain valid and open for acceptance for **120** days after the closing date.
- **Negotiations:** WAC reserves the right to contact the candidates having submitted proposals determined to be substantially and technically responsive, to propose a negotiation of the terms of such proposals. Negotiations will not entail any substantial deviation to the terms and conditions of the Request for Proposal but shall have the purpose of obtaining from the Candidates better conditions in terms of technical quality, implementation periods, payment conditions, etc. Negotiations may however have the purpose of reducing the scope of the services or revising other terms of the Contract to reduce the proposed remuneration when the proposed remunerations exceed the available budget.
- **Signature and entry into force of the Contract:** Prior to the expiration of the period of the validity of the proposal, WAC will inform the successful Candidate in writing that its proposal has been accepted.

Within **5** days of receipt of the Contract, not yet signed by WAC, the successful candidate must sign and date the Contract and return it to WAC. On signing the Contract, the successful candidate will become the Contractor and the Contract will enter into force once signed by WAC.

If the successful Candidate fails to sign and return the Contract within the days stipulated, WAC may consider the acceptance of the proposal to be cancelled without prejudice to the Contracting Authority's right to claim compensation or pursue any other remedy in respect of such failure, and the successful candidate will have no claim whatsoever on WAC.

- **Cancellation for convenience:** WAC may for its own convenience and without charge or liability cancel the procedure at any stage.



CANDIDATE INFORMATION	
Name	
Address	
Mobile Number	
E-mail Address	
Date of Birth	
Organization Name (if applicable)	
Current Job Title (if applicable)	

The proposal is valid for a period of **120** days after the closing date.

After having read the **Request for Consultancy Company**, and after having examined the Request for Proposal, I hereby offer to execute and complete the services in conformity with all conditions in the Request for Proposal for the sum indicated in my financial proposal.

Further, I hereby:

- Accept, without restrictions, all the provisions in the Request for Proposal including the General Terms and Conditions for Service Contracts.
- Certify that I do not support terrorist or terrorism activities, and do not condone the use of terrorism.
- Provided that a contract is issued by the WAC I hereby commit to perform all services described in the Terms of Reference within the time frame.

The above declarations will become an integrated part of the Contract and misrepresentation will be regarded as grounds for termination.

**Full Name:**

**Date Signed:**

**Signature:** .....