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**Final Report**

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| **Project** | Business Advisors to Support and Mentor Entrepreneurs to Build up Their Business Plans | | |
| **Place** | Online | **Report Date** | 05/12/2020 |
| **Organization** | MAAN Hub for Innovation and Entrepreneurship | **Language** | Arabic |
| **Period** | **20/10/2020 – 30/11/2020** | | |
| **Total No. of Hrs** | **60 hours** | | |
| **Consultant** | Sami Abushammala | | |

**MA'AN Development Center**

**To: MA'AN Development Center – Gaza / MAAN Hub for Innovation and Entrepreneurship (HIE)**

**Subject: Final Report**

**Business advisors to support and mentor entrepreneurs to build up their business plans**

***Dear Mr. Majd,***

As a response to finalizing "Business advisors to support and mentor entrepreneurs to build up their business plans", I am pleased to submit the final report. I, the undersigned based on my consulting team hope that the consultancy service has met your requirement, which enable us to serve your reputable project.

I have designed the methodology with the most recent tools and techniques, and had been executed by five distinctive and highly educated experts with the hope the service would fulfil all your goals and objectives.

Please do not hesitate to ask any question or requesting for any additional information and/or documents.

Sincerely,

**Dr. Sami Abushammala**

**Business Advisor**

**Jawal: 0595200700**

**Email:** [sshammala@hotmail.com](mailto:sshammala@hotmail.com)

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| **Project Name** | **Business advisors to support and mentor entrepreneurs to build up their business plans** |
| **Project Background & Consultancy Description** | In July 2020, MAAN Hub for innovation and entrepreneurship hosted 53 prospective entrepreneurs to join the pre-incubation stage at the incubation program. Only 23 innovative and entrepreneurial ideas succeeded to make it to the incubation stage.  Due to COVID-19 outbreak, the management team of the Hub decided to continue with the incubation activities virtually through the online platforms. This has dragged some changes on the work methodology which require assigning business advisors to support and mentor the entrepreneurs to understand thoroughly their entrepreneurial ideas from the market, marketing, production, administrative and financial prospective. In addition to support in evolving a precise and a concrete business plan for every participant. These business plans will be submitted to a specialized committee to evaluate these plans and provide seed funds to the best ones to design and execute their prototypes. |
| **Consultancy scope Objectives** | The aim of the consultancy is to assign business advisors who have wide experience in working on entrepreneurial and innovative businesses. The advisors will conduct one to one session with 5 to 6 entrepreneurs to support them in understanding the market they are willing to work in, what are the major threats and opportunities, are there any improvements can be made …etc.  The business advisors will support the entrepreneurs in evolving and finalize their business plans. This must include coordination with the Hub management team to refer the entrepreneurs to additional mentoring and coaching hours to help them understand more the technical aspects of the idea, legal, marketing and financial aspects.  The business advisor will maximize the benefits of the coaching sessions by helping the entrepreneurs to organize their ideas and present them in a proper manner in their business plans template so they can attain the seed fund to implement their prototype and be ready to be transferred to the start-up stage afterwards. |
| **Target Group** | The target group of this consultancy is one group Group D (6 Entrepreneurs) from 23 innovative and entrepreneurial ideas succeeded to make it to the incubation stage. |
| **Consultancy Learning Outcomes** | The Entrepreneurs Learning Outcomes for the Consultancy are:   * Entrepreneurs develop their marketing Pan * Entrepreneurs developer their Financial Pan * Entrepreneurs make use of technical advising to improve their business plan. * Entrepreneurs advance their skills in customer development, customer validation, competitive analysis, and iteration while utilizing design thinking and process tools to evaluate in real-world problems and projects. * Entrepreneurs are able to create value. * Entrepreneurs do market research. |

**Kick-off meeting**

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| Number of meetings | **One** |
| Date | **19th Oct. 2020.** |
| Duration | **One hour** |
| Description | * Introducing the consultant and getting to know entrepreneurs * The next stage and a agree on advisory plan. |
| Outcomes and Progress achieved | * Entrepreneurs ready to start. |

**Group One Sole Energy – Abdelkarim Dawood team**

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| Number of meetings | **Seven** |
| Total Number of hours | **11.5 hours** |
| **1st Meeting** | |
| Date | **23rd Oct. 2020** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Review the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed to hire Eng. Abdullah Abu Zuhair (solar energy) as a technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |
| **2nd Meeting** | |
| Date | **31st Oct.2020** |
| Duration | **One hour and a half** |
| Description | * Reviewing the first part of the project plan related to the project description. * Discussing the nature, intensity and advantages of production * Laying the ground to start the technical part of the business plan * Guiding to deep understand the market |
| Outcomes and Progress achieved | * Making improvements to the first part of the business plan. * Asking to prepare the list of necessary equipment * Orders to complete the work related to the write the technical plan * Recommending to communicate with the owners of the ice cream shops to understand their needs |
| **3rd Meeting** | |
| Date | **11th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the future of the project in light of the current costs * Understanding the needs of customers and who they are * Discussing technical issues related to the project and how to prepare tables of quantities and calculate depreciation. * Determining the technical needs of devices and equipment and conduct a market survey |
| Outcomes and Progress achieved | * It was agreed to do site visits to ice cream stores in order to get acquainted with the orientation of the stakeholders. * It was agreed to test the pricing strategy. * A breakthrough plan was agreed upon for supermarkets and ice cream merchants. * Reviewing the prepared lists of equipment needs**.** |
| **4th Meeting** | |
| Date | **21st Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * Starting the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Discussing what was previously mentioned with the technical consultant, and asking for some additional clarifications. * Giving directions for what is needed regarding the marketing plan * Explanation of the first part of the financial plan. |
| **5th Meeting** | |
| Date | **23th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Technical issues became more clear, entrepreneurs were recommended to determine the prototype requirements * Giving directions for what is needed regarding the marketing plan * Reviewing the first part of the financial plan. |
| **6th Meeting** | |
| Date | **26th Nov 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Finalizing the last part of the financial plan and instructing to follow up on the completion of the business plan for review and final approval |
| **7th Meeting** | |
| Date | **29th Nov. 2020** |
| Duration | **Two hours and a half** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Approving the business plan |

**Group Two Closed breeding – Ghada Abu ElQomsan**

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| Number of meetings | **Eight** |
| Total Number of hours | **12.5 hours** |
| **1st Meeting** | |
| Date | **24th Oct. 2020** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Reviewing the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed to hire Eng. Mohammed Salah as a technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |
| **2nd Meeting** | |
| Date | **31st Oct. 2020** |
| Duration | **One hour and a half** |
| Description | * Reviewing the first part of the project plan related to the project description. * Discussing the nature, intensity and advantages of production * Laying the ground to start the technical part of the business plan |
| Outcomes and Progress achieved | * Making improvements to the first part of the business plan. * Orders to complete the work related to the write the technical plan * It was agreed to change the location allocated for the project from North Gaza to the Central Governorate |
| **3rd Meeting** | |
| Date | **14th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the future of the project in light of the current costs * Understanding the needs of customers and who they are * Discussing technical issues related to the project and how to prepare tables of quantities and calculate depreciation. * Determining the technical needs of devices and equipment and conduct a market survey |
| Outcomes and Progress achieved | * Discussing ways to deal with the huge need of required fund and how to reduce costs. * It was agreed that a quick meeting should be held with the technical advisor. * Discussing the need for animal production advisor to help in finding some missing information. * Reviewing the prepared lists of equipment needs |
| **4th Meeting** | |
| Date | **22nd Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * Starting the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Discussion * Group Work * Presentation * Brain storming * Case study |
| **5th Meeting** | |
| Date | **26th Nov. 2020** |
| Duration | **One hour** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory |
| Outcomes and Progress achieved | * Discussing the magnitude of the estimated funding from the technical consultant, estimated at about $ 90,000, and discussing possible alternatives |
| **6th Meeting** | |
| Date | **27th Nov. 2020** |
| Duration | **One hour** |
| Description | * Updates of the technical stud |
| Outcomes and Progress achieved | * Finding a solution related to reducing costs |
| **7th Meeting** | |
| Date | **29th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Finalizing the last part of the financial plan and instructing to follow up on the completion of the business plan for review and final approval |
| **8th Meeting** | |
| Date | **30th Nov. 2020** |
| Duration | **Three hours** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Approving the business plan |

**Group Three Outstanding cultivation – Haneen Qudieh**

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| Number of meetings | **Seven** |
| Total number of hours | **10.5 hours** |
| **1st Meeting** | |
| Date | **23rd Oct. 2020** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Review the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed to hire Dr. Nizar Wihidi as a technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |
| **2nd Meeting** | |
| Date | **15th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Reviewing the first part of the project plan related to the project description. * Discussing the nature, intensity and advantages of production * Laying the ground to start the technical part of the business plan |
| Outcomes and Progress achieved | * Build assumptions and review project strengths and weaknesses * Ask a group of questions related to the technical aspects of the project |
| **3rd Meeting** | |
| Date | **21st Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Understanding the strawberry cultivation obstacles * Discussing technical issues related to the project and how to prepare tables of quantities and calculate depreciation. * Determining the technical needs of devices and equipment and conduct a market survey |
| Outcomes and Progress achieved | * Discussing the technical problems with technical advisor whom been invited to the meeting to give his estimations as well as some additional clarifications. * Recommending to start planting hanging melon during the first half of the year 2020. |
| **4th Meeting** | |
| Date | **23rd Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * Starting the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Technical issues became more clear, and it was recommended to submit the current version of the technical plan to the technical advisor to take his recommendations. * Giving directions for what is needed regarding the marketing plan * Explanation of the first part of the financial plan. |
| **5th Meeting** | |
| Date | **25th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Finalizing the last part of the financial plan and instructing to follow up on the completion of the business plan for review and final approval |
| **6th Meeting** | |
| Date | **28th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Reviewing the entire business plan |
| **7th Meeting** | |
| Date | **29th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Approving the business plan |

**Group Four Smart Ward Systems Mutasim Abo Singer**

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| Number of meetings | **Seven** |
| Total number of hours | **12 hours** |
| **1st Meeting** | |
| Date | **25th Oct. 2020.** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Review the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed to hire Eng. Mohammed Salah as a technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |
| **2nd Meeting** | |
| Date | **5th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Reviewing the first part of the project plan related to the project description. * Discussing the nature, intensity and advantages of production * Laying the ground to start the technical part of the business plan. |
| Outcomes and Progress achieved | * Making improvements to the first part of the business plan * Refining the formulation of goals and assumptions * Orders to complete the work related to the write the technical plan |
| **3rd Meeting** | |
| Date | **15th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the future of the project in light of the current costs * Understanding the needs of customers and who they are * Discussing technical issues related to the project and how to prepare tables of quantities and calculate depreciation. * Determining the technical needs of devices and equipment and conduct a market survey |
| Outcomes and Progress achieved | * Correct inaccurate parts of the business plan. * Discussing ways to deal with the huge need of required fund and how to reduce costs. * It was agreed that a meeting should be held with the technical advisor. * Reviewing the prepared lists of equipment needs. |
| **4th Meeting** | |
| Date | **20th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * Starting the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * The first session with Egyptian advisor has been held, and the technical needs of the project become clear. * Giving directions for what is needed regarding the marketing plan * Explanation of the first part of the financial plan. |
| **5th Meeting** | |
| Date | **24th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Technical issues became more clear, entrepreneurs were recommended to determine the prototype requirements * Giving directions for what is needed regarding the marketing plan * Reviewing the first part of the financial plan. |
| **6th Meeting** | |
| Date | **28th Nov. 2020** |
| Duration | **Two hours** |
| Description | * The Semi-final touches on the business plan |
| Outcomes and Progress achieved | * Reviewing the entire business plan |
| **7th Meeting** | |
| Date | **29th Nov. 2020** |
| Duration | **Two hours and half** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Approving the business plan |

**Group Five Refurbished phones – Mohammed Barakat**

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| Number of meetings | **Seven** |
| Total number of hours | **10.5 hours** |
| **1st Meeting** | |
| Date | **31st Oct. 2020.** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Review the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed that there is no need to technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |
| **2nd Meeting** | |
| Date | **11th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing developments during the previous week and discussing ways to develop the idea of the project. * Laying the ground to start the technical part of the business plan |
| Outcomes and Progress achieved | * It was agreed on the need for find the supplier who able to provide mobile phones. * Making improvements to the first part of the business plan * Orders to complete the work related to the write the technical plan |
| **3rd Meeting** | |
| Date | **16th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the future of the project in light of the current costs * Understanding the needs of customers and who they are * Discussing technical issues related to the project and how to prepare tables of quantities and calculate depreciation. * Determining the technical needs of devices and equipment and conduct a market survey |
| Outcomes and Progress achieved | * It was agreed that the project needs a technical advisor in the field of customs clearance * The entrepreneur was asked to search for an attractive added value in his project * Reviewing the prepared lists of equipment needs. |
| **4th Meeting** | |
| Date | **22nd Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * Starting the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * For a moment, the entrepreneur did not specify a customs broker or a hardware supplier to serve as a technical advisor for the project. It is clear that the entrepreneur's effort is poor and he was recommended to accelerate the pace of work. * Giving directions for what is needed regarding the marketing plan * Explanation of the first part of the financial plan. |
| **5th Meeting** | |
| Date | **24th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * Discussing the progress of the marketing advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Discussion * Group Work * Presentation * Brain storming * Case study |
| **6th Meeting** | |
| Date | **26th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * Discussing the progress of the technical advisory * competing the preparation the the financial part in business plan |
| Outcomes and Progress achieved | * Finalizing the last part of the financial plan and instructing to follow up on the completion of the business plan for review and final approval |
| **7th Meeting** | |
| Date | **29th Nov. 2020** |
| Duration | **One hour and a half** |
| Description | * The final touches on the business plan |
| Outcomes and Progress achieved | * Approving the business plan |

**Group Five Rubber floors – Mohammed Ishaq**

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| Number of meetings | **One** |
| Total number of hours | **1.5 hours** |
| **1st Meeting** | |
| Date | **24th Oct. 2020.** |
| Duration | **One hour and a half** |
| Description | * Talk extensively about the idea of the project and ways to develop it * Advisory needs Assessment * Agree on the advisory methodology * Review the first part of the business plan |
| Outcomes and Progress achieved | * It was agreed to hire Eng. Bashar Zagal as a technical advisor. * It was agreed to hire Muhammad Abu al-Qumbaz as a marketing advisor in order to prepare a marketing plan. * It was agreed to arrange a public lecture to all entrepreneurs with a legal advisor. |

**Main Challenges (Overall Challenges):**

* Technical gaps are found.
* Lack Market research as a result of Covid-19.
* Time Limitation.
* Poor contribution of Technical advisors.

**Overall Recommendations:**

* Networking with Private sector is needed
* More Technician fellow up are needed to bridge the technical gaps
* Legal Advisory is still needed

**Lessons Learnt:**

* Varity of experts in this stage helps the entrepreneurs to learn and develop their business plan.

**Deliverables**

1. An Inception meeting with the Hub Programs coordinator:
2. A methodology of work.
3. Explain the business plan template.
4. Work plan.
5. A weekly or Bi-weekly progress report.
6. A detailed business plan for each idea under his/her responsibility.
7. A final report highlights her/his feedback about the entrepreneurs and their ideas, feedback to evolve the methodology of work.

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