

CALL FOR TRAINERS

PITCH IT FORWARD: INVESTING IN WOMEN-LED INNOVATION

Business Models & Investment Readiness

Project Brief

The Goethe-Institut Lebanon within the framework of FANTASMEEM – project Cultural and Creative Industries, and in collaboration with TransformeUS, have launched their new program [“Pitch it Forward: Investing in Women-led Innovation”](#). The program is designed exclusively for creative women entrepreneurs in the culture and creative industries in Lebanon, specifically in the design field. It aims at supporting established creative women designers who own a business or startup to upscale and expand their businesses while preparing them for investment opportunities.

Accordingly, the Goethe-Institut Lebanon through its implementing partner TransformeUS is seeking trainers to conduct workshops on **Business Models and Investment Readiness**. The overall objective of the workshops is to empower creative women design entrepreneurs to confidently present their business pitches and cultivate effective leadership skills.

Scope of Service

The selected trainer is expected to conduct the following services:

- **Design and develop** tailored and objective-focused workshops on Business Models and Investment Readiness (See below table: “Workshops Summary”.)
- **Deliver the sessions** effectively. This includes:
 - Ensuring clear communication of ideas and active engagement of participants, while also encouraging open dialogue, enabling the exchange of ideas and experiences, thus enhancing the learning process, and fostering creativity and innovative thinking through linked examples.
 - Assess participants' understanding, provide constructive feedback, and suggest strategies for improvement.
 - Coordinate with the management team to avoid content overlapping with other training workshops. Thus, some ad hoc calls or communication between management and other trainers may be expected, in addition to submitting the training content (outline or presentation etc.) to the managing team one week prior to the training delivery date.
- **Submit a brief report** at the end, summing up the overflow of the sessions (A report template will be provided).

Workshops Summary

The number of participants is yet to be determined (applications are still open); we expect a minimum of 20 and a maximum of 40. This will be communicated with the selected trainers during the first week of July.

Workshop	Scope (tentative)	Content/ Topics (including but not limited to the following)
1. Investment Readiness	<ul style="list-style-type: none"> • 1 session • 27 JUL 2023 • Online • 3 hours 	<ul style="list-style-type: none"> • Understanding Investment Readiness: This section will delve into the concept of investment readiness. It will define what it means for a business to be investment ready, outline the benefits of becoming investment ready, and identify key signs of investment readiness. • Investment Attraction Strategies: This part of the training will focus on how to position a business to attract potential investors. • Pitching to Investors: High-Level introduction on the Pitch structure. • Financial Planning and Management: This section of the training could cover creating realistic financial projections, budgeting, managing cash flow, understanding key financial metrics, and using financial management tools.



		<ul style="list-style-type: none"> Case Studies: Real-life examples of businesses that successfully attracted investment can be very educational.
2. Business Model	<ul style="list-style-type: none"> Session 1 3 AUG 2023 Online 3 Hours 4 – 7 PM 	<ul style="list-style-type: none"> Understanding the elements and structure of a business model canvas Identifying customer segments and value propositions Defining key activities, resources, and partnerships Establishing revenue streams and cost structures Analysing and testing business assumptions Adapting and refining the business model
	<ul style="list-style-type: none"> Session 2 (potentially 2 parts) 10- 11 AUG 2023 Online 3 hrs./session 4 – 7 PM 	<ul style="list-style-type: none"> 1 or 2* follow-up coaching sessions (3 hrs./session) Check the participants' Business Models, and solve, or answer any inquiry they have. <p><i>*Number of sessions will be determined based on how many participants will be selected.</i></p>

Expected Qualifications:

- A master's degree in business, Entrepreneurship, innovation management, Design or a related field is preferred.
- Seven to eight years of proven experience in Entrepreneurship and training on leadership skills and pitch deck presentations. Experience in entrepreneurship, specifically in the design and creativity sector, is a plus.
- Familiarity with the latest trends in entrepreneurship and the design industry, including innovative business models, technologies, or strategies.
- Proven ability and experience in delivering similar training sessions, managing large groups, facilitating discussions, and providing feedback.
- Excellent communication skills and ability to explain complex concepts clearly and engage participants effectively.
- Ability to inspire and motivate participants, fostering an innovative and creative mindset.
- Understanding of the unique challenges faced by women entrepreneurs in the design and creativity sector.

How to Apply

Interested candidates are invited to submit the following 3 documents (pdf) to info@transformeumus.com

Deadline: **5 July 2023**

- Curriculum Vitae (CV)**
- Short Proposal about the service(s) you will offer.**
- Quotation in USD (addressed to Goethe-Institut only).** *Please make sure your quotation includes the following info:*
 - Dated and clearly titled "Quotation" or "Financial Offer".
 - Your info: Name of individual or company + VAT or MOF number if you're registered + your complete address (street, building, floor, city) + email & phone number.
 - Addressed to Goethe-Institut with the following details:
 - Goethe-Institut Libanon
 - Bachourah, Beirut Digital District, BDD1281 bldg. Beirut, Lebanon
 - MOF: 86503
 - FANTASMEEM Project
 - Service description & scope + hourly fee & overall total for each service (you can use the same table above and add your fees)

- If you're MOF registered, please state VAT as follows: percentage, USD amount & equivalence in LBP (Sayrafa rate). Skip if not MOF registered.

Thank you for considering this opportunity. We highly appreciate your potential contribution to the Pitch it Forward program. We will review the applications with the Goethe-Institut team and get back to you shortly.

The project "Cultural and Creative Industries" is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in cooperation with the Goethe-Institut. It aims to improve employment and income opportunities for creative professionals in Africa and the Middle East.