

# **Project Charter**

## **SME GROWTH HUB**

**Project Leader: Johnpaul Mbanefo**

## **1. Project Overview:**

SME Growth Hub project aims to create an online platform that provides comprehensive support to entrepreneurs and small and medium-sized enterprises (SMEs). The hub will offer access to business development skills, funding opportunities, mentorship, investors and other funding agencies

## **2. Project Objectives:**

- Develop a user-friendly online platform with interactive online courses cover essential business skills in funding, business planning, marketing, finance, and operations. And live webinars with industry experts.
- Provide steady information and posts on latest funding opportunities, training and accelerators programs to support business growth and development.
- Establish partnerships with industry experts, mentors, investors, and support organizations to enhance the hub's offerings and reach.
- Launch the online SME Growth Hub and attract a significant user base within the target market.

## **3. Project Scope:**

The project scope includes:

- Platform development, including design, features, and functionality.
- Content creation, including courses that cover essential business skills, resources, blog posts and live webinars.
- Create interface that connect users with Industry experts for one on one mentorship and investors.
- Marketing and promotion activities to build awareness and attract users.
- Partnership development with relevant stakeholders in the entrepreneurship ecosystem.

## **4. Key Stakeholders:**

- Project Sponsor: Provides overall guidance and support for the project.

- **Project Manager:** Responsible for overseeing project execution, managing resources, and ensuring project objectives are met.
- **Development Team:** Comprised of developers, designers, and content creators responsible for building and maintaining the online platform.
- **Marketing Team:** Responsible for developing and executing marketing strategies to promote the hub and attract users.
- **Partnership Team:** Responsible for identifying and cultivating partnerships with industry experts, mentors, investors, and support organizations.
- **Users:** Entrepreneurs, startups, and SMEs who will benefit from the services and resources offered by the hub.

## **5. Project Deliverables:**

- Fully functional online platform with educational content, resources, and tools.
- Marketing materials and campaigns to promote the hub and attract users.
- Partnerships and collaborations with relevant stakeholders in the entrepreneurship ecosystem.
- Launch event or campaign to announce the official launch of the online SME Development Hub.

## **6. Project Constraints:**

- Budget limitations may impact the scope and scale of the project.
- Time constraints require adherence to the project timeline and deadlines.
- Technical challenges may arise during platform development and implementation.
- External factors such as market conditions and regulatory changes may influence project outcomes.

## **7. Project Assumptions:**

- The project team has the necessary skills, expertise, and resources to successfully execute the project.
- Stakeholders are supportive and engaged throughout the project lifecycle.

- Users will be receptive to the offerings of the online SME Development Hub and actively engage with the platform.

## **8. Project Risks:**

- Technical issues or delays in platform development could impact project timelines.
- Market competition may affect user acquisition and retention efforts.
- Funding constraints may limit the scope of the project or hinder marketing and promotion activities.
- Changes in regulatory requirements or industry standards could necessitate adjustments to project plans and deliverables.

## **9. Project Timeline:**

The project will be executed over a period of 3years, with key milestones and deadlines outlined in the project plan.

## **10. Project Approval:**

This project charter is approved by the project sponsor and project manager, indicating their commitment to the successful execution of the SME GROWTH HUB project.