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Establishment and Implementation of a Mentor and Expert Accompaniment Program for Start-ups in Morocco

Marseille, March 08th, 2022

Organisation

ANIMA Investment Network is a platform for economic cooperation between Europe, the Middle East and Africa. It deploys its engineering to create and implement initiatives to develop investment and business ecosystems favouring an attractive, sustainable, and inclusive economy.

Organised as a network, ANIMA offers expertise in economic development and cooperation, investment promotion and impact management, territorial marketing, development of innovation and mobilisation of expatriate talent resources.

The ANIMA network brings together 70 member organisations in 20 countries and more than 400 experts and partners who can be mobilised, coordinated by a team of 15 people based in Marseille. It brings together government and regional investment promotion and economic development agencies, entrepreneurial associations, innovation clusters, international investors, and research institutes.

Background

The German International Development Cooperation Agency GIZ, in partnership with the Ministry of Economy, Finance and Administration Reform (MEFRA), and other public and private partners, is responsible for implementing the "Promotion of Entrepreneurship" (PROMET) project over the period from July 2020 to June 2024. The PROMET project is part of the partnership for reforms agreed between the Kingdom of Morocco and the Federal Republic of Germany. This program aims to promote sustainable economic development and to support national recovery strategies. The PROMET project of the Morocco-German cooperation undertakes its activities through three areas of intervention:

1. Improvement of the business climate.
2. Coordination and improvement of support services.
3. Support for the creation and improvement of regional support ecosystems for micro, small, and medium enterprises, self-employed entrepreneurs, and start-ups.

Within the framework of the PROMET project ANIMA is preparing a proposal to set up a support program for a federation of incubators and accelerators to accompany start-ups for them to scale and grow rapidly into successful business both nationally and internationally.

This mission will have three main objectives:

- Implement a Mentor and Expert Accompaniment program for selected accelerators in Morocco
- Integrate Mentor and Expert Accompaniment program into other PROMET initiatives and perspectives for upscaling
- Capacity building of Moroccan Start-up Ecosystem Catalysts

To develop this mission, ANIMA is looking for 2 experts, as presented below.

Team leader (International) - 77 M/D

Qualification and skills

- Master or equivalent in business administration, economics, or a comparable qualification with a specialisation in strategic and organisation management.
- Business language skills in English (C1) or French (C1); knowledge of Arabic would be an asset.

General work experience

- 10 years of professional experience in the consultancy business

Specific work experience

- **5 years of professional experience** in developing strategies and operational action plans for entrepreneurial support organisations (ESOs) such as accelerators, incubators, business networks etc. with a focus management on innovative start-ups and high-growth SMEs.
- **Leadership/management experience:** 5 years of management/leadership experience as project team leader or manager in a company
- **Regional experience:** 5 years of experience of managing projects in the MENA region, and especially in Morocco would be an asset
- **Development Cooperation experience:** 5 years of experience in development cooperation projects
- **Other:** 5 years of experience in launching and managing mentor and expert programs or equivalent.

Expert 1 (Moroccan) – 67 M/D

Qualification and skills

- Master or equivalent in business administration, economics or a comparable qualification.
- Excellent business language skills in French (C1) and English (B2); knowledge of Arabic (B1) would be an asset.

General work experience

- 5 years of professional experience in the consultancy business

Specific work experience

- **3 years of professional experience** in working for/with entrepreneurial support organisations (ESOs) such as accelerators, incubators, business networks etc. with a focus on innovative start-ups and high-growth SMEs.
- **Leadership/management experience:** 3 years of management/leadership experience as project team leader or manager in a company
- **Regional experience:** 5 years of experience of managing projects in the MENA region, and especially in Morocco
- **Development Cooperation (DC) experience:** 3 years of experience in DC projects
- **Other:** 3 years of experience in launching and managing mentor and expert programs or equivalent.

All experts must be independent and free of conflicts of interest in the responsibilities they take on.

Duration and geographical coverage

The contract period is 77 calendar days for the Team Leader, and 67 days for Expert 1. The period of assignment: from 05.05.2022 until 27.10.2023.

The base of operations of this contract is Morocco. However, the team leader is assigned in Morocco for 39 expert days and assigned in his home country for 38 expert days.

Status

Type of contract service: provider

Expert as subcontractors must be able to contract and invoice as a legally registered structure with the competent authorities in their country

Application

Candidates with professional expertise corresponding to the exact criteria presented above can send their CV (EuropAid format) and fee by email to expertise@anima.coop (subject "Corresponding expert profile title") by 2022, March 17th.

Only shortlisted candidates will be contacted. In the absence of any response from us, we wish you a good career path, and hope that further opportunities for collaboration will arise.