



Request for Proposal (RFP)

Virtual Creditworthiness Training Program For Growth-Oriented Women Business Owners in France

Expected materials submitted in response to this RFP:

- Outreach strategy, overview and timeline of the preparation and implementation of a two-day virtual, financial and creditworthiness training program.
 - Resume and/or background experience of facilitator and/or event coordination staff to include language skills (must be able to write, read and conduct business in both English and French), virtual event experience and event outreach experience.
 - List of potential partner groups (associations of women business owners, financial institution connections, or other relevant partners) that may contribute to the success of this project.
 - A draft budget of all costs associated with producing the expected outputs and outcomes.
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Background

WEConnect International¹ will deliver a financial and creditworthiness training program to women business owners throughout France as part of a corporate funded global training program titled *Financing Your Growing Business*. This RFP describes the objectives and content of the two-day virtual training program, and the expected role and deliverables of the individual or organization that will be hired to facilitate the outreach, selection, and training.

WEConnect International has joined with a global financial services company headquartered in the U.S. that provides financial analysis software and services, to address two critical challenges to growth faced by women-owned businesses—access to markets and access to finance. The partnership looks to bridge these gaps holistically, providing immediate resources to empower women entrepreneurs through financial knowledge while investing in gender-inclusive sourcing practices and pioneering research. With a common mission to build a more just, equitable economy, this partnership looks to actively remove obstacles for women business owners to grow, scale, and contribute to the sustainable future of their communities.

This program will be run virtually in France in fall or winter of 2021 and will be conducted in French.

Objectives

The main objective of this program is to provide training for 20-30 women business owners located in France (but attending virtually) looking to understand and learn how to grow their financial stability, establish creditworthiness, and access finance to grow their business. The curriculum has been established with global subject matter experts, and then adapted for the France market to ensure application of all local laws, culture, and language and that it is relevant and timely.

This training program will utilize already selected subject matter experts on the following topics:

- The Importance of Creditworthiness
- Financial Statements
- Goal Planning
- Sources of Financing
- How to Pitch for Funding
- Capital Planning
- Enterprise Valuation

¹ WEConnect International is a global nonprofit established in 2009 by large corporate buyers to 1) connect corporate buyers with women-owned businesses ready to compete in global value chains; 2) support corporations with developing and growing their global supplier diversity efforts; 3) build the capacity of women-owned businesses to compete; and 4) uphold the global standard and international certification seal verifying that a business is truly women-owned.



The WEConnect International project team will select and liaise with subject matter experts, but this role will be required to support these trainers in preparation of the event.

The training program is intended for women business owners or key female decision makers in growth-oriented, mid-level businesses who are responsible for final decision-making in day-to-day business operations. The training partner will be expected to lead a structured recruitment and selection process that ensures eligibility against the following requirements:

The women-owned businesses must:

- Be at least 51% owned, managed, and controlled by one or more women.
- Operate in the formal sector and be incorporated and/or formally registered with relevant French government departments such as the tax office, the Centre des Formalités des Entreprises or Chambres des Métiers and the Greffe du Tribunal de Commerce that looks after all the incorporations at the Commercial Court.
- Have a bank account with a financial institution.
- Be at least two years old.

Note, this program does not seek to train aspiring women entrepreneurs or business owners of start-up or micro-sized enterprises.

Key Activities

Serve as In-Country Lead for the Virtual Training

- Serve as a point of contact generally and as the WEConnect International representative.
- Maintain regular communications with WEConnect International leading up to and throughout the training program.

Program Recruitment and Promotion

- Lead outreach to recruit 30 women business owners to attend the event using already established promotional materials provided by WEConnect International.
- Lead review and selection of finalists in conjunction with WEConnect International following all eligibility requirements.

Content

- Review and understand provided curriculum, participant guides and agenda to ensure smooth day-of coordination.
- Coordinate all virtual training preparation with up to 8 speakers/trainers to ensure adequate preparation and successful facilitation during the virtual training.
- Run two orientations (1 hour x 2) using existing training materials.

Program Management

- Provide event logistics and customer support to participants and speakers ahead of and during the event with guidance and input from WEConnect International.
- Capture presentations, photos, feedback, and testimonials throughout the virtual program in templates provided by WEConnect International.
- Meet regularly and provide weekly project updates to WEConnect International.
- Flag any issues, delays, or training preparation roadblocks immediately to WEConnect International and addressing potential problems that may arise.
- Plan for potential scenarios that could impact the integrity of the event.

Technology Requirements



- Training partner will require a computer with minimum system requirements, including access to Microsoft Office, or equivalent, and adequate antivirus and security software and will maintain well-documented files related to this project.

Bidder Qualifications

All bidding vendors must:

- Have experience in implementing online training for adult learners, especially training related to business management.
- Have connections that enable recruitment of attendees that fit training eligibility requirements.
- Provide references and past qualifications.
- Provide a list of all personnel who will be working on the project.
- Provide one primary point of contact. This point of contact must participate in regular (weekly and ad hoc) meetings and onboarding and provide regular status updates.
- Include clear timeline, and budget information.
- Be able to read, write and conduct business in both English and French.

Proposal guidelines

In order to be considered for this RFP, all bidding vendors must:

- Include a line-item budget for the proposal
- Submit the application by email to: procurement@weconnectinternational.org no later than Aug 15th, 2021, 11:59pm EDT
- Be able to begin work by Aug 20th, 2021
- Proposal should not exceed 15 pages

Costs

Respondent will propose her/his fees in USD and provide cost breakdown structure based on outputs. All taxes should be included as per government policy and paid in full by the Contractor directly. WEConnect International is a 501(c)3 Tax-Exempt Organization and is not responsible for collecting or paying national or local taxes.

Request for proposal timeline

Proposals in response to this RFP are due by 11:59 PM EDT on Aug 15th, 2021. Questions may be submitted until Aug 12th, 2021. Questions and Proposal should be submitted to: procurement@weconnectinternational.org. Evaluation of proposals will be conducted from Aug 16th until Aug 18th, 2021. Bidders will be notified during this time if any information or discussions are needed. The winning proposal will be chosen no later than Aug 19th, 2021, and only the winning bidder will be notified.