

RFP Technical Assistance Service Categories

Project Title: The Voucher System

Product Categories

1. Business Development *General Category Description:* identifying examining and providing strategic direction on potential growth opportunities for innovator management, as well as providing the subsequent support and monitoring of its implementation in a developing country context; b) examining and providing advice with regards to the innovator's business/ operating model and how the organization can integrate knowledge and feedback from production, marketing, sales, etc. to take advantage of the identified growth opportunities; c) identifying and helping to set up strategic alliances and partnership (in-country and others) to expand innovator capacities or meet other organizational goals; d) helping to identify, research and analyze and bring to market new businesses and products. This would be a more formal arrangement with specific deliverables, which may include a mentorship component. The activities would focus on market penetration and growth, support to generate revenues through new products and service offerings, and directly contribute to the SWFF innovators growth through the development of sales and business from relevant customers.

2. Business Mentorship *General Category Description:* Mentors serving SWFF innovators would alternate between receptive and active roles: 1) As a role model and advisor; 2. As a sounding board providing wise counsel; 3) As a guide; 4) As a skill developer; 5. As an advocate, champion and trusted confidante. A mentor for the SWFF innovators would sometimes assume a teaching or coaching role around a particular skill-set or service area, helping the mentee to learn quickly, in the format and style of the culture, legal or business environment. The role would be specific, short-lived, and individualized. The engagement may include an evaluation of the SWFF innovator's diagnostic results, negotiating and drafting mentorship agreements, and monitoring progress of mentor-innovator relationships. Mentoring may be one-on-one and group, remote or onsite, and leverage existing technology-enabled mentoring platforms plus piggyback on important international and regional conferences.

3. Business Modeling *General Category Description:* The firm would work with SWFF innovators to develop a plan implemented by a company to generate revenue and make a profit from operations. They may help the innovators develop a business model canvas, offer tailored business planning services, and evaluate current business plans. The final product could include coaching to support business plan implementation or actually creating a plan to show how the company can make money. The firm would provide insights on the methods or means by which a SWFF innovator would capture value from their business, in addition to defining how the company would generate economic value, compete in the marketplace, convert inputs to outputs, and strengthen its ability to create returns greater than the (opportunity) costs of capital invested by shareholders and/or the SWFF Grand Challenge.

4. Gender Assessments / Considerations *General Category Description:* This category would include primary and/or secondary research to support country gender assessments, gender assessments by sector, and company gender assessments, and gender impact assessments. It may also include training on gender, gender sensitization, and other gender-related categories of work (e.g., understanding the challenges facing smallholder farmers and advising on participatory extension programs, identify and establishing relevant PPPs, etc.).

5. Graphic Design, Branding, and Website Development *General Category Description:* Firms in this category will be responsible for creating design solutions that have a high visual impact and business value for a huge variety of products and activities to support SWFF innovators. The firms will develop creative ideas and concepts and work with up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. They are expected to deliver cost-effective designs, branding and website development.

6. Human Resources Management *General Category Description:* Effective management of people is a driving factor behind profitable businesses. Firms in this category will provide solutions, tools and services and implement effective practices that would help

SWFF innovators manage their staff and create a work environment that attracts and retains high quality staff.

7. Legal Services *Category Description:* The firms in this category would provide a variety of legal services to the SWFF Innovators. These may include basic (e.g., sample contractor agreements, charters, IP research) to complex services that could be company-specific, multi-jurisdictional/countries, and a variety of high-level legal and strategic services that are relevant and focused on the intersection of impact and sound business management practices. Business mentoring on legal issues would also be included. (e.g., legal issues that affect ongoing operations; establishing sound organizational and operating principles that are tailored to their business models; advise on structuring transactions that will provide the necessary access to, and effectively deploy, capital in support of sustainable, profitable and social responsible operations).

8. Market Research and Market Analysis *General Category Description:* in-country market research and mapping exercises to evaluate a variety of business issues (e.g., this research could include qualitative and quantitative research, in-person interviews, focus groups, surveys, etc.) Deliverables, which should be tailored for maximum impact, could include summary research reports, country reports, customer and market segment evaluation reports, etc. depending on the need of the SWFF innovator. The firm would help innovators to secure intelligence about sectors and markets, key trends, competitors, and local partners.

9. Materials Science *Category Description:* Material science involves studying the structure of materials, and relating them to their properties and relative performance of a material in a certain application as well as the engineering processes to manufacture at scale. Materials scientist in the service of SWFF innovators' technologies may suggest incremental improvements and troubleshoot issues with currently used materials in the innovations to improve product effectiveness, product durability and profit margins. They may examine materials design, cost-benefit tradeoffs in industrial production of materials, and processing and analytical techniques that may be changed to improve the properties

of the SWFF technology. Materials science also includes the examination of how the history of a material influences its structure, properties and performance. This category of work focuses on processing-structure-properties-production relationships and includes forensic engineering and failure analysis - investigating materials, products, structures or components which fail or which do not operate or function as intended. This category also addresses evaluation of agricultural technical inputs that influence the success or failure of crop production techniques from a biological or engineering perspective.

10. Media Training and Presentation Coaching *Category Description:* training and instruction to ensure effective news media interviewing using intensive on-camera work and role-playing, development of key messages, developing an individual interview style, presentation coaching sessions to improve nervousness, body language, voice projection and overall speaker presence and readiness for public speaking engagements.

11. Organizational Capacity Building *Category Description:* distinct focus on the business process redesign, talent management, team development, change management, meeting design and facilitation, group problem solving, reorganization; and creating a more rewarding and productive workplace, and improving overall organizational effectiveness. This may include strategic operational assessments, customized training and targeted technical assistance, organizational capacity assessments, and identification of specific areas for improvement.

12. Partner Identification and Partnerships *General Category Description:* SWFF innovators benefit from partnerships that support business growth and scaling. Firms in this category would identify potential partners, facilitate partnerships that affect a company's value chain, provide support to the innovators in managing a partnership portfolio, and structure strategic partnerships that could enable SWFF innovators to scale their operations, explore new distribution channels, and provide access to customer financing, network building, and finance.

13. Policy and Advocacy *General Category Description:* Review policy frameworks as they relate to SWFF innovator growth; support innovators in planning approaches to policy reform and advocacy. Firms in this category would help the TA Facility to explore innovation ecosystems and the formal and informal mechanisms that support the ecosystem, including the government legal and regulatory barriers that may negatively affect growth. This may include stimulating public-private dialogue, identifying commercially viable and environmentally sustainable projects and partners, and developing communities for learning about policy and advocacy.

14. Product Development, Refinement, and Diversification *General Category Description:* Firms in this category may provide training and workshops around product development; develop processes to support product development, refinement and diversification; apply innovation principles to product development; evaluate current and planned product portfolio for profitability; study competitor products to determine if SWFF innovators can refine their products to increase product desirability and competitiveness.

15. Public Relations and Communication *General Category Description:* The services required in this category would include developing innovator specific communication strategies, developing messages, engaging local, regional, national and international media, developing social media campaigns, establishing editorial calendars, building video products, provide strategic communications advice, and other on-demand, needs-based services. This could include product launch plans and implementation, audience segmentation strategies, evaluation of communication and marketing collateral, feature story writing, speech writing, developing case studies, etc.

16. Smallholder Farmer Marketing and Sales *General Category Description:* For the clear majority of the SWFF innovators, the smallholder farmer is the target customer for their innovations. Firms in this category must know and understand the challenges faced by this segment of customer, and know how to develop and deliver programs that are based on building relationships with the customer. They must be able to identify and reach farmers,

effectively work in our target countries and markets, and devise and implement activities and deliverables that change behaviors and change lives. Firms may be required to advise smallholder farmer co-ops, influence outgrower network operations, and work directly with finance institutions that serve smallholder farmers.

17. Supply Chain Development *General Category Description:* Services in the category may include evaluation of SWFF innovator supply chains, identifying potential vendors, providing assistance in improving efficiency in their operations, in addition to potentially sourcing new vendors. Firms would deliver general supply chain develop support which may include assessing ag value chains, market research and analysis, R&D innovation services, access to technical knowledge, expanding network connections, identifying potential opportunities for expanding markets, and advice on scale-up as it relates to supply chain development.

18. Technical Writing and Scope of Work Development *General Category Description:* Firms in this category will be responsible for contributing to the SWFF SOW development work. They will evaluate the mini-SOW created by the TA Facility Acceleration Facilitator, interface with the TA Facility about the innovator, conduct the innovator interviews, and develop the full-blown services scopes of work that will be used as a roadmap for current and future work.

19. Travel Services (Conferences/Investor Workshops/Meetings) *General Category Description:* The firms in this category would provide SWFF TA Facility support for conferences, workshops and meetings to include: site searches/hotel selection/contract negotiation, planning of the food and beverages, understanding guarantees and the impact to the bottom line, understanding audio visual (yet not being the technicians), working with various vendors for various aspects including transportation, entertainment, speaker management, white paper reviews, awards, sponsorships, exhibitions, risk management, marketing/branding and communication along with the finance management. The firm would serve as the TA Facility's risk mitigators, budget trackers, analytical allies, timeline tracers, logistics leaders, and supplemental support team.