

# NAME OF ORGANIZATION-NETIB CONSULT

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COUNTRY/COUNTRIES OF REGISTRATION- Ethiopia

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APS number:




**NETIB CONSULT.**

## OVERVIEW/EXECUTIVE SUMMARY

Our firm Netib Consult, a social enterprise that has been working on community-centered projects for the past +10 years, is a profit-based company. Our firm works on providing consulting, mentoring, coaching, and training services for both local and international organizations. Netib is a team of enthusiastic and hardworking employees collaboratively merged into two sectors; consulting and digital communication. The grant we will receive from USAID will be used to scale up a former project, which had been functioning on women, youth, and economically disadvantaged individuals of Ethiopia. Priorly the grant will enable us to *provide business development services (BDS)* for small startups, especially women and youth-owned. Thus we are planning to create and broaden the awareness, accessibility, and affordability of BDS for business entities to help them compete and qualify in the international market especially, the US market. Of course similarly addressing business entities located in the regional states of Ethiopia, especially those that are centered on agriculture and manufacturing products. Following the scale-up, the project will help numerous business entities, especially women-owned businesses, to create more job opportunities as they grow, provide their products for the international market, and create a more connected, resilient, holistic, competent, and demanded market strategy. Organize and develop at least 6 BDS expert teams with 3 team members in each including (Marketing, Financial, and Brand & Packaging experts), increasing the marginal profit of these small businesses by at least 30%, and creating job opportunities for a minimum of 5 individuals in each entity are some of the expected outcomes of the project.

The project will take place in Ethiopia as well in most of the regional states, while Netib Consult will work as a mediator between the government of Ethiopia and USAID, meanwhile benefiting and supporting the target persona (women, youth, and economically disadvantaged individuals) owned business entities. The project will be measured based on different approaches including scheduling a baseline survey, quality assurance, data analysis, project budget monitoring, overall performance appraisal, and stakeholder satisfaction assessment. If the project received sufficient funding, it would ultimately increase the awareness, accessibility, and affordability of BDS in Ethiopia enabling business entities to compete and succeed in international markets and build the economic and social independence of women.

## OVERVIEW OF ORGANIZATION & PROPOSED CONCEPT

	<b>Includes a detailed description of your organization and the work it does</b>
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Netib Consult first launched officially in 2018, after +10 years of experience in organizational behavior, self-development training, and work-shop facilitations for both local and international organizations. We are one of the most vibrant and motivated social enterprises with expert experience in coaching, mentoring, and

training both individuals and organizations to recognize, observe, analyze, and challenge critical problems that could lead to the betterment of society, till date we have worked with +500 participants majorly focusing on **women, youth** and **economically disadvantaged** community members. Netib has collaborated with prominent social enterprises including the R&D group, RFC, YWCA, and EDC to support +50 entrepreneurs from the startup to the business acceleration process.

Netib Consult is formed by the collaboration of two sectors, consulting and digital communication. These two sectors enable us to address potential problems and find a solutions with the help of different digital approaches. We vigorously focus on the critical problems of Ethiopia including job **creation, Entrepreneurial opportunities, women empowerment, market intelligence, and BDS training**. Even though we have our ups and downs as any company does, the one thing that will always keep us going is our audacity to see the bigger picture in everything we do. We care about society and the changes we could bring. For that matter our service involves heartfelt dedication, improvement, self-analysis, consistency, unconditional support, and unbounded creativity.

**i Explain how this proposed activity fits within your organization's work**

As a company that had been working on business development service (BDS), and providing social enterprise opportunities for **women, youth,** and **economically disadvantaged** society members. The proposed funding opportunity would be extremely useful to **scale up** our approachability and coverage areas through our target persona.

**i List the objectives of the proposed activity**

- To mentor and guide women, youth, and economically disadvantaged individuals to access business development service (BDS), benefit from the service both financially, and organizationally and ultimately raise their self-reliability.
- To create at least 6 BDS expert teams with 3 team members in each, including marketing, financial, and brand & package experts
- To broaden, strengthen, and create a fairly distributed economic ecosystem and market intelligence throughout regional states and increase the marginal profit of business entities by at least 30%
- To upgrade and introduce new chain activities between various enterprises to ease, mobilize, and trace business entities' processes and linkage.
- To create a strong and long-lasting involvement with at least 11 regional trade facilitators

**i Describe how your organization plans to implement the proposed activity. If you already have clear and defined milestones, please outline those.**

- Facilitating business development service (BDS) training and mentoring for women, youth, and economically disadvantaged individuals
- Support start-ups (especially women-owned) by providing access to marketing, HR, financial, and brand identity professionals
- Identify business entities that have the potential to function and be efficient in the global market (especially US market)
- Designing a bridging platform between different social enterprises, government institutions, and saving & loan entities to create a more resilient, inclusive, and connected business network.

## Defined milestones

1. Increase BDS accessibility and affordability for small and startup businesses by preparing and implementing at least 6 BDS expert teams with 3 team members in each
2. Qualifying at least 10 women-owned business entities for the international market
3. Empower these business entities to meet the standard/criteria of international markets
4. Provide digital platforms between different stakeholders of the market in different countries to smoothen their communication, including professional (product) websites, social media accounts, and brand & packaging.

## Concept Continued & the Team/Institutional Capacity



**Describe how the grant funding will make a difference. Please specify how this grant funding would support activities that wouldn't otherwise take place.**

Since we have been working on business development service (BDS), social enterprise linkage, and women/youth/economically disadvantaged empowerment, the proposed grant will priorly be used for a *scale-up*; The fund will benefit at least 6 of the regional states of Ethiopia by providing opportunities for business development service, mobilizing enterprises, and increase trade transaction and networking.

**Thus the grant will bring a huge difference with respect to the following points:**

- Broadening and diversifying the approachability of the project by business entities and increasing the impact level of these entities by providing sufficient BDS and other services
- To create business-to-business digital linkage between business entities, and the global market to harmonize the international market import-export process
- Facilitate the relationship between startups, government institutions, and loan and saving entities
- To create new or updated investment approaches for women, youth and economically disadvantaged community members

**How the grant will support activities that wouldn't otherwise be taking place**

- The grant is most valued due to its economic support
- The grant will benefit startups to access linkage between similar business entities and other stakeholders by using digital platforms
- The grant will help us to identify, analyze, and approach potential business startups especially those owned by women
- The grant will benefit our program through professional consulting and experience sharing with the beneficiaries.



**Describe your organization's ability to manage the proposed activity. This includes administrative, financial, and technical capacity, particularly the capacity and commitment**

to sustain progress beyond the lifetime of the grant. You may choose to outline key team members and their experience as well.

Our firm (Netib Consult) has been working on providing BDS, organizational behavior, work-shop facilitation, self-development training, and women empowerment training for the majority of the civil society for the past 10+ years. Our broad experience has helped us to navigate experience, analyze, challenge, and overcome critical risks and potential setbacks. These and other factors strengthened our financial, technical, and administrative capacity to handle more complex, long-lasting, broad, and challenging projects. **Administratively** netib is organized by various staff members, who have more than a decade of experience of competence, skill, and strong potential to meet the desired outcomes. Even though most of our staff members have an efficient background and know-how on how to handle, break down and manage any **financial** resource, we mainly use an expertise team collaborating with finance auditors, market strategists, financial analysts, and project managers.

As a firm netib is built by two major sectors- consulting **and digital communications**, both these sectors have their own **technical ability** including training, facilitating, intervention, managing, organizing, programming, project management, data analysis, and operational skills. Our technical experience came from supporting small & medium enterprises, and big companies through the BDS implementing team. Remarking on the entrepreneurial and business acceleration experience we had with the collaboration of the R&D group, RFC, YWCA, and EDC.



Please list any partners who are a part of the proposed activity

1. Habesha Entrepreneurs Microfinance Institute- *Training in Saving and Credit for small businesses*
2. R&D groups- *Business coaching and Advisory Program for established small and medium businesses*
3. ZELS management and manufacturing consultancy- *Industrial soft skill training and advisory for 402 industrial experts for (Resource efficiency training for Stockholm International Water Institute (SIWI))*
4. MEMS studio (women-owned enterprise)- *Business acceleration and advisory support*
5. Social Enterprise Ethiopia- *Collaborated with to influence policy consideration and reinforcement*
6. REACH FOR CHANGE ETHIOPIA- *-Innovation lab program (BDS advisory service)*



Please list any partners who support current, related work at your organization (e.g., other donors, investors)

- MasterCard Foundation
- African initiatives

<b>i</b>	<b>Please list any other organizations where you will apply or have already applied for funding for this proposed activity</b>
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- Agency fund
- USAID

<b>i</b>	<b>Please list other organizations who are already funding the proposed activity</b>
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- Habesha enterprise

## Impact & monitoring, evaluation, & learning (MEL)

<b>i</b>	<b>Describe how this grant will benefit your business or organization; This could include jobs created, growth in # of tons exported, etc.</b>
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The grant will enlarge our organizational structure to involve more society members especially women and youth to participate and contribute their own to our corporate mission. Additionally, the grant will support us to give business development services (BDS), international digital linkage, and investment opportunities for women-owned enterprises. This will create a more resilient, connected, and growing market in the country. We are aiming to find opportunities with similar international organizations to increase and strengthen our impact and reachability. The grant will allow us to build a precise reputation within similar service areas which will ultimately open several opportunities for more grants and strong future relationships with other donors.

<b>i</b>	<b>Describe how this concept will create and measure positive change, This could be at the industry, community, local, national, regional, or continental level</b>
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New approaches for investment in Ethiopia will benefit the country and its citizens in different aspects including economically, socially, diplomatically, and interpersonally. The investment approaches will particularly benefit women and youth to empower their interpersonal and business skills and become economically independent. And it will improve the country's role in the international market, ensuring foreign currency, suitability for investment & tourism, and diplomatic relations with other countries prior to the US.

<b>i</b>	<b>Describe other additional benefits beyond your organization-level impact, This could include outcomes that benefit the wider economic ecosystem, such as eased export processes, a market-demonstrating effect, etc.</b>
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This grant will allow Ethiopian women-owned business entities. Especially sectors centered on Craft, Herb, Artisan, and other agricultural and manufacturing products, to benefit from various international trade approaches including the *duty-free market*, *intercontinental business relations*, and *sufficient good transactions between countries*. Especially after the removal of Ethiopia from the African growth & Opportunity Act (AGOA), the funding will help to address the severe economic and social crisis caused by the ongoing political instability in the target persona. Additionally, the grant will help us to prepare BDS standard manuals, create awareness, and peter enterprises for the international market.

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Outline how you plan to measure and capture results

Measuring Approaches	Measurement Outline
Schedule baseline	<ul style="list-style-type: none"> <li>• Weekly data evaluation</li> <li>• Prepare and use the Gantee chart</li> <li>• Track milestones, and deadlines</li> </ul>
Quality assurance	<ul style="list-style-type: none"> <li>• Follow the change management process</li> <li>• International quality reviewing process</li> </ul>
Project budget	<ul style="list-style-type: none"> <li>• Computing budget checks and balance</li> <li>• Forecast budget to finish the project under different circumstances</li> </ul>
Data analysis	<ul style="list-style-type: none"> <li>• Gathering data</li> <li>• Implementing and organizing data</li> <li>• Data reviewing, analyzing, conducting, processing &amp; delivering</li> </ul>
Project Tracker, Overall Performance/Progress	<ul style="list-style-type: none"> <li>• Track the performance of the business-business entities in person, by phone, email, and other communication ways</li> <li>• Check to balance the expected outcomes with current progress</li> <li>• Identifying risks and uncertainties</li> </ul>
Stakeholders Satisfaction	<ul style="list-style-type: none"> <li>• Rating stakeholder's satisfaction</li> <li>• Preparing weekly follow-ups for stakeholders</li> </ul>



Describe how this proposed activity will accomplish the objectives and outcomes outlined in the APS (see Section 1: Funding Opportunity Description)

This could include jobs created, trade increased, investment mobilized, business enabling environment improved, etc.

Netib Consult will work as a mediator between the government of Ethiopia and USAID, benefiting most of the middle terms in-between including women, youth, and economically disadvantaged citizens. The firm will mainly activate by organizing and monitoring the project to meet the expected outcomes. The following table will clearly describe the flow between objectives, proposed activities, and expected outcomes

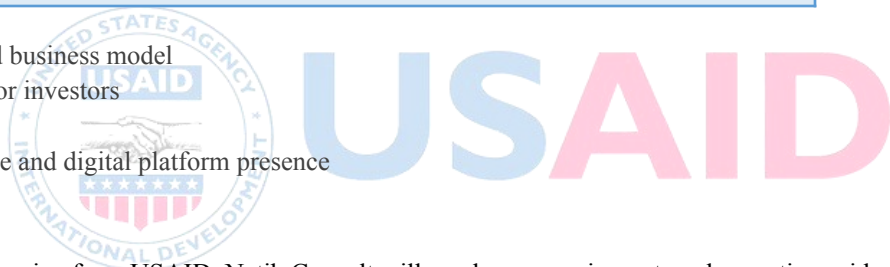
OBJECTIVE	PROPOSED ACTIVITIES	EXPECTED OUTCOMES
Support to new businesses (especially women-owned) and sourcing relationships	<ul style="list-style-type: none"><li>-Screening women-owned business entities</li><li>-Training women about investment opportunities and international trade</li><li>-Monitoring training activity</li><li>-Following up on the progress of each trainee</li></ul>	<ul style="list-style-type: none"><li>-A minimum of 5 job opportunities in each entity</li><li>-Opportunity in the international market for at least 10 business entities</li><li>- Expected to give financial and social freedom to women</li><li>-Expected to increase the good and service transactions of the country</li></ul>
Development of market intelligence	<ul style="list-style-type: none"><li>-Identify the ultimate route between the d/t stakeholders</li><li>-Training these stakeholders to practice efficient business approaches</li></ul>	<ul style="list-style-type: none"><li>-Decrease trade barriers</li><li>-Increase the number of transactions and revenue</li><li>-30% or more marginal profit in each entity</li><li>-Improve information flow between stakeholders</li></ul>
Business to Business linkage	<ul style="list-style-type: none"><li>-Communicating between d/t stakeholders</li><li>-Developing supply chain management</li><li>-Enhance the skill and capacity of business partners</li><li>-Promoting market diversity in the local market</li><li>-Introducing productivity growth</li><li>-Introducing international market opportunities and approaches</li></ul>	<ul style="list-style-type: none"><li>-Increase domestic and international trade</li><li>-Improve diplomatic relations between countries and continents</li><li>-Create international job opportunities</li><li>-Create a much more resilient and linked market</li><li>- Productivity growth</li><li>-Market diversity inclusive service and good production</li></ul>



Engagement with trade facilitators	<ul style="list-style-type: none"> <li>-Communicating with policymakers and trade facilitators to align with the ultimate goal</li> <li>-Introducing global value chain (GVC)</li> <li>-Influencing the trade policy of the country by considering the business stakeholders and target persona.</li> </ul>	<ul style="list-style-type: none"> <li>-Ease and accelerate transactions between facilitators</li> <li>-Simplify trade procedures</li> <li>-Transparency</li> <li>-Standardization</li> <li>-Modernization</li> </ul>
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i	If applicable, please include any additional metrics you would track, Illustrative examples include # of jobs created targeting women and # of hectares under climate-smart management. Can you include any other goals related to your proposed activity?
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1. Ability to have a standardized business model
2. Standardized business pitch for investors
3. Branding
4. Quality in the product package and digital platform presence



### Funding ask

Besides the financial support we will receive from USAID, Netib Consult will need some equipment, and expertise guidance (HR). Thus our company will give a brief description in subsequent phases, remarking that we are open and willing to work under both delicate and flexible considerations.