

Egypt Sustainable Agriculture Innovation Hub (Agrovance)

Terms of Reference (TOR)

**“Agribusiness SME Acceleration & Growth Support
Consultancy”**

1. Background

Egypt Sustainable Agriculture Innovation Hub (Agrovance) is a two-year project funded by the Netherlands Enterprise Agency (RVO) and the Embassy of the Kingdom of the Netherlands, implemented by Chemonics Egypt Consultancy firm/consultants in partnership with CARE Egypt Foundation.

The project aims to develop an innovation hub that promotes agribusiness growth and strengthens collaboration across Egypt's agri-food ecosystem. It focuses on advancing climate-smart agricultural practices, fostering innovation, and improving the competitiveness and resilience of the Egyptian agribusiness sector.

Agrovance supports agribusinesses at different stages of growth, including early-stage startups and established SMEs, through tailored acceleration and growth support, facilitation of access to finance, and market linkages to help them scale sustainably and increase their impact.

Acceleration Program supports early-stage and growing agribusiness SMEs operating across value chains in Egypt, including horticulture, food processing, agri-tech, alternative inputs, and other agriculture-related sectors. As part of the program's capacity-building track, CARE Egypt seeks to contract a qualified consultancy firm/Consultancy firm/consultant to design, deliver, and facilitate a comprehensive acceleration support package combining workshops, technical training, and one-on-one mentorship for selected agribusiness SMEs.

2. Objective of the Assignment

The objective of this consultancy is to strengthen the business, financial, and technical capacities of agribusiness SMEs participating in the Agrovance Acceleration Program, enabling them to improve market readiness, operational efficiency, and growth potential. Specifically, the consultancy firm/consultant will support participating firms to:

- Refine and validate their business models and value propositions.
- Improve financial management, planning, and decision-making.
- Strengthen sector-specific technical knowledge aligned with their value chains.
- Develop realistic growth, market expansion, and sustainability strategies.
- Enhance readiness for advanced acceleration, partnerships, and investment.

3. Scope of Work

The consultancy will be implemented across two main phases: Basic Support and Advanced Support.

Basic Support (15 Firms)

The consultancy firm/consultant will deliver structured, practice-oriented support through three workshops, each lasting 2 days, conducted in Cairo

Workshop Design and Preparation

The consultancy firm/consultant will:

- Review needs assessment findings and firm profiles provided by CARE Egypt.
- Design customized workshop curriculums aligned with agribusiness SME needs.
- Prepare all training materials, tools, exercises, pre-post tests, and case studies.
- Ensure workshops are interactive, practical, and tailored to participants' maturity levels.

Workshop 1 – Business Strategy & Market Readiness

The consultancy firm/consultant will design and deliver a workshop covering:

- Business model refinement and validation aligned with firms' growth stages.
- Business strategy formulation, including short- and medium-term growth planning.
- Identification and prioritization of target markets and customer segments (local and export).
- Market research tools and competitive landscape analysis.
- Development of clear value propositions and positioning strategies.
- Growth pathways, including market expansion, product diversification, and scaling strategies.
- Practical work to develop/refine a Business Model and outline actionable growth priorities.

Workshop 2 – Financial Management

The consultancy firm/consultant will design and deliver a workshop covering:

- Bookkeeping principles and financial reporting for SMEs.
- Cash flow management, financial planning, and financial decision-making.
- Pricing strategies, cost control, and budgeting.
- Overview of tax obligations, tax planning basics, and compliance requirements relevant to SMEs.
- Introduction to simple internal systems for financial performance tracking.
- Practical exercises to develop cash flow projections and 2–3 years budgets.

Workshop 3 – Sector-Specific Technical Training

The consultancy firm/consultant will:

- Design and deliver a technical workshop tailored to the sectors and needs of participating firms.
- Align workshop content with CARE Egypt’s needs assessment results.

Indicative topics may include (but are not limited to):

- Precision agriculture and remote sensing.
- Post-harvest handling and value addition.
- Agri-Technology and Digital Solutions
- Bio-fertilizers and Sustainable Inputs

Workshop Reporting

After each workshop, the consultancy firm/consultant will prepare and submit a workshop report in English, including:

- Attendance records.
- Summary of content delivered.
- Key discussions and exercises.
- Pre-post test analysis and results
- Observations and recommendations for follow-up support.

Advanced Support (Top 10 Firms)

Based on CARE Egypt's performance assessment, 10 high-performing firms will be selected to receive advanced, tailored support.

1 – Advanced Support Preparation

The consultancy firm/consultant will:

- Review firm assessments and identified needs.
- Customize advisory and mentorship approaches accordingly.
- Coordinate with CARE Egypt and relevant mentors or technical experts.

2 – One-on-One Mentorship & Advisory

The consultancy firm/consultant will:

- Conduct tailored one-on-one advisory sessions with selected firms.
- Deliver 2–4 sessions per firm, each lasting 60–90 minutes.
- Support firms in refining growth strategies, market expansion plans, and sustainability approaches.
- Provide actionable, practical recommendations aligned with firms' readiness levels.

After each session, the consultancy firm/consultant will submit a brief session report summarizing:

- Topics discussed.
- Key recommendations.
- Agreed next steps.

Level of Effort (LOE)

The estimated level of effort for this consultancy is as follows:

- Workshops design and preparation: **5 days**
- Workshop delivery: **6 days**
- One-to-one sessions delivery: **6 days**
- Post-support follow-up and reporting: **6 days**

5. Key Deliverables

By the end of the assignment, the consultancy firm/consultant will deliver:

1. Three complete workshop curriculums and training materials in English.
2. Delivery of three workshops for 15 agribusiness SMEs.
3. Workshop reports in English submitted after each workshop.
4. One-on-one mentorship and advisory sessions for 10 firms, with session reports in English.
5. A final consultancy report in English summarizing activities, outputs, lessons learned, and recommendations.

Consultancy firm/consultant Qualifications & Requirements

- An advanced university degree in Business Administration, Entrepreneurship, Agribusiness, Economics, Development Studies, or a related field.
- At least 7–10 years of proven professional experience in business development, SME acceleration, startup support, or advisory services, preferably within agribusiness or agri-food sectors.
- Demonstrated experience in designing and delivering capacity-building programs, including business, financial, and technical training workshops for SMEs or startups.
- Proven experience in providing one-on-one mentorship, coaching, or advisory services, tailored to firm-level needs and growth stages.
- Familiarity with agribusiness value chains, agriculture-focused SMEs, and/or agri-tech enterprises is strongly preferred.
- Strong analytical, writing, and reporting skills, with the ability to produce high-quality reports and training materials in English.
- Excellent facilitation, communication, and stakeholder engagement skills, including experience working with diverse SME audiences.
- High standards of professionalism, reliability, and confidentiality.
- Commitment to safeguarding principles and compliance with CARE Egypt's Code of Conduct and ethical standards.

Assignment Duration:

The total days for this assignment will be 23 days; the assignment will start from 1st week of January 2026 and End by 30 June 2026.

Technical and Financial Proposal:

The consultancy firm/consultant shall submit a complete technical and financial proposal outlining the proposed work strategy to achieve the desired outcomes of the consultancy assignment, including:

- The consultants' CVs / consultancy firm portfolio
- The work plan and timeline
- A detailed financial offer (daily rate of the consultants, transportation, tools used, etc.)
- the consultant's fees and the team working with them costs.

Description	No. of days	Unit of Measurement	Unit price	Total
Workshops preparation	5			
workshops delivery	6			
One-to-one sessions	6			
Post-support (assignments review, feedback - follow-up) and reporting	6			

Other Expenses

Description	Cost (in Egyptian Pounds)	Number	Total

Submission of Technical and Financial Proposal

- The technical and financial proposal should be sent via email no later than **5 January**, with the **name of the consultancy assignment** mentioned in the email subject.
- Any proposals received after the deadline will not be considered, and no exceptions will be made.
- Feel free to contact us via email for further details or inquiries before **5 January**, Payment will be made **within 30–45 working days** from the completion of the service, according to the timeline and upon submission of an invoice / statement of workdays.
- The organization reserves the right not to provide reasons for rejection. The organization also reserves the right to review the applicants for the consultancy assignment and request a revised proposal (if needed) or additional documents.
- The organization also reserves the right to divide the consultancy assignment among more than one consultancy firm/consultant if there are multiple suitable ideas from different consultancy firm/consultants.

- Proposals will be evaluated based on weighted criteria including understanding of the assignment, proposed methodology, previous experience, and value for money, as follows:

	Technical evaluation	Technical evaluation	Financial evaluation
Technical 70% 1- 2- 3-			
Financial 30% 1- Delivery Time 2- payment terms 3-			