Terms of Reference

HerVenture: Short term assignment to design and develop additional learning content for micro-learning android app

April 2020
When women entrepreneurs have the support and opportunities to thrive, the future is transformed.

**Businesses flourish. Communities prosper. Attitudes shift. Economies grow.**

At the Cherie Blair Foundation for Women we help release the potential of women entrepreneurs, so they can redefine the future.

We deliver training, facilitate mentoring and share knowledge, inspired by the women involved in our work around the world – and by our partners, donors and collaborators. We open doors to finance, markets and networks and use technology to help women learn, and to start, sustain and grow their businesses. And we press for change to stop women being held back. With the Foundation’s support, women gain the confidence to reclaim the rights and freedoms they are too often denied. As a result, businesses flourish. Communities prosper. Economies grow. Attitudes shift. And women move the world in a whole new direction.

For the last decade our Foundation has worked with nearly 150,000 women entrepreneurs in over 100 countries across Africa, Asia, Central and South America and the Middle East.
1. **Background**

The Cherie Blair Foundation for Women (the Foundation) provides support to women entrepreneurs globally, using a variety of bespoke programmes and services designed to boost women’s business skills and confidence, including:

**HerVenture** is a mobile learning app that provides essential business training and support, enabling women to access skills-building information ‘on the go’. **Since the launch of the app in 2018, 18,890 women entrepreneurs across Nigeria, Indonesia and Vietnam have downloaded the app.** In April 2020, the app was launched in Kenya following an in-depth market assessment by an independent researcher, and a successful user testing session. Both highlighted that there is a lot of demand for HerVenture from women entrepreneurs, and we are confident that many women will download and benefit from the app.

It features a number of learning ‘tracks’ on a range of needs, including launching a business, product innovation and expanding market access. Based on user input, the app suggests a personalised learning roadmap for each entrepreneur.

Content is provided in bite-sized, easily digestible formats such as swipe-able cards, quizzes and videos. Static content can also be accessed offline. The app allows users to find and connect with each other, as well as learn about local business events. HerVenture is currently delivered in Nigeria, Kenya, Indonesia and Vietnam, using four country-specific versions of the app, each available independently from the Google Play Store. ¹

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¹ Please find a video demonstration of the app here: https://www.youtube.com/watch?v=b4T_Pjy_IMA&t=90s
2. **Purpose and scope of the consultancy**

We are continually looking to strengthen and expand our programmes’ learning content. For the HerVenture Kenya app, we are specifically looking to add a 7th learning track on the topic of e-commerce/remote selling.

No new content needs to be developed: Our funding partner DHL has a range of presentations, videos and articles related to e-commerce, which can be used to inform the development of the additional learning track.

We envision the learning track on e-commerce to cover the following topics (not an exhaustive list):

1. The international e-commerce opportunity
2. How to reach your target customers
3. Exporting: the role of customers and leveraging the destination country’s De-Minimis
4. Online sales: website, social media or both?
5. Customer payment options & security
6. Communicating your delivery and returns options
7. Packaging and paperwork

**Deliverables:**

The outputs of this short term assignment include:

- Initial kick-off meeting/call with the Foundation to agree the scope of work
- Review the existing content
- Content and curriculum development plan with clear timelines and sample content
- Draft curriculum including quizzes, case study and to-do-lists
- Finalise curriculum
- Provide feedback in integration of track in the app and associated learning journey.
Note that we are looking to finalise this additional learning track on e-commerce as soon as possible. The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to contracting. We are looking for a consultant who is available to start immediately.

Please note that all deliverables must be developed in **English**.

**3. Your proposal**

To apply for this short-term consultancy, please submit a brief proposal of no more than 2 pages which includes:

1. Your previous experience with developing e-learning content development, preferably for women entrepreneurs in low and middle income countries
2. A content development plan with clear timelines
3. Sample content including five learning cards and two quiz questions
4. Your financial proposal

Technical specifications:

- Learning cards include a maximum of 130 characters each
- Quizzes are in the format of multiple-choice or true/false statements
- The Foundation can set up a user account so you can access the HerVenture app from any Android device. We need your google account to set this up.

E-commerce content:

DHL hosts a [website](https://discover.dhl.com) with relevant articles that can be used to feed into your sample content.

E-commerce related content includes:

- [10 social selling tips for your e-commerce business](https://discover.dhl.com/e-commerce/e-commerce-advice/ten-ways-to-sell-on-social)
- [Making your brand feel reputable](https://discover.dhl.com/e-commerce/customer-service/making-your-brand-feel-reputable-when-nobody-knows-it)

**4. Instructions for submission**

All submissions must be sent to rgreenfield@cherieblairfoundation.org by 17:00 GMT on **Wednesday 6th of May 2020**. Please use ‘HerVenture content on E-commerce’ as the subject title of your email application.