Terms of Reference
Short term consultancy to design and develop additional learning content for micro-learning app
August 2020
When women entrepreneurs have the support and opportunities to thrive, the future is transformed. **Businesses flourish. Communities prosper. Attitudes shift. Economies grow.**

The Cherie Blair Foundation for Women helps release the potential of women entrepreneurs in low and middle income countries and close the global gender gap in entrepreneurship. Since the Foundation’s inception in 2008, it has directly supported over 175,000 women across more than 100 countries. Through its combined approach of programmatic delivery and advocacy, the Foundation supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work. This opens doors to finance, markets, contacts and more, and enables women to create better futures for themselves and their families, enable their communities to prosper, contribute to strong economies, and move the world in a whole new direction.  

www.cherieblairfoundation.org
1. Background

The Cherie Blair Foundation for Women (the Foundation) supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work.

HerVenture, the Foundation’s mobile learning app, provides essential business training and support, enabling women to access skills-building information ‘on the go’. Since launching HerVenture in 2018, nearly 30,500 women entrepreneurs have downloaded the app across Nigeria, Kenya, Indonesia and Vietnam. The app is currently live on Android in Nigeria, Indonesia and Vietnam, and we piloted the app in Kenya earlier this year. HerVenture will also shortly be launched in iOS.

HerVenture features a number of learning tracks that cover 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 and quizzes. Static content can also be accessed skills such as managing a business, finance and operations in bite-sized chunks. The app allows users to connect with each other, as well as learn about local business events.

The below images show different functionalities within HerVenture.
2. Purpose and scope of the consultancy

We are continually looking to strengthen and expand our programmes’ learning content. For HerVenture, we are looking to add new content on digital marketing and strengthen the general marketing component to complement our existing learning content. This has been informed by market research that the Foundation recently conducted to identify the needs of women entrepreneurs in our priority countries. The consultant will have access to this research to shape their understanding of our target segment. Additionally, the consultant is expected to conduct desk research to inform the content development (as required), and subsequently prepare the curriculum for incorporating the additional content into HerVenture.

The consultant will advise on whether the Foundation should develop a new learning track focused on digital marketing or whether we should develop a new module that can be added to the existing modules.

Deliverables:

The outputs of this short-term assignment include:

- Initial kick-off meeting/call with the Foundation to agree the scope of work
- Content and curriculum development plan with clear timelines and sample content
- Draft curriculum including quizzes, case study and to-do-lists
- Finalise curriculum
- Test curriculum
- Review results of test and revise learning track as agreed
- Provide feedback on the integration of the track in the app and associated learning journey.

Note: We are looking to finalise this additional learning content 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. Proposal requirements

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, 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
5. Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.

**Technical specifications**

- Learning cards can 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 device

### 4. Payment terms

The payment terms will be finalised with the consultant prior to contracting. Please note that the Cherie Blair Foundation for Women does not make advance payments.

The consultant is expected to provide her/his own office space and working equipment. In addition, the consultant is expected to cover the cost of insurance, equipment, communication and any expenses associated with the consultancy within the available budget.

### 5. Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org by 17:00 BST on **Friday, 28 August 2020**. Please use ‘HerVenture content on digital marketing’ as the subject title of your email application. We will be review applications on a rolling basis.