

5th October 2021

Yunus Environment Hub is looking for mentors for the GrowUp Incubator for Social Businesses: Sustainable Food Systems.

Terms of Reference

Project background

Yunus Environment Hub (YEH) is the global social business network that creates solutions for the environmental crisis. In alignment with the philosophy of Prof. Yunus, our vision is to create A World of Three Zeros: Zero Poverty, Zero Unemployment, and Zero Net Carbon Emissions. To achieve this vision, we support, design, and implement social business solutions related to any aspect of the current global environmental crisis. A social business is hereby defined as a mission-driven business that is entirely dedicated to solving social or environmental problems. Specifically created for this purpose, a social business generates profits and aims to be financially self-sustaining.

We are launching our 2022 cohort of *GrowUp Incubator for green Social Businesses* to support and grow skills on early-stage entrepreneurs that have proven their concept and are looking for support on how to scale their social business and become self-sustainable. The program will support social business entrepreneurs in Kenya, Ethiopia, Rwanda, Tanzania, Uganda, and Burundi. During the program, the entrepreneurs will be able to:

- Build their partnerships and operational model.
- Work on their financial sustainability model.
- Identify possible financial opportunities.
- Review their product-market fit for multiple contexts.
- Find viable routes to scale and growth.
- Learn how to integrate impact evaluation into the operational model.

Activities and schedule

Entrepreneurs will be selected through an open call for application. Selected 25 semi-finalists will be invited to a bootcamp weekend (21 – 23 January 2022) during which we will learn more about the business model and teams behind the entrepreneurs. After hearing the pitches of 25 semi-finalists and interviews with them, 10 social businesses (finalists) will be selected to participate in the 5-month incubation program.

During the program, entrepreneurs will receive bi-weekly tailored 1-on-1 mentorship sessions with mentor based on their needs, 3-day capacity-building bootcamp, interactive capacity-building trainings for the whole cohort, networking opportunities with local and international partners and a lot of peer-to-peer support. All the activities will be hosted online due to the global pandemic.

11 October – 21 November 2021: Open call for applications
22 November – 12 December 2021: Selection of 25 semi-finalists and interviews
13 December – 19 December 2021: Announcement of 25 semi-finalists
21 January – 23 January 2022: Capacity building bootcamp for 25 semi-finalists
24 January 2022: Announcement of 10 selected finalists
24 January – 30 January 2022: Gap analysis calls with 10 finalists
07 February – 03 July 2022: Mentorship, trainings and networking events for 10 finalists
07 July 2022: Demo Day

Your role as a Social Business Mentor

Once the gap analysis has been conducted, YEH will match the entrepreneurs with the mentors based on areas of experience where you could bring value to a respective entrepreneur. The mentor's matching and the confirmation of your application will be done between the 24th of January 2022 and the 7th of February 2022.

As a mentor, you will:

- Design a tailored development plan for your mentee(s) that will work as a guide for the mentorship process.
- Coordinate and follow-up 11 sessions of 1.5 hours each, to execute the development plan with your mentee(s).
- Organise one session of 2 hours for the whole cohort. The session could either be a practical training session on a topic relevant for the whole cohort or a networking event with relevant stakeholders.

The estimated overall workload is approx. 5 days of work, including 2.5 days of work with the mentee(s) and 2.5 days of preparation and reporting to YEH, over 5 months (From 7th of February 2022 until 3rd of July 2022).

Who are we looking for?

We are looking for people passionate about helping small social businesses entrepreneurs to grow and create substantial environmental and social impact. The mentor must have experience in the East Africa context, as well as early-stage business development experience in areas such as marketing and sales, impact measurement, business and revenue model, financial sustainability, leadership, and internal organisation. Previous experience as an entrepreneur and/or within the food systems sector is highly desirable.

Mentors should have strong networks with the social business ecosystem in East Africa at different levels. Our goal is to build a strong relationship with the mentors and the ecosystem to spread the opportunity that can reach social business entrepreneurs who could benefit from the incubation program.

What are we offering?

Yunus Environment Hub will compensate your work as a mentor with a total of 2000 Euros gross. We will also provide you with a certificate of your engagement as part of Yunus Environment Hub's *GrowUp Incubator for green Social Businesses* in Sustainable Food Systems. Mentors are also invited to join Yunus Environment Hub's global network to be considered for further program activities.

Finally, for organizations working in the social business ecosystem that help us to spread the word about GrowUp and build a stronger network we can communicate the collaboration as a network partner.

Application

*If you are interested in being one of our mentors for the 2022 cohort of the GrowUp Incubator in Sustainable Food Systems, please fill in the [application form here](#) and send your CV to Anna Khudiiash via anna.khudiash@yunuseh.com by the **21st of November 2021**.*

The selected mentors will be notified between the 24th of January 2022 and the 7th of February 2022 after the selection of 10 social business entrepreneurs in order to guarantee a good fit between the entrepreneurs and the mentors.