



TOMOOH
THE YOUTH EMPLOYMENT
AND ENTREPRENEURSHIP PROGRAM

QUARTER REPORT
FOR DECEMBER2017 - MARCH2018

I. Executive Summary

Etijah has been working on building youth capabilities and capacities since its start in 2006, believing in the role youth play in the society, Etijah sought to develop a program that works directly on building youth employability skills while also providing young entrepreneurs with the knowledge needed to establish their entities.

Etijah's primary focus is on youth specifically youth workers and employability skills, women and people with disabilities. Etijah also works with both nongovernmental and governmental youth serving organizations to further enhance youth capacities using diversified methodologies; through which sustainability, relevance and efficiency are guaranteed.



II. Introduction

"The Youth Employment and Entrepreneurship program" seeks to empower 375 Egyptian youth through providing enhancement unpaid trainings that will enhance their skills and capacities, to boost their chances to join the labor market force. The program is divided into two parallel phases, the employability skills enhancement and the entrepreneurial dimension.

The preparation period of the report lasted for these four months, where the planning and preparation for the implementation period took process. The team first designed the work plan and the monitoring and evaluation frameworks of the whole program for the two years of implementation. In addition to working on creating a name of the program; hence after a couple of brainstorming meetings, we came out with the name of "TomooH" which means ambition in Arabic, so that it conveys the real message beyond the program which is to make these participants develop their skills and help the 375 participants in achieving their aims and goals either through creating a startup which will benefit the whole society or through engaging in the job vacancy they have always dreamt of, this is while preparing the social media campaign for the whole two components of the program and how we could employ the online platforms to reach our target.

As for the "Entrepreneurship" part; the team was working on the preparation of the hub that will incubate the startups, while opening a call for business trainers to apply, followed by launching the online application which reached 60 applicants, while the process of making partnerships with business incubator still exists and the preparing awareness sessions for youth to apply.

In the "Employability skills" part; the first step was to recruit the local coordinators through launching an online call, this was in parallel to opening a call to recruit the M&E consultant. Then, the online application was launched through the Facebook of Etijah, which reached 558 applicants to the training so far, as well as the local coordinators role in maintaining partnerships with stakeholders.

III. Implemented activities during the preparation stage:

Entrepreneurship:

1. Establishing a hub:

The co-working space is designed to fit all types of meetings conducted by the startups, there is one of the rooms that can hold up to 25 people inside while another with other three meeting rooms hold 10, 7 and 5 respectively, with all the needed utensils inside.

Hence, in achieving the aim of creating an inspiring working environment for startups in Egypt; we were keen while equipping the hub on inserting the necessary tools needed in each room, thus the it was furnished by very practical means that will be used during the startups meetings or while working in the hub, such as bean bags, colorful paintings and book shelves.



2. Selection Process

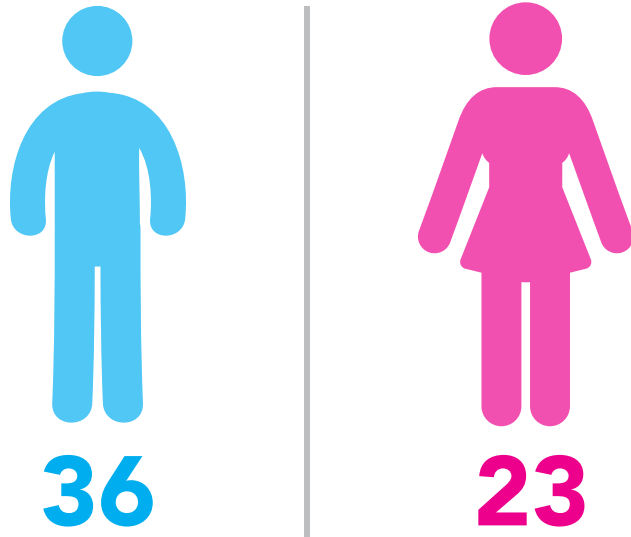
A. Applicants:

An online application was posted through the Facebook page of Etijah that sought to choose the early stage startups that match the requirements of the program and to know more about the ideas of these startups or the prototype being worked on, having 60 applicants had applied for this training.

The criteria for evaluation the applicants is based on the following points:

- Age criteria
- Cairo resident at the moment
- Educational background
- His/her startup idea
- The successful applications were moved to the next level in order to get to know the importance and the seriousness of the young entrepreneur, the assessment criteria that s/he goes through is;
- Team's functions and distribution of tasks within them
- The realistic need for the issue
- Innovation
- Systematic plan
- Vision and mission for expansion in the market
- Future plans

Reach of Application



Type of the startup



The stages of applied startups

33
Idea stage

26
Prototype stage

B. Business trainers:

We launched an online call for business trainers to apply, out of 20 applicants and a long recruitment process of meetings, comparing and negotiating offers; we have chosen chose "I-Career Development Services" that provided the best technical and financial offers.

An orientation meeting was done with the trainers in charge, through which the there was an elaboration of the topics, curriculum design, training days and methodologies that will be used during the training days. Accordingly, about eight business trainers are to deliver the workshops with these ten topics as shown below:

1. Introduction to entrepreneurship
2. Business Modeling
3. Business Model Alternatives & Prototyping
4. Validation
5. Develop an MVP while developing the entrepreneur
6. Managing the start up
7. Legality
8. Piloting & Customer Acquisition
9. Advanced tools for scalable startups
10. The Fundraising Dilemma

3. Stakeholders and partnerships:

In order to reach youth entrepreneurs, the team had conducted a couple of meetings to reach out to youth with startup ideas, the meetings were conducted with incubators and accelerators of eco-system as well as coordination with university stakeholders in order to have access to universities to reach students in their senior years and student activities.

A. These include meetings with people in charge from these universities.

Ain Shams University	Heliopolis University	Zewail City	X-volunteers; student activity
AUC venture Lab	Flat 6Labs	Innoventures	FEPS Business Incubator (Cairo University)

Mentorship:

We have created two online calls; one for a former program we were working on the "Pioneers of Egypt" Entrepreneurs which incubated over 70 Pioneers in social entrepreneurship and 15 startups. The second call is on the main Facebook page of Etijah to guarantee the diversity of mentors

3. Information sessions:

In order to expand the reach of the application and reach the targeted youth, we have been keen on reaching to the youth who are striving to establish their idea and startup. The two workshops of Etijah were conducted by Antoine L. Battle and Alana Davicino who are specialized in "Integrated Marketing Communication" and "Internship Program Design" respectively; to provide young entrepreneurs an insight about these two topics. The other mini sessions were conducted in Heliopolis and Zewail universities just to introduce the program to senior students in these universities.



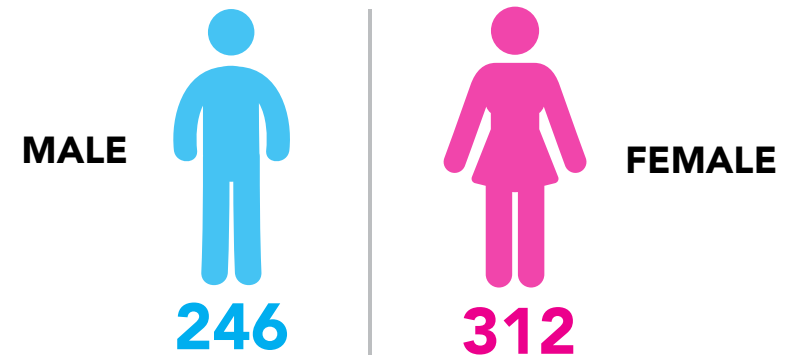
Employability:

1. Selection Process:

A. Applicants:

The application of the employability part was advertised about through Etijah's Facebook page, also by the help of the local coordinators and Etijah's wider network it has been published throughout the different local groups and pages of the four governorates. The total number of applicants reached 558

Gender Representation:



Covering 50 center in those five governorates:

Beheira

Dalangaat
Kom Hamada
Damanhour
Shoubraakheet
Kafr el Dawar
Etag el Barood
Edko
Abou Homos
Rashied
Abou el Matameer
El Mahmoudya
El Rahmania

Beheira

Deirb negm
El Asheir mn Ramadan
Belbies
Faqous
Zaqazeiq
Meit ghamr
Kafr Saqr
Ibrahimia
Abou Hamad
Menia el Qamh
Hahya
Abou kebir
Bagor
El Housinia

Assuit

Assuit
Quosia
Abou Teeg
El Badary
Sahel Selim
Manfaloot
Abnoub
Sodfa
El Fath
Ghanayem
Tahta

Qena

Farshout
Qeft
Qena
Naga Hamady
Neqada
Quos
Deshna
El Waqf
Abou Tesht
Armant
Shoun

Eligibility criteria:

- Age intervals between 21 to 35
- Educational level
- Attendance of relevant courses
- Residence of these governorates
- Unemployed

B. Recruiting the coordinators for the Employability part:

We began our campaign by launching a call for selecting our local coordinators in Sharkia, Beheira, Assuit and Qena. To ensure giving the opportunities to all the people working in the development field to apply, this was based on the hiring criteria we have previously set for the coordinators as follow; availability, commitment, ability to form connections, previous experience, they ability to travel within his governorate, communication skills and they ability to make information sessions about the program.

92 Male and Female persons applied to this position, however, only 26 people were shortlisted, and of course the best four that match the requirements were hired, regardless of any discriminatory biases against religious, gender, color or whatever their affiliations are, three males and one female coordinators were selected.

C. Monitoring and Evaluation Consultant:

A call was opened on the Facebook page of Etijah to make it feasible for all people who got the qualifications and expertise to apply, the consultants were evaluated and their applications were chosen based on their ability to develop the baseline survey while focusing on the theory of change and participatory approach while conducting it.

Henceforth, after a long negotiating period, the highest graded proposals were the ones selected from the best offer from the technical and financial sides.

2. Orientation session for the local coordinators working on the employability skills part:

During the whole years of implementation the different programs since Etijah's establishment, before the actual start of the program, we gather the coordinators working on the program to give them the necessary information about the program as well as provide them with a clear strategy and timeframe of the program. Besides, getting the coordinators to interact and know each other and Etijah's staff.

Timeframe and venue:

The session was conducted on the 27th of February, in Etijah premise.

Objective of session:

Provide the four coordinators with the necessary information needed about the program

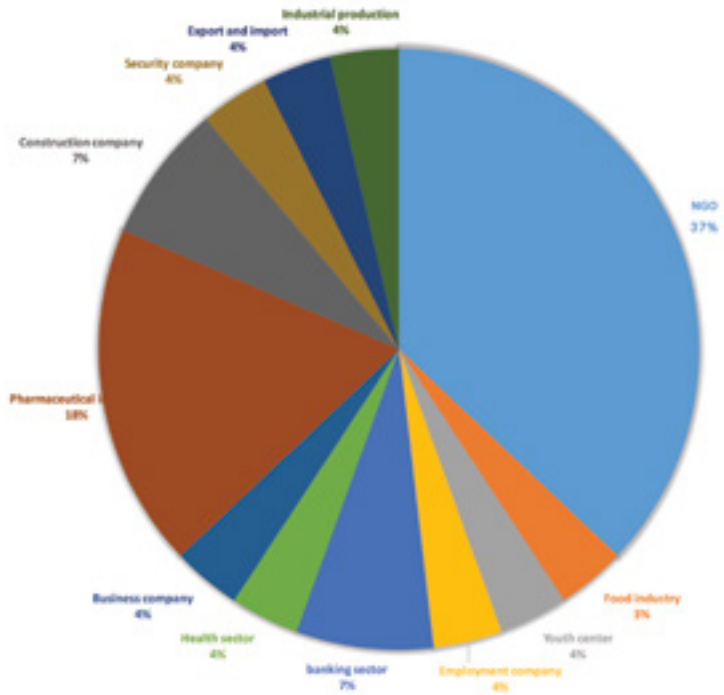
Scope of the session:

In this regard the four coordinators representing the four governorates came to Etijah premise to attend a full orientation day; to give them more details and information about the program design and frame of scope. This included knowing in depth their target group, sign the contracts, set the communication methods.

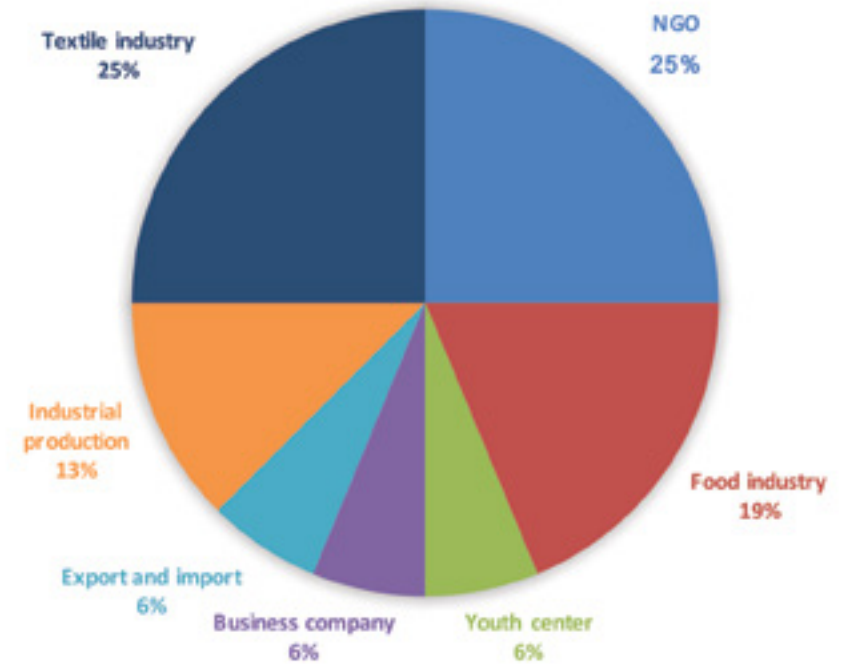
This is besides informing them about the data collection tools of the program such as the interviews that will be conducted with the candidates, as well as sharing with them Monitoring and Evaluation sheets they have to fill in.

3. Stakeholders and Partnerships:

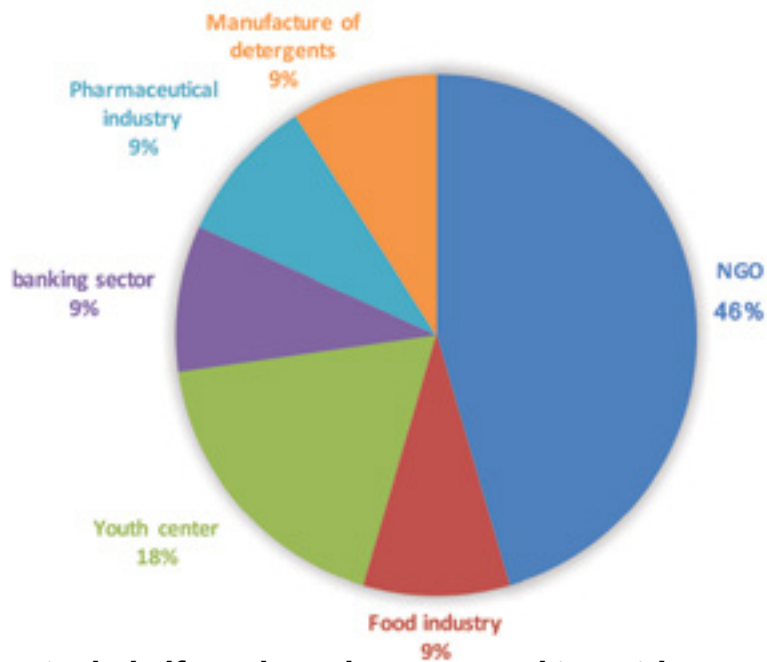
Throughout the whole preparation months the local coordinators made partnerships with 68 stakeholders that will help in the employment of the participants. The stakeholders were chosen based on their benefit for the program and how will they help us and their role in the program. The process of conducting partnerships is an ongoing process that the coordinators are to conduct throughout the year.



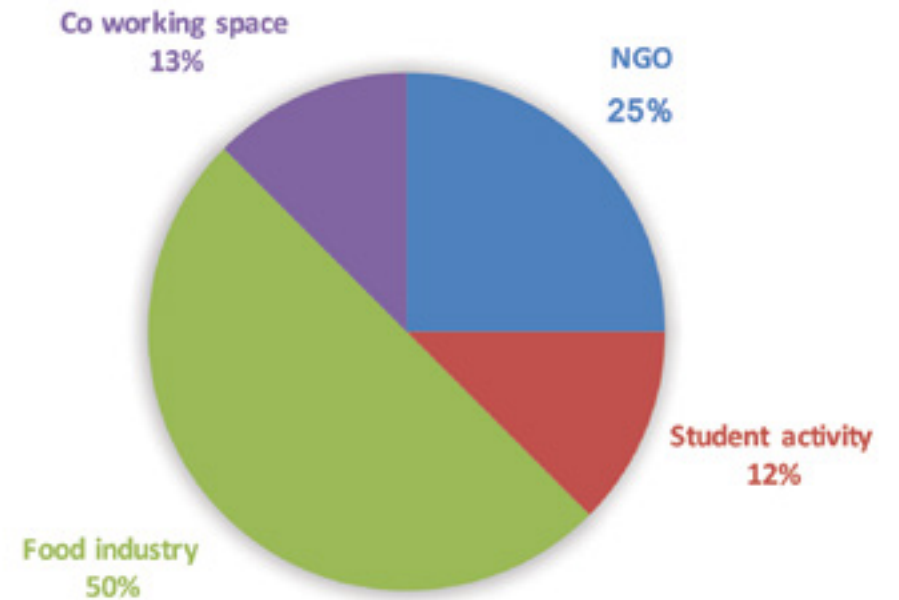
Qena, conducted 28 partnerships with NGOs, career counseling, governmental entities, companies, bureaus, schools and even entities in the health sector



In Beheira, 21 partnership was conducted with companies, factories, youth centers and NGOs.



Assuit, on its behalf conducted 11 partnerships with consultancies, NGOS and companies.



Sharkia, conducted 8 partnerships with factories and NGOs.



Other meetings and information sessions included:

The coordinators held many meetings or communicated with about 37 people either to explain for them the program and its objectives or they would seek to conduct partnerships with those people. They even sought to appear in the radio station of the governorate such as in Beheira, as the coordinator contacted the local radio station to talk about the program, he also contacted local newspaper agencies and journalists to announce the program.

In Sharkia, the local coordinator sought to spread the word about the program to youth initiatives or activities such as AISEC and Zigzag.

In Assuit, the local coordinator sought to conduct meetings with the local radio station manager to be able to announce the program to a big network of people, while at the same time communicated with another person in charge of one of the local newspapers in Assuit to announce the program to the public. Others included meetings with people in charge of factories and companies.

In Qena, the coordinator focused on communicating with representatives from the directorate of youth and sports, the coordinator also met representatives from the city council of Quos as an attempt to be able to reach a big number of applicants or provide job vacancies. He went to the productive families exhibition as well as the vocational training center of Qena to announce the opening of the application.

4. Follow up on local coordinators:

The local coordinators have to report on weekly basis their reach to our target group, whether if they conducted awareness sessions, communication or mapping stakeholders as well as his/her online outreach using Facebook; this is besides tracking the telephone calls the coordinator made. There is another tracking sheet about the stakeholder analysis to know why the coordinator conducted this partnership, with whom and when should this be available and the benefit that will return on the program from this stakeholder.

IV. Social media coverage

Facebook:

Since the beginning of the program we have posted over than 34 posts covering both the employability and the entrepreneurship parts, with a total reach of all post: 97,709 thousand people all over Egypt.

In this regard two events for the two parts of the program, though the Employability part's event was just for introducing the event for the public and the rest of the posts continued on Etijah's main page.

The announcement post reached almost 7,563 people as shown in the screenshot of the post below:

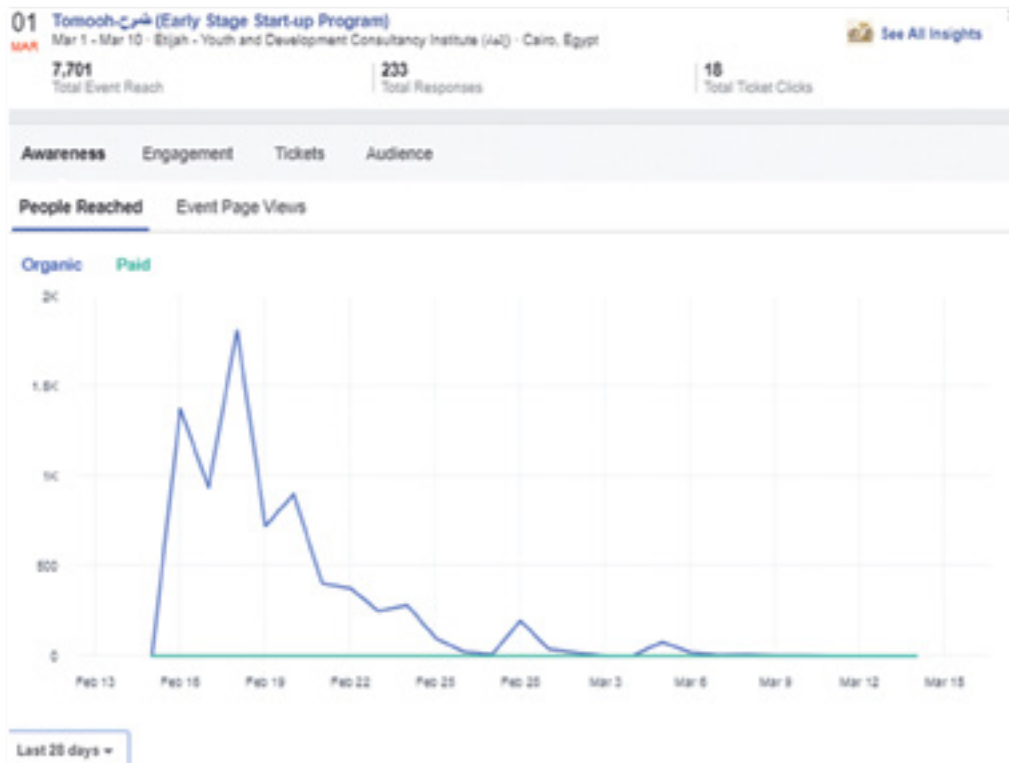


Entrepreneurship:

We created an event of the entrepreneurship part for youth with startups ideas or prototypes to continue to engage and interact with us, through which we post our ongoing information sessions on ground. The total reach of the event is 7,701 as shown below.

Other events created for the advertisement of two workshops that will help young startups in their projects. Such as the Integrated Marketing Communication workshop and another one called the Internship program design.

However, this was just to announce its announcement as well, and currently Etijah official Facebook page is used, like the post we used to announce the business training company that will work on the program;



Employability:

The event page of the employability part was only for a limited time until the event was closed it reached to 10,947 as per the attached screenshot below.



The employability part is currently advertised through Etijah's main Facebook page as the following pictures illustrate:



The team also used other media channels to connect with the youth, as the team sent 67 emails to the Etijah's volunteers and coordinators in the four governorates of the employability part to announce the beginning of the program using Mail chimp with all the necessary data included.



We extended our online outreach through posting on the different local Facebook pages of these governorates, which deals directly with people from these governorates; through creating a Facebook account of the program that will be the account through which the Facebook groups will be created afterwards, through the help of the local coordinators .

V. Challenges:

There were many challenges encountered during the preparation period of the program, concerning the limited budget; which was the sole obstacle that the team faced either on the employment and entrepreneurship parts of the program. It led us into a long negotiation process which left an impact on the time framework and could have reached to the quality delivered.

Entrepreneurship:

This happened while recruiting the business trainers in the entrepreneurship part; all the offers which came exceeded the budget set for this item. Thus, we had gone through a long bargaining process with the applied trainers, many of them declined to lower the price, others lowered the price however, still they exceeded the budget, others lowered the price however the technical offers were very inadequate to our institution name.

Thus the only suitable offer we got from the technical and financial proposals was I-career who lowered their price from 180,000 to 117,500 Egyptian pounds, which took us about two months negotiating the offers and contacting new trainers to have better offers, without compromising the quality of work delivered.

Employability:

The same applies to the recruitment of M&E consultant, which as well took us long time to negotiate the offers and setting meetings in this regard. Henceforth, we resorted to the following issues;

1. Limiting the work of the consultant:

The team as well tried to cut from the duties assigned to the consultant through constructing the M&E system for the project and make the stakeholder analysis as well, to limit only the role of the M&E to make the inception report, develop the tools

and analysis and producing the final report, while we do the data entry and set the meetings with the stakeholders for the interviews as well as set the sample needed for the consultant.

2. Long timings:

Due to contacting new applicants because all the ones applied refused to lower the financial offers even with the above mentioned compromises. Thus, we contacted the Integrated Marketing Solutions market research company that gave us the best offer of 35,000 LE rather than the 66,500 pounds suggested from them earlier however on a long duration of 7 weeks.

VI. Next step:

We are currently preparing for our implementation phase on the Employability and Entrepreneurship sides;

Entrepreneurship side:

The trainings of the young startups will be conducted for the first batch, after having settled the expected days with the business trainers; the team is currently interviewing the applicants to guarantee the creativity and seriousness of the project.

This goes in accordance with conducting meetings and partnerships with various business incubators and stakeholders, besides the awareness sessions that is conducted in co-working spaces to encourage youth with creative ideas to apply.

Employability side:

The team is currently preparing for the M&E consultant visits for Sharkia, Beheira, Assuit and Qena, through contacting the stakeholders and our partners in those governorates. As well as paving the way to start the interviews to the applicants to choose the ones who meet our criteria.

The local coordinators on their behalf are still conducting partnerships and meetings, in parallel to preparing awareness sessions and using online platforms to spread the program through peer youth.

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