



Terms of Reference

Montserrado County Entrepreneurship Ecosystem Study

Request for Proposals (RFPs) Publication Date: **May 10, 2023**

Deadline for Submission of Application: **May 16, 2023**

Duration of the Assignment: The assignment is expected to last for a duration of forty (40) working days beginning from the date of signing of the consulting service contract.

About iCampus Liberia (iCampus)

iCampus is Liberia's first multidisciplinary, innovation, and community space for change-makers focusing on the intersection of technology, entrepreneurship and inclusion. A 4,000 square foot campus in the heart of Monrovia that provides the space, resources, support, and cutting-edge technologies that can make change possible in Liberia. To date, iCampus has hosted over 12,000 people, organized 200+ events, produced over 100 songs, short films, podcasts, and hosted 50+ organizations and public events for more 12,000 Liberians, on topics ranging from entrepreneurship and business development to web development, open data visualization, adaptive management, coding, and leadership. Through these initiatives, we have managed to expand to more people both in-person and virtually by building the tech and entrepreneurial capacities of urban and rural-based Liberians.

iCampus is collaborating with Mercy Corps on its Promoting Sustainable Partnerships for Economic Transformation (PROSPECTS-IV) Market Systems Development for youth employment project to help address un-and-under-employment of Liberian youths. This collaboration with Mercy Corps through PROSPECTS-IV is aimed at shifting the norms and mindsets that will generate positive change. It will also support enterprising & progressive young citizens, while striving to link youths to opportunities that bolster employment creation.

1. Background

The entrepreneurship ecosystem in Greater Monrovia, Montserrado County, Liberia, has been developing over the past few years with the emergence of a number of incubators, accelerators, and co-working spaces. However, there is a need to assess the current state of the ecosystem and identify areas for improvement.

This assessment will inform the development of policies, strategies, and interventions that will support the growth of entrepreneurship in Greater Monrovia, Montserrado County, Liberia.

2. Objectives

The primary objective of the assessment is to provide a comprehensive analysis of the entrepreneurship ecosystem in Greater Monrovia. Specifically, the assessment will:

- Identify the strengths and weaknesses of the entrepreneurship ecosystem
- Evaluate the availability and effectiveness of support services, including financing, training, and mentoring
- Assess the regulatory environment for entrepreneurship and the ease of doing business
- Identify the key players in the ecosystem, including entrepreneurs, investors, incubators, accelerators, and other stakeholders
- Identify opportunities for growth and potential areas for intervention

3. Scope of Work and Methodology

The assessment will cover the Greater Monrovia region of Montserrado County, Liberia, which includes the capital city of Monrovia and its surrounding areas.

The assessment will use a mixed-methods approach, including both quantitative and qualitative research methods.

The quantitative data collection methods can provide an overview of the level of entrepreneurship activity, while qualitative data collection methods can provide more detailed insights into the barriers, support services, key players, and success stories in the ecosystem. By using both types of data, the assessment can provide a more comprehensive analysis of the ecosystem.

Table 1: Illustration of the mixed-methods research approach for the Entrepreneurship Ecosystem Study

Research Question	Quantitative Data Collection Methods	Qualitative Data Collection Methods
What is the level of entrepreneurship activity in Greater Monrovia?	Analysis of business registration and licensing data	Surveys and interviews with entrepreneurs and investors
What are the barriers to entrepreneurship in Greater Monrovia?	Analysis of regulatory frameworks and policies	Focus group discussions with entrepreneurs and stakeholders
What support services are available to entrepreneurs in Greater Monrovia?	Analysis of financial and business support programs	Interviews with program managers and entrepreneurs
Who are the key players in the entrepreneurship ecosystem in Greater Monrovia?	Analysis of investment data	Interviews with investors, incubators, and accelerators
What are the success stories in the entrepreneurship ecosystem in Greater Monrovia?	Analysis of job creation and revenue generation data	Case studies and interviews with successful entrepreneurs

The following activities will be undertaken by the consultant to implement this Entrepreneurship Ecosystem Study:

- a. Conduct a literature review of existing research on entrepreneurship in Greater Monrovia, Liberia; draft and pilot-test the data collection; and write an inception report containing detailed methodological approach and work plan.
- b. Conduct surveys and interviews with entrepreneurs, investors, incubators, accelerators, and other stakeholders in the ecosystem in Greater Monrovia, Liberia.
- c. Analyze the data collected on entrepreneurship activity, including business registration, investment, and job creation.
- d. Assess the regulatory environment for entrepreneurship, including business registration and licensing procedures.
- e. Evaluate the availability and effectiveness of entrepreneurship support services, including financing, training, and mentoring.
- f. Identify best practices and success stories in the ecosystem.

4. Deliverables

The following deliverables are expected from the consultant:

- a. A comprehensive report on the state of the entrepreneurship ecosystem in Greater Monrovia, Liberia, including an analysis of strengths, weaknesses, opportunities, and potential areas for intervention.
- b. A set of recommendations for improving the entrepreneurship ecosystem, including policies, strategies, and interventions.
- c. A presentation of the findings and recommendations to stakeholders in the ecosystem.

5. Timeline

The assessment is expected to take 8 weeks (40 working days) to complete, with the following timeline:

- a. Week 1-2: Literature review and study design
- b. Week 3-4: Data collection (surveys and interviews)
- c. Week 5-6: Data analysis and report writing
- d. Week 6-7: Development of recommendations
- e. Week 8: Presentation of findings and recommendations to stakeholders

6. Budget

The budget for the assessment will be estimated by the consultant, based on the scope of work and timeline. The consultant will be responsible for all expenses related to the assessment, including remuneration, travel, accommodation, and data collection. The budget should be submitted as part of the technical proposal.

7. Qualifications of the Consultant

The selected consulting service firm shall have experience in designing and implementing entrepreneurship ecosystem studies successfully, and must have completed at least three similar assignments in the last five years; have relevant competent professionals with the following minimum qualifications and experience:

- a. Team leader and a senior research expert: a professionally qualified graduate that shall have at least completed series of training on Entrepreneurship and entrepreneurship Ecosystem research studies or a related field, and at least 3 years experience in field research and entrepreneurship ecosystem studies.
- b. The lead consultant shall be solely responsible for designing and implementing the Entrepreneurship Ecosystem Study.
- c. He/she will report directly to the CEO of iCampus Liberia (Mr. Luther Jeke).
- d. The lead consultant must be competent in planning, designing, implementing research-related tasks, resolving challenges that serve as a stumbling blocks to the entrepreneurship ecosystem study.

8. How to Apply

A full package including appendixes should be submitted to Mr. Luther Jeke, Chief Executive Officer at iCampus Liberia at luther@icampus.io with info@icampus.io in copy.

Key documents to include in application package include the following:

- Official response to the RFP
- Profile of the Organization, Business Registration Certificate, and Tax Clearance Certificate
- CVs of lead consultant and key experts