

2026 IYBA WE4A ENTREPRENEURSHIP PROGRAMME

**REQUEST FOR PROPOSAL (RFP)
IYBA WE4A ENTREPRENEURSHIP PROGRAMME-
BUSINESS PLAN, FINANCIALS AND PITCH VIDEO
REVIEW SCOPE OF WORK**



Briefing Form

Project Name: IYBA WE4A Business Plan, Financials and Pitch

Video Review Exercise.

Project Coordinator: Ibukun Odurinde, The Entrepreneurship

Programme Manager

Organization: The Tony Elumelu Foundation

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CC: ibukun.odurinde@tonyelumelufoundation.org

Proposal Start Date: Wednesday 25th March 2026

Proposal Submission Deadline date: Wednesday 1st April 2026

PROGRAMME OVERVIEW

The IYBA –WE4A Programme supports aspiring women entrepreneurs from Senegal, Togo, Mozambique, Tanzania, Uganda, Cameroon, Kenya, and Malawi in the green and greening business sector to set up and accelerate their green businesses through a dedicated training programme, mentorship, and the possibility to receive seed funding.

THE PROJECT SCOPE OF WORK

The Business Plan, Financials and Pitch video review exercise will kick off after the training programme closes. The programme targets women who have green business ideas or an existing green who have business ideas or existing businesses in green from eight countries (**Malawi, Mozambique, Togo, Cameroun, Kenya, Uganda, Tanzania and Senegal**). The women will upload their documents via the TEF online platform- ‘TEFConnect’

The participants are required to combine all their learnings from the business & green training, business research into a cohesive business plan document, financial projection and speak about it in a 2-3 mins video pitch. The participants were given a business plan & financial template to serve as a guide to develop their plan.

The documents uploaded and are listed below will be reviewed and endorsed based on the specified and approved scoring metrics when the preferred consultant has been shortlisted.

Read and review the Executive Summary of the business
Detailed and thorough review of the Business Plan document uploaded
Detailed and thorough review of the Financials document uploaded
Detailed and thorough review of the Pitch video submission (2-3 minutes).

REVIEW TIMELINE

The review timeline for this project will be 7 weeks, and the total number is 3000-4000 women select 700- 900 quality, feasible and most promising businesses across the eight countries.

THE PROJECT DELIVERY EXPECTATION

The consultant will submit a comprehensive proposal detailing the scope of work, project resources, timelines for review, daily report and the commercials. At the end of the review process, the consultant will produce a detailed and comprehensive review methodology and evaluation report.

- The consultant will screen, review, score and rank the business plan, financials and video pitch submissions from each country, provide recommendations based on each review and highlight areas of improvement.
- The Submission of the business plan, financials and pitch video in 3 languages (English, French and Portuguese).

We expect the review team to focus on four key factors to ensure that the evaluation and selection process are transparent, credible, and rigorous:

- Interpretation on application of evaluation Criteria
- Evaluation process Quality Assurance
- Project Management Discipline
- Commercial & Social Impact.
- Team Mobilization.
- First level screening to map out the green sectors and non-green sectors.
- and 2-3mins video pitch to determine the level of readiness of the business with respect to receiving the non-returnable seed capital investment.
- 3rd level quality assurance screening to conduct another level of review and provide detailed feedback and highlight areas of improvement for all businesses.
- High-level & detailed report on the methodology and evaluation of the review across the 8 countries.

PROJECT DELIVERABLES

The consultant will be responsible for delivering the following:

- Selection of Top Performing Businesses
- Identify and select 1,150 top-performing women-led green businesses that are viable, feasible, and scalable across the following countries: Cameroon, Kenya, Malawi, Mozambique, Senegal, Tanzania, Togo, and Uganda.

Scoring, Ranking, and Feedback.

- All 1,150 applicants will be thoroughly reviewed, scored, and ranked using the following categories: Excellent, Very Good, Good, and Poor.
- Provide detailed, individual feedback for each applicant, including specific areas for improvement based on the evaluation outcomes.

Progress Updates and Engagement

- Participate in weekly review meetings with the programme team to share:
- Updates on the review process
- Key insights and observations
- Recommendations
- Weekly top-performing trends and parameters

Final Review Report and Methodology

- At the conclusion of the review exercise, submit a comprehensive and robust report outlining:
 - The methodology and evaluation framework used
 - Key findings and insights
 - Final recommendations from the review process

REVIEW CRITERIA

The review process will involve a comprehensive first- and second-level evaluation, supported by a robust quality assurance framework to ensure fairness, consistency, and transparency.

Detailed review metrics and scoring criteria will be shared with and discussed among the top-shortlisted consultants to guide the assessment process.

All submissions from the women applicants will be:

- Screened for eligibility and completeness
- Reviewed and evaluated against the established criteria
- Scored and ranked based on performance
- Provided with quality feedback, including identified strengths and areas for improvement.

Applicants with the highest-performing, innovative, feasible, and viable green business ideas will be selected to receive USD \$5,000 in seed capital to support the launch and scaling of their businesses.

See a Sample Scoring Guide

The scoring guidelines below will validate the review, standardize the process, and minimize the impact of the reviewer's bias on ratings. These scoring guide can and may be changed or updated before the review process starts.

Score band	Ranking	Description
90-100	Very High	<p>Business idea is a game changing one, very innovative, and meets the 3 criteria below:</p> <p>Sound and well-articulated revenue model</p> <p>Sound and well-articulated marketing model (target market, competition, product differentiation)</p>

		Clearly demonstrated leadership skills and experience of applicant
80-89	High	Business is a game-changing one, like 90% and above, but has either not articulated a sound revenue model or marketing model, or demonstrated the applicant's leadership & entrepreneurship abilities (missing 1 of the 3 criteria)
70-79	Medium High	Business is a regular entrepreneurship (teaching, tutoring, farming, sales, fashion design, etc.) that has a well-articulated revenue model and marketing model, and in which the leadership/entrepreneurship skills of applicant are clearly demonstrated (meets all 3 criteria) OR Business is a game-changing one that has not articulated a sound revenue model, sound marketing model or demonstrated the applicant's leadership & entrepreneurship abilities (missing 2 of the 3 criteria)
60-69	Medium Low Band 1	Business is a regular entrepreneurship, but application had severe information gaps or displayed poor familiarity of applicant with industry
50-59	Medium Low Band 2	Generic business with insufficient information to justify the need for investment or applicant's familiarity with the industry.
31-49	Low	Generic business with insufficient information to justify the need for investment or applicant's familiarity with the industry.
0-30	Very Low	Applicant was incoherent – it was difficult to understand what the business idea was about. Applicant left key information fields blank

Intellectual Property

All information pertaining to this project belonging to The Tony Elumelu Foundation, which the consultancy firm may come into contact within the performance of his/her, duties under this consultancy shall remain the property of The Tony Elumelu Foundation who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission of The Tony Elumelu Foundation.

Recommended Presentation of Technical Proposal

Applicants' proposal documents must address all requirements detailed in the terms of reference.

S/n	Technical proposal Evaluation (Summary)	Score weight	Points Obtainable
1	Expertise of the firm	20%	200
2	Proposed Methodology, Approach, and Implementation Plan	40%	400
3	Team Structure and Key Technical Personnel	20%	200
4	Budget	20%	200
		100%	1000

SUBMISSION REQUIREMENTS

Proposals must be submitted electronically only via email to the addresses listed below.

Send to:

 tender@tonyelumelufoundation.org

CC:

 ibukun.odurinde@tonyelumelufoundation.org

PROPOSAL DUE DATE

All proposals must be submitted on or before Wednesday, 1st April 2026. Late submissions will not be considered.