



TERMS OF REFERENCE - PITCH YOUR ENTERPRISE CONSULTANCY

PROJECT OVERVIEW

Alfanar and Drosos have been collaborating for the past three years to support the growth of the social entrepreneurship sector in Lebanon. As part of our latest project that started in August 2023, Drosos will be supporting us in strengthening Alfanar's management support, training and impact management methodologies.

Through this project, Alfanar is seeking proposals from skilled consultants to develop a training module on "Pitching Your Social Enterprise." This module is designed to enhance the communication and presentation skills of social enterprises. As such, the project will imply adaptations to existing documents, creation of new ones as well as training of Alfanar staff that are based in Egypt, Jordan and Lebanon.

RESPONSIBILITIES AND DELIVERABLES

The Consultant's responsibilities include the following:

1. **Creating New Training Modules:** As part of the support we provide to the portfolio of social enterprises, we aim at introducing a new module to help them in developing their pitch and on how to present and promote their social enterprise to various stakeholders, such as investors, donors, partners, or customers, in a compelling and persuasive manner. This pitch should be a concise and engaging communication that conveys the unique value proposition, mission, and impact of the social enterprise.

The consultant will be required to:

- Identify key elements of an effective social enterprise pitch.
- Develop interactive sessions to enhance communication and presentation skills.
- Provide practical exercises and feedback sessions for participants.
- Tailor content for diverse social enterprise sectors.

⇒ **Deliverables:**

- Detailed curriculum with session outlines, learning objectives, and activities.
- Engaging training materials, including presentations, handouts, and exercises.
- Evaluation tools for assessing participants' progress.

Note: The new documents that are created should be using the Alfanar branding and PowerPoint templates. They will become the property of Alfanar.

2. **Training of Alfanar Staff:** The consultant will organise online training sessions to introduce Alfanar staff in Egypt, Jordan and Lebanon to the above deliverables and to provide recommendations on how to best deliver the training to the social enterprises.

⇒ **Deliverable:** A list of training facilitation recommendations, where relevant, as well as recommended exercises for group training

QUALIFICATIONS

- Proven relevant experience in pitch development, public speaking and in training social enterprises
- Experience mentoring social enterprises is preferred
- Strong communication and presentation skills
- Able to meet deadlines with high quality deliverables
- Self-motivated, autonomous and pro-active
- Team player with a collaborative attitude and open to feedback

TIMEFRAME

The consultant is expected to complete the project within a period of 3 months with work to commence in mid March 2024.

CONFIDENTIALITY

All documents that are shared with the consultant and produced by the consultant are confidential and should not be shared with any person outside of Alfanar without the consent of our Investment Director.

APPLICATION PROCESS

Interested applicants are requested to submit a technical and financial proposal as well as their CV showcasing their qualifications for the job by the **20th of February, 2024**. Any other documents that would support showcasing your previous experience and relevant skills can also be added to the submission. Individual consultants as well as firms are both equally encouraged to apply for the consultancy.

All proposals should be submitted via email to haifa@alfanar.org.uk and any inquiries can be directed to Haifa Najjar at haifa@alfanar.org.uk. The selection committee will review submissions and contact shortlisted consultants for further discussions.

About Alfanar:

Alfanar is the Arab region's first venture philanthropy organisation. Our aim is to strengthen ambitious social enterprises that generate financial and social returns while transforming lives in the region's poorest communities. We offer tailored financing, management support and real-time monitoring & evaluation to social enterprises working to improve the quality of children's education and empower women, youth and refugees across the Arab region.
