

Terms of Reference (TOR) for Provision of Expert Services: Lead Tracking and Training for Accelerate Prosperity (AP) Acceleration Programs

Reporting: Acceleration Manager Accelerate Prosperity Kyrgyzstan

Location: hybrid-mode of work

Work period: July 2025 – September 2025

1.1 About Accelerate Prosperity Organization:

Accelerate Prosperity (AP) is a global initiative of the Aga Khan Development Organization (AKDN) in Central and South Asia to stimulate enterprises where economic opportunities remain scarce.

In 2025, AP Kyrgyzstan is running two distinct Investment Readiness Acceleration (IRA) programs:

- **Unicorner IRA:** A national program designed to prepare a cohort of 25 promising Kyrgyz companies for external investment.
- **Slingshot IRA:** A regional Central Asian program designed to prepare a cohort of 16 high-potential startups for cross-border growth and investment.

1.2 The UniCorner Investment Readiness Acceleration Program

The UniCorner Acceleration Program is a specialized accelerator designed to prepare a cohort of 25 promising pre-seed and seed stage IT companies for external investment.

1.3 The Slingshot Investment Readiness Acceleration Program

SlingShot - an investment-readiness accelerator designed to fast-track startups from Central Asia toward securing venture capital, angel investment, and DFI (Development Finance Institution) backing.

2. Objective of the Assignment

AP seeks proposals from qualified consulting firms and/or individual experts to provide lead tracking and training services. These services are divided into three distinct Services.

3. Scope of Services and Specific Requirements

Service 1: Lead Tracker Services for Unicorner IRA Program

- **Program:** Unicorner Investment Readiness Acceleration Program
- **Participants:** 25 companies
- **Period:** 07 July 2025 – 12 September 2025

- **Key responsibilities:**

- Conduct in-depth Investment Readiness Diagnostics and customized Investment Readiness Roadmaps with clear, actionable milestones.
- Lead minimum **9 weekly Group Tracking Sessions** to review progress, troubleshoot challenges, and ensure accountability.
- Guide companies in Hypothesis Testing & Validation of their business models, market assumptions, and unit economics.
- Mentor companies in developing a compelling Investment Pitch Deck and preparing a Due Diligence Data Room.
- Conduct intensive Pitch Rehearsals to prepare founders for the Investment Advisory Committee.
- Provide regular Progress Reports to the AP Acceleration Manager.

Service 2: Lead Tracker Services for Slingshot IRA Program

- **Program:** Slingshot Regional Investment Readiness Acceleration Program
- **Participants:** 16 companies from Central Asia
- **Period:** July 2025 – October 2025 (specific start date to be confirmed)
- **Key Responsibilities:**
 - Responsibilities are broadly similar to Service 1, including including leading a minimum of **4 weekly group traction meetings**.
 - **Additional focus:** Mentor companies on the nuances of regional expansion, cross-border legal and financial considerations, and tailoring their investment pitch for international investors.

Service 3: Delivery of Specialized Training Sessions for Unicorner IRA Program

- **Program:** Unicorner Investment Readiness Acceleration Program
- **Audience:** 25 companies
- **Requirement:** Delivery of three (3) expert-led training sessions:
 - **Strategic Goal Setting for Startups:** A hands-on workshop on defining and implementing clear, measurable objectives (e.g., using OKRs) for investment readiness.
 - **Effective Business Modeling:** A practical workshop using frameworks like the Business Model or Lean Canvas to develop and stress-test a robust business model.
 - **Induction to the Investor Data Room:** A practical guide covering the purpose, structure (checklist of documents), and best practices for preparing a professional virtual data room (VDR).

4. Requirements for the Proposing Firm/Consultant:

- Minimum of 5 years of demonstrated experience working directly with startups and SMEs in a business consulting, mentorship, or advisory capacity.
- Legal registration as a business entity (LLC) or individual entrepreneur in compliance with local regulations.

5. Qualifications of the Proposed Lead Tracker:

5.1. For Lead Tracker Services (Services 1 & 2):

- The proposed Lead Tracker must have a proven track record of successfully mentoring startups to achieve growth and secure funding.
- Personal entrepreneurial experience or experience as a mentor/tracker in a reputable accelerator is highly advantageous.
- Exceptional facilitation and communication skills.
- Experience with cross-border business or international markets is a plus.

5.2. For Training Sessions (Service 3):

- The proposed Speaker(s) must be recognized subject-matter experts in their respective fields with significant practical experience.
- Demonstrated experience in delivering engaging and effective training to entrepreneurs and business leaders.

6.Submission Guidelines

Interested parties must submit a proposal package containing the following documents:

- **Technical Proposal:**
 - Brief company/consultant profile.
 - Detailed methodology for the services being bid on.
 - Comprehensive CVs of the proposed Lead Tracker(s) and/or Speaker(s).
- **Financial Proposal:**
 - Must provide a clear, itemized cost breakdown **for each Service** being bid on.
 - All costs must be quoted in **USD**.
- **Legal Documents:**
 - Copy of registration certificate/patent (for individuals) or full registration documents (for LLCs).

7. Evaluation Criteria

Proposals will be evaluated based on a combination of technical merit and financial value. The evaluation criteria are weighted as follows:

Criteria	Weight
Technical Proposal (70%)	
1. Experience and qualifications of the proposed personnel (Tracker/Speaker)	40%
2. Provider's institutional experience and track record	15%
3. Proposed methodology and understanding of the assignment	15%
Financial Proposal (30%)	
1. Competitiveness and reasonableness of the proposed budget	30%
Total	100%

8. Submission Details

Proposals must be submitted electronically to:

Email: salkynai.emilbekova@akdn.org

Email Subject Line: "Proposal: Expert Services for AP Accelerators"

Submission Deadline: 27 June 2025, 17:00 (Bishkek Time, GMT+6)

Proposals received after the deadline will not be considered. Accelerate Prosperity reserves the right to accept or reject any or all proposals without assigning any reason thereof.