



Terms of Reference

Women's Entrepreneurship Market Specialist

1. Introduction

1.1 About iDE

iDE is an international NGO with over 40 years of experience in designing and delivering market-based anti-poverty programs in 11 countries. We are a world leader in making markets work for the poor. iDE believes that markets can be a powerful force for improving smallholder prosperity by creating income and livelihood opportunities for poor rural households. SHE powered by iDE is a business incubator and accelerator program that supports women micro-small entrepreneurs to scale up and create long-term social, environmental and economic impact for people and communities.

1.2 Background

iDE is looking to expand the SHE program - developed and based in Cambodia - to additional countries within our Asia portfolio and beyond, including Vietnam. However, instead of starting a stand-alone program, iDE aims to identify existing entrepreneur support organizations (ESOs) with programs focused on women entrepreneurs in order to explore potential synergies and long term partnerships. As an internal initiative, iDE is conducting a feasibility study in Vietnam to understand the current ecosystems and active stakeholders in order to determine how we could map, build and fund strategic partnerships. As such, iDE is soliciting the support of a local industry expert in order to identify and map qualifying ESOs and facilitate introductions with the iDE team.

2. About the Assignment

2.1 Objective of the assignment

The overall objective of the Women's Entrepreneurship Market Consultant would be to identify and map existing entrepreneurship support organizations in Vietnam, prioritize those most suitable to meet with iDE, and facilitate introductions.

2.2 Scope of Work:

The following specific objectives will be part of the assignment:

1. **Desk Research** looking at existing reports and ecosystem maps, categorizing findings under the 6 Isenberg domains to identify existing activities, active entrepreneurship support organizations (ESOs) and gaps in the market.
2. **Identifying and reporting** on organizations working to support entrepreneurship in Vietnam. Provide an overview of each organization, their reach, and specialization using pre-agreed upon parameters co-designed with iDE.
3. **Consultations** with key stakeholders, including state and local government technical experts/officials in entrepreneurship, and Women's empowerment, along with other relevant actors in Vietnam that can help identify potential partners.
4. **Prioritizing** the existing entrepreneurship support organizations by highlighting organizations with women-focused programming, or those who might be interested in adding a women-focus to their work.
5. **Facilitate introductions** between shortlisted ESOs and iDE team members,
6. Work closely with the iDE project team to align the project scopes daily.

3. Project Details

3.1 Deliverables and Payment

Payment will be based on the timely submission of deliverables. Based on the field context, the agency/consultant is expected to deliver the following listed deliverables:

Deliverables	Tentative Timeframe	Payment
D1 – Work Plan & Timeline for Assignment	3 days after contract signing	10%
D2.1 – 3 page Research Report on Women's Entrepreneurship ecosystem in Vietnam, including governmental support, social attitudes and movements, key industries for growth, NGO support, and local initiatives.	7 days after contract signing	20%
D3 - List of existing ESOs, including programs related to women's entrepreneurship, reach, and contact information.	15 days after contract signing	20%
D4 - Shortlist of ESOs to approach, in coordination with iDE	18 days after contract signing	20%
D9 - At least 10 introductions completed.	ongoing	30%

Note: The tentative dates which can vary based on the discussion between the Consultant and the iDE team.

The following terms and conditions will apply:

- *The payment will be made through account payee cheque/ wire transfer (account name, number, type, bank name, and branch name are required for wire transfer);*
- *The payable amount will include any and all taxes, insurances and fees applicable to Consultant's performance of the Services. Any and all other personal tax liabilities and insurances assessed to the consultant as a result of this will be the sole responsibility of the Consultant.*
- *VAT Registration Certificate, PIT code, Trade License and PSR (Proof of Submission Return) must be submitted before the agreement is signed;*
- *In case of failure to deliver the final product in due time, iDE will deduct .05% of the total agreement amount for each day of delay in submitting the report beyond the closing date of the agreement;*
- *The selected consultant/firm will abide by other terms and conditions of iDE.*

3.2 Timeline:

This assignment will start upon the soonest availability of the selected consultant, and finish 4-6 weeks thereafter, depending on consultant's availability. This work plan may be revised considering external situations and as per the needs of the project.

4. Criteria

4.1 Eligibility Criteria:

Agencies/firms applying must bring the following skills, attributes, and experience:

- Agency/Individual should have a minimum 5 years of experience related to entrepreneurship support and market systems work in Vietnam
- Agency/Individual must demonstrate the ability to manage similar assignments and scope
- Agency/Individual must demonstrate the ability to communicate effectively in both Vietnamese and English
- Applicants must have in-house resources in the areas of market research expertise, human resources etc.
- Expertise in climate SMART Agriculture, Nutrition-sensitive intervention, WASH sector would add value

4.2 Evaluation Criteria

Applicants will be shortlisted based on the following evaluation criteria:

- Understanding of the assignment- 20%
- Overall experience and capability – 20%
- Similar experiences in last three years – 20%

- Technical approach in implementing the assignment – 10%
- Competitiveness of the financial proposal, cost-effective resource utilization - 30%

5. Technical Queries

For any technical queries regarding this assignment, please contact Diana Ciocan, Global Operations Manager, Asia at email address: dciocan@ideglobal.org.

6. Submission of proposal

Interested agencies/firms are requested to submit an Expression of Interest (EOI) including the following documents to iDE:

- Cover letter (maximum one page)
- Technical Proposal (Not more than 2 pages), including sections outlining
 - Understanding of the assignment
 - Overall experience and capability
 - Technical approach in implementing the assignment
 - Soonest availability to begin the assignment
- Financial Proposal, providing a breakdown of expected costs for proposed activities, inclusive of VAT and taxes (program cost, travel and HR cost need to be presented separately). The financial proposal should include all fees and expenses.
- Annexes including
 - *VAT Registration Certificate, PIT code, Trade License, PSR (Proof of Submission Return), and company profile*
 - Relevant experience of the agency/firm
 - Profiles/resumes of the personnel who will be involved in the assignment

The EOI should be submitted by **11:59 pm, December 13, 2024**, to dciocan@ideglobal.org with the subject "Women's Entrepreneurship Market Specialist Consultancy". We encourage brief proposals with adequate information.