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**TERMS OF REFERENCE**

**Business Pitch Coaching**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date:** 1 Octobre 2023

**End Date:** 31December 2023

**Languages:** Arabic and English

**Reports to:** FTL Project Manager

**Coordinates with:** FTL Project Coordinator

**Project Title:** NOOMOO

**Deadline:** 12 August 2023

**Contact:** careers@fairtradelebanon.org

**SCOPE OF WORK**

1. **Objective**

Fair Trade Lebanon, in partnership with GIZ, is proposing to implement an incubation program supporting agri-food 25 MSMEs and cooperatives in Beirut and Mount Lebanon. The project will be conducted over a period of 18 months. Funded by BMZ, the program is designed to help the participants grow their businesses and refine their activities by offering them training sessions, customized coaching, and capacity building in business-related topics.

1. **Scope of work**

The consultant will conduct a business pitch training for the 25 MSMEs to better communicate and market their business project to relevant stakeholders.

The consultant should provide the following:

* Background:
	+ Briefly explain the context and reasons for organizing the training on business pitch development.
	+ Highlight any specific challenges or opportunities that the training aims to address.
* Objectives:
	+ Clearly outline the objectives of the training program.
	+ Specify the skills or knowledge participants should gain by the end of the training.
* Target Audience:
	+ Identify the target audience for the training (e.g., entrepreneurs, startup founders, business professionals).
	+ Specify any prerequisites or prior knowledge required for participants.
* Scope:
	+ Define the scope of the training, including the topics and areas that will be covered.
	+ Mention any limitations or exclusions regarding the depth of coverage.
* Training Content:
	+ Provide a detailed breakdown of the topics that will be covered during the training.
	+ Outline any specific modules, case studies, or practical exercises.
* Training Methodology:
	+ Describe the training methods and instructional strategies that will be employed (e.g., presentations, group discussions, role-playing, hands-on exercises).
	+ Specify any materials or resources that participants will receive.
* Duration and Schedule:
	+ Indicate the overall duration of the training program.
	+ Provide a tentative schedule, including the number of sessions, their duration, and any breaks.
* Trainers/Facilitators:
	+ Identify the trainers or facilitators who will conduct the training.
	+ Highlight their expertise, experience, and qualifications in business pitch development.
* Participant Evaluation:
	+ Outline the criteria and methods for evaluating participant performance.
	+ Mention any assessments or feedback mechanisms that will be used.
* Costs and Funding:
	+ Specify any costs associated with the training.
	+ Indicate whether there are fees for participation and any available funding sources.
1. **Deliverables**

The Consultant will agree with FTL on deliverables and reporting template.

1. **Qualifications**
* Higher university degree in business, economics, finance
* Minimum 3 years’ experience as a consultant for SMEs
* Proven knowledge of Fair-Trade principles
* In depth knowledge of the Lebanese context
* Proven presentation skills
* Drives results
1. **Skills**
* Adheres to FTL values
* Project management skills (mid-level)
* Good interpersonal communication skills
* Problem solving skills
* Quality assurance
* Adaptability
* Feedback management
* Time management
* Technology proficiency (calendar tools, Word and PowerPoint)
* Organized and able to create multiple timelines and schedules
* Good knowledge of Arabic and English (French is a plus)