



COLLABORATING ON ENTREPRENEURSHIP IN AFRICA

**Pilot Programme Proposal for
Evaluative Purposes**

**Passing on the Israeli
Entrepreneurial Spirit**

2013/14

Table of Contents

PIC Entrepreneurial Mission in Collaboration with African Institutes	4
Introduction: Pilot Programme.....	4
Target Audience - Involving Key Stakeholders.....	5
Pilot Programme Objectives.....	5
Tactical Objectives	5
Measuring Expectations.....	6
Considering the Socio-Cultural and Institutional Environment.....	6
Pilot Programme Curriculum	6
Intended Programme Outcome	7
Programme of Study	7
Programme Methodology	8
Financial Breakdown for a 2 Day Pilot Programme	8
Contact Information	9
Project Assessment Checklist upon Completion of the Pilot Programme	9

We believe in the Entrepreneurial Spirit

“It can unleash the imagination, create opportunities, reinvent the market, rebuild communities and transform the world. If you’re seeking the expertise to start or grow your business, we’re here to help.”

PIC Entrepreneurial Mission in Collaboration with African Institutes

Our goal is to work with and through our partners to build a solid platform that connects aspiring entrepreneurs with the business world and giving them the tools necessary to succeed. We aim to foster and convey the entrepreneurial spirit in Israel to stimulate creative minds, to form and build on pioneering ideas, thereby enriching lives with vibrancy, originality, and modernization.

In pursuit of this mission, we will abide by our key principles:

- Identify opportunities where application of people, ideas, and capital can benefit society in significant and measurable ways.
- Develop innovative, research-based programmes leading to practical, sustainable solutions that are widely accepted and implemented.
- Treat the partner region as a programme incubator where feasible, in which new approaches can be tried and tested before being disseminated nationally.
- Partner with others to leverage our resources and capabilities while avoiding the creation of dependency.

Introduction: Pilot Programme

Promoting International Collaboration - PIC are increasingly deploying 'Entrepreneurial' projects in collaboration with Africa institutions and organisations at regional and national levels. PIC in general has experience of nationwide deployments of strategic social entrepreneurship projects and how to ensure that they are executed effectively. Such large-scale projects require careful analysis and planning, and sometimes include one or more "pilot" deployments. Pilots are generally considered a helpful learning tool before committing to larger scale deployment. However, PIC has found that most pilots are considered as the first phase of a progressive deployment and not as an opportunity to learn and improve the design of the programme.

This pilot programme is an intended strategic event for introducing stakeholders to each other, gaining commitment to usability and defining collaborative objectives. It is also a method for collecting information about the over all objective.

This proposal of initiating a 'Pilot Programme' together with the our prospective partners offers a series of objectives and benefits of holding a joint pilot projects. It also provides guidance on how to interpret the information gathered from pilot experiences, to aid in the decision making process and the planning process. This document is based on PIC's experiences and observations in its partner countries and we welcome your feedback and suggestions.

Target Audience – Involving Key Stakeholders

Participatory approaches generate supporting commitment, builds ownership and creates ambassadors, ensuring that the issues raised are considered from multiple perspectives and decisions are reached collectively about how to proceed in the specific local context of promoting entrepreneurship. Stakeholders who have been involved in the pilot are more likely to support its scaling up than those who had little input. Engaging future implementers and those who represent the beneficiaries is likely to produce interventions that are relevant, appropriate, feasible and sustainable.

The pilot programme therefore should involve key stakeholders, such as policymakers, programme managers, technical experts, service providers and community representatives or other interested groups, for example NGOs advocating for youth development and that of SME's.

Pilot Programme Objectives

The proposed pilot innovation is relevant along several dimensions. It addresses important social challenges and has the potential for significant impact in national development. The presented modern and innovative approach to entrepreneurship in this pilot programme aims to be a preferable alternative approach and feasible in the local settings where it is to be implemented. It undertakes substantial improvements in effectiveness, efficiency and equity.

Feasibility of the proposed intervention will be considered with regard to the implementation capacity of the programme, particularly in terms of the financial and human resources available.

Tactical Objectives

The results and evaluation of this proposed 'pilot programme' will provide proof of implementation feasibility and laying the groundwork for future large scale implementation is a first major step towards successful collaboration. However, it does not mean that evaluation will occur automatically. Once the pilot programme and other programmatic research has been completed, it will be essential to determine whether the results permit nationwide implementation and if so, systematic, detailed plans need to be derived for how the innovation approach to entrepreneurship can be expanded and institutionalized.

Promote Productive Collaboration with Stakeholders

- Creates an information sharing platform whereby facilities can disclose sustainability performance, practices, strategies, and goals to stakeholders
- Serves as an opportunity for stakeholders to identify impact areas about which they have concerns
- Creates opportunities to discuss priority issues together with stakeholders, thereby building trust and collaboration via dialogue

- Allows for increased, shared understanding of the facility's impacts, improvements and challenges, whereby facilities and stakeholders can build consensus to find solutions and set goals to address challenges
- Can potentially reduce negative reactions to future, unforeseen incidents and/or impacts because of better understanding and communication

Measuring Expectations

Participants involved in the pilot programme may have different expectations about where and to what extent the innovation is to be measured. Expectations may differ with regard to the geographic areas for expansion, the level of service delivery, the target populations or the desired pace of scaling up. It is important to clarify what these expectations are and to ensure that they are considered in the design of the project.

Pilot research is intended to be a “proof of concept” where there is no immediate expectation that the innovation should be evaluated. Even in these cases it is useful to consider the implications for evaluation at the design stage in the event of large-scale implementation.

Considering the Socio-Cultural and Institutional Environment

Innovations that build on existing patterns of social organisation, values and local traditions are more likely to be adopted and to last. It is therefore important that we work together to design interventions in such a way that they are consistent with community values and social institutions. Likewise, a good match with the institutional and organisational culture delivery system is important. In addition, the larger political, economic, policy, bureaucratic and institutional environments need to be considered to identify both opportunities and constraints for future assessment.

Pilot Programme Curriculum

This proposed pilot programme is intended to introduce PIC to our potential partners allowing us to familiarise ourselves with one another and to lay the groundwork for collaborative activities to promoting entrepreneurship competence, helping young people to be more creative, efficient and self-confident in whatever they undertake.

The following curriculums (modules) are recommended depending on the intended participants / stakeholders who will be invited to attend by our partners in mission:

Stakeholder Pilot Programme Module A:

- Entrepreneurship in the 21st Century
- Entrepreneur Culture
- Education and Training

- Access to Funding
- Coordinated Support
- Characteristics of the Entrepreneur

Stakeholder Pilot Programme Module B:

- The Israeli Experience
- What are the Characteristics of an Entrepreneur
- How to Recognise Opportunities
- Developing a Strong Entrepreneurship Culture
- International Marketing Management
- How to Market your Business Successfully in the 21st Century

Business Sector Pilot Programme Module C:

- Challenges faced by Africa Entrepreneurs
- Entrepreneurship Venture Capital
- Innovation Management and New Product Development
- Changing the way we think about Entrepreneurs
- New Marketing Media for Entrepreneurs
- Marketing, Branding and Public Relations

Student and Business Sector Pilot Programme Module D:

- The Israeli Experience
- How to Recognise Opportunities
- New Marketing Media for Entrepreneurs
- Marketing, Branding and Public Relations
- Creating Start-up Success
- How to Market your Business Successfully in the 21st Century

Tailor-made Pilot Programme Module E:

You may choose from the topics listed above, according to your interest, to build a pilot programme.

Intended Programme Outcome

The recommendations presented in this ‘Pilot Programme Proposal’ are intended to assist the prospective partner and Promoting International Collaboration (PIC) to anticipate what is required for successful collaboration. In our experience the evaluation of such pilot programmes provides both stakeholders with an evaluative insight into the strengths and opportunities that each partnership brings to the larger project of ‘Promoting Entrepreneurship in Africa’.

Programme of Study

There will be 8 academic study hours per day, over the two (2) day pilot programme. Daily Schedule 08:30 – 16:30.

- 08:30 – 10:30 Session 1
- 10:30 – 11:00 Tea Break
- 11:00 – 13:00 Session 2
- 13:00 – 14:15 Lunch break
- 14:15 – 16:30 Session 3

Programme Methodology

These programmes are presented by Mr. Mark Street, founder and Director of PIC who has over 12 years experience in international executive management training for policy and decision makers as the former Director of the International Centre for National Security Studies (ICNSS). He is an experienced marketer whose experience and knowledge has been built up through the delivery of thousands of campaigns across a wide range of industries. You will be provided with the transfer of knowledge and in session tutorials. The training method will be very interactive and participatory using mixed approaches to professional and capacity building including lectures, discussions and presentations.

Financial Breakdown for a 2 Day Pilot Programme

Pilot Programme – over a two day duration (2 study days)

Expense Item	Comment	Amount
Travel Expenses	As I will be in the region, I will cover all travel expenses to your institute. *Applies to East Africa Only	*US \$ 0
Accommodation Expense	I will cover all accommodation expenses during my stay. I ask that you recommend an appropriate hotel/lodge for my stay.	US \$ 00
Local Transportation Expense	I ask that you assist me with daily transportation to and from my hotel to the programme facility location.	US \$ 0
Lecturing Fees	US \$ 1,250 per Day X 2 days	US \$ 2,500
TOTAL EXPENSE		US \$ 2,500

***Applies to East Africa Only**

Conference Centre / Institute should include:

- Free wifi or Internet Connection
- LCD Projector
- Screens
- Whiteboard + marker

Contact Information

Mr. Mark Street
Promoting International Collaboration (PIC)
Israel
Mobile: +972 (0) 528 711 613
Mobile in East Africa: +255 (0) 785747426
Email: M.Street@promoting-intl-collaboration.com
Email: promoting.collaboration@gmail.com
Website: <http://www.promoting-intl-collaboration.com>
Skype: [mark.street.pic](https://www.skype.com/user/mark.street.pic)
LinkedIn: [Mark Street - PIC](#)

Project Assessment Checklist upon Completion of the Pilot Programme

Questions related to the evaluation process	YES (+)	NO (-)	More Information / Action Needed
Is input about the project being sought from a range of stakeholders (e.g. policymakers, programme managers, providers, NGOs, beneficiaries)?			
Are individuals from the future implementing agency involved in the design and implementation of the pilot?			
Does the project have mechanisms for building ownership in the future implementing organization?			
Does the innovation address the underlining economic and unemployment problem?			
Is the innovation based on sound evidence and preferable to alternative approaches?			
Given financial and human resource requirements, is the innovation feasible in the local settings where it is to be implemented?			
Is the innovation consistent with existing national policies, plans and priorities?			

PROMOTING INTERNATIONAL COLLABORATION (PIC)

Questions related to the evaluation process	YES (+)	NO (-)	More Information / Action Needed
Is the project being designed in light of agreed upon stakeholder expectations for where and to what extent interventions are to be evaluated?			
Has the project identified and taken into consideration community, cultural and gender factors that might constrain or support implementation of the innovation?			
Have the norms, values and operational culture of the implementing agency been taken into account in the design of the project?			
Have the opportunities and constraints of the political, policy, business sector and other institutional factors been considered in designing the project?			
Can the innovation be tested in the variety of socio-cultural and geographic settings where it will be measured?			
Can the innovation be tested in the type of service delivery points and institutional settings in which it will be measured?			
Does the innovation being tested require human and financial resources that can reasonably be expected to be available during scale up?			
Will the financing of the innovation be sustainable?			
Does the institution/organisation currently have the capacity to implement the innovation? If not, are there plans to test ways to increase capacity?			

PROMOTING INTERNATIONAL COLLABORATION (PIC)

Questions related to the evaluation process	YES (+)	NO (-)	More Information / Action Needed
Is there provision for early and continuous engagement with donor and technical partners to build a broad base of financial support for scale up?			
Are there plans to advocate for changes in policies, regulations and other social development components needed to institutionalize the innovation?			
Does the project design include mechanisms to review progress and incorporate new learning into the implementation process?			
Is there a plan to share findings and insights from the pilot project during implementation?			
Is there a shared understanding among key stakeholders about the importance of having adequate evidence related to the feasibility and outcomes of the innovation prior to scaling up?			