

sidebrief

# PARTNERSHIP PROPOSAL



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## **Executive Summary**

The Empowerpreneur Challenge is a collaboration between NYSC SAED and Sidebrief. The aim of this challenge is to ignite entrepreneurship among NYSC corps members. The three-week challenge combines NYSC SAED's reach with Sidebrief's expertise to empower young entrepreneurs.

This Challenge is more than a competition; it aims to foster entrepreneurship, enhance skills, and provide access to resources. It equally seeks to recognize and support outstanding business ideas. The collaboration between NYSC SAED and Sidebrief creates a powerful platform to nurture entrepreneurial talent; this potential impact is significant and presents a lasting impact as it will empower today's corps members as tomorrow's business leaders, fostering a brighter, more entrepreneurial future for Nigeria.

## **Introduction of Sidebrief**

Sidebrief, an organization established in 2019, aids African businesses and entrepreneurs in scaling across the continent, this is done by providing a virtual platform for company formation and compliance management. Our core mission involves providing entrepreneurs with a simple platform to launch, manage, and scale their businesses across borders, fostering economic growth and employment opportunities for the nation's economy. Our vision entails making business regulations and compliance universally accessible readily from anywhere in the world, driving prosperity and innovation across all sectors.

Since inception, we have facilitated the successful establishment of four thousand (4,000) businesses, contributing significantly to economic expansion and job creation across diverse markets. Operating in all 54 African countries, along with the UK and US, our unwavering presence across Africa, the US, and the UK has solidified our reputation as a dependable and efficient platform for entrepreneurs aiming to expand their businesses globally.

## **The Empowerpreneur Challenge**

The "Empowerpreneur Challenge: Nurturing Tomorrow's Business Leaders" is a Sidebrief initiative to be forged through a collaborative partnership between the National Youth Service Corps (NYSC) - Skills Acquisition and Entrepreneurship Development (SAED) program and Sidebrief, a visionary organization dedicated to empowering entrepreneurs. The winner will receive a cash prize of ₦200,000 along with comprehensive business support. This proposal outlines the comprehensive framework and vision for this transformative challenge.

In a world where entrepreneurship and innovation are catalysts for economic growth and social development, the Empowerpreneur Challenge stands as a beacon of opportunity for NYSC corps members, the young, dynamic leaders of tomorrow. It is designed to provide a platform that nurtures, educates, and supports these budding entrepreneurs as they embark on their business ventures.

This collaborative endeavor is rooted in a shared commitment to empower, educate, and elevate the entrepreneurial spirit within Nigeria's youth. The NYSC SAED program, with its mission to equip corps members with practical skills and knowledge, aligns seamlessly with Sidebrief's dedication to fostering business growth and innovation. This partnership brings together the combined strengths of both organizations, creating a powerful synergy that will positively impact the entrepreneurial landscape in Nigeria.

The Empowerpreneur Challenge is not just an event but a journey, spanning three transformative weeks. It is an opportunity for corps members to delve into the realm of entrepreneurship, develop their business ideas, and gain the essential and foundational skills and support they need to transform these ideas into thriving enterprises.

Throughout this proposal, we will delve into the various aspects of the Empowerpreneur Challenge, from the event's comprehensive structure to its engaging activities, networking opportunities, and the detailed plan of action. We will explore how this challenge is poised to empower corps members and, in turn, contribute to the economic development of Nigeria.

The Empowerpreneur Challenge is more than just a competition; it's a nurturing ground for the entrepreneurs of the future. It is an endeavor driven by a shared vision of fostering innovation, encouraging self-reliance, and propelling economic growth and considering the immense potential it holds for our corps members and the nation as a whole.

### **A. Partnership Overview**

The partnership between NYSC SAED and Sidebrief is founded on a shared commitment to foster entrepreneurship and provide NYSC corps members with practical skills and knowledge essential for their future endeavors. It is based on the recognition that entrepreneurship is a critical driver of economic growth and development, and that nurturing this spirit within the youth is key to ensuring a prosperous future for Nigeria.

### **B. Benefits of Empowerpreneur Challenge**

The Empowerpreneur challenge offers Corps members a leverage to gain support for their business. Participants in this challenge will have the opportunity to develop viable business ideas that will contribute to economic growth and generate employment opportunities.

Also, by supporting and facilitating the challenge, NYSC-SAED will foster an environment that encourages innovation, creativity, and entrepreneurial thinking among corps members. This will instill an entrepreneurial spirit beneficial for the corps members' future endeavors and will contribute to a more enterprising society overall.

### **C. Purpose and Objectives**

The primary purpose of the Empowerpreneur Challenge is to empower and educate NYSC corps members, the young leaders of tomorrow, in the field of entrepreneurship. It seeks to provide

them with the knowledge, skills, and support necessary to initiate and develop their own business ventures. The challenge has several key objectives:

1. **Fostering Entrepreneurship:** The challenge aims to foster a spirit of entrepreneurship among NYSC corps members. The challenge is designed to ignite the entrepreneurial spark within participants. By offering engaging activities, and a supportive environment, we instill in them a sense of entrepreneurship that goes beyond the challenge, extending into their future endeavors.
2. **Skills Enhancement:** Through a series of workshops and training sessions. The challenge aims to enhance the entrepreneurial skills of participants, equipping them with the practical knowledge required to succeed in the business world. This skill development will enable them to confidently start and manage their businesses and contribute to economic growth.
3. **Access to Resources:** The Empowerpreneur Challenge grants corps members access to valuable resources provided by Sidebrief, including business formalization support, which is pivotal in navigating the complexities of establishing and managing a business.
4. **Recognition and Support:** Exceptional business ideas and efforts will be acknowledged and rewarded, with cash prizes and comprehensive business support to help the winners kickstart their ventures.

#### D. Event Period

The Empowerpreneur Challenge unfolds over a three-weeks period, allowing ample time for corps members to engage in a series of enriching activities and learning experiences. The extended duration ensures that participants receive thorough skill development and support.

The challenge's agenda is simple, encompassing an array of activities to empower and educate participants:

1. **Entrepreneurship Workshops:** Regular workshops covering essential topics such as business planning, marketing, funding, and legal compliance will be conducted to enhance participants knowledge and skills.
2. **Business Plan Competition:** Participants will be encouraged to develop comprehensive business plans. The most promising business ideas will have the chance to win cash prizes and other valuable support.
3. **Access to Sidebrief's Resources:** As part of the collaboration with Sidebrief, participants will have access to Sidebrief's resources and services, including business formalization support and discounts on their services.

The challenge is divided into several stages, each designed to serve a specific purpose and offer a unique set of learning experiences and opportunities. These stages are as follows:

**Stage 1: Registration and Orientation (Week one):**

- Participants register for the challenge, providing details about their business ideas and aspirations.
- An orientation session introduces corps members to the challenge's structure, goals, and expectations.

**Stage 2: Skill and Business Plan Development (Week two to three):**

- Entrepreneurship workshops and training sessions are conducted, covering essential topics such as business planning, legal compliance, marketing, and funding.
- Participants acquire practical legal compliance knowledge, equipping them to navigate the entrepreneurial landscape effectively.
- Participants submit their finalized business plans for evaluation.
- A panel of judges assesses the feasibility and potential of the submitted business ideas.
- The top business ideas are selected as winners, earning cash prizes and other valuable support.

**Competition Entry Format**

- **Registration under SAED Programme**

All participants will register under the Skills Acquisition and Entrepreneurship Development (SAED) Programme during the NYSC 3-week orientation camping period. This registration process will be overseen by SAED facilitators to ensure comprehensive participation.

- **Nomination of Participants**

Each SAED Programme will nominate one individual based on the recommendations of the programme facilitators. These nominations will be made from the pool of registered participants who exhibit promising entrepreneurial aspirations and commitment.

- **Submission of Business Model Canvas (BMC) Structure**



Nominated participants will submit their Business Model Canvas structures. An independent panel will review and assess the submitted structures to identify the most outstanding and promising business idea.

- **Selection of Outstanding Business Idea**

The independent panel (made up of; The NYSC Camp Director, Assistant Director for NYSC-SAED, and a Sidebrief's Representative) will carefully evaluate the submitted Business Model Canvas structures to select the most innovative, feasible, and impactful business idea. This process ensures impartial judgment and recognition of the most promising entrepreneurial concept.

- **Award of Recognition**

The outstanding business idea, selected through a comprehensive evaluation process, will be recognized and acknowledged. The selected participant will receive acclaim for their innovative idea and its potential impact, including the sum of ₦200,000, and other business support.

#### **IV. After the Challenge:**

The Empowerpreneur Challenge does not end with the awarding of prizes. Participants receive ongoing support and access to Sidebrief's resources and services, helping them navigate the challenges of entrepreneurship.

The Empowerpreneur Challenge's workflow plan is designed to provide a structured and immersive experience, ensuring that participants receive a well-rounded entrepreneurial education and the support they need to succeed. It encompasses skill development, business plan development, and practical support, all while fostering a spirit of innovation and entrepreneurship. This comprehensive plan serves as a blueprint for empowering NYSC corps members to embark on their entrepreneurial journey with confidence and knowledge.

#### **Conclusion**

The Empowerpreneur Challenge, titled "Nurturing Tomorrow's Business Leaders," stands as a transformative initiative aimed at empowering and fostering entrepreneurship among NYSC corps members. This proposal highlights its pivotal role in offering a profound opportunity for the nation's youth and Nigeria's broader entrepreneurial landscape. By establishing a collaboration

between the NYSC Skills Acquisition and Entrepreneurship Development (SAED) program and Sidebrief, a dedicated organization committed to empowering entrepreneurs.

During a structured three-week event period, corps members will engage in an array of legal compliance activities for entrepreneurship. These include entrepreneurship workshops, business plan development sessions, and access to Sidebrief's resources, providing a comprehensive entrepreneurial education. The Challenge Workflow Plan ensures a well-defined journey for corps members, from registration to prize awards, fostering practical skill acquisition, business plan development, recognition, validation in the market, and continuous support.

The potential impact of the Empowerpreneur Challenge is profound. Beyond equipping corps members with requisite legal skills and compliance knowledge for entrepreneurial success, it significantly contributes to fortifying Nigeria's entrepreneurial ecosystem. This initiative not only promotes self-reliance, job creation, and innovation but also aligns with the nation's broader economic development goals. In essence, the Empowerpreneur Challenge transcends being a mere competition; it represents a transformative journey, a testament to NYSC-SAED and Sidebrief's dedication in nurturing Nigeria's youth.