

SME Program - Terms of Reference (ToR)

About



BøthOfUs is funded by the European Union

BøthOfUs AB, established in 2016, is a Swedish for-profit organization co-founded by industry veterans, leveraging extensive expertise gained from prominent entities like Ericsson, Google, Länsförsäkringar (Swedish bank), GSMA, and the Public Employment Agency. Their collective experience spans technology, innovation, design, digitalization, and internationalization.

BøthOfUs has successfully implemented technology, design tools, and digitalization solutions, fostering innovation ecosystems and establishing youth centers across 20+ countries outside the EU and in 12+ EU nations.

The organization collaborates with partner institutions to achieve social impact through the following key areas:

- **Creating Financial Sustainability:** Accessing grants, funds, venture capital, angel investments, and establishing public partnerships.
- **Technology Development:** Building mobile and web applications.
- **Design Expertise:** Focusing on User Experience (UX) and User Interface (UI) design.
- **Business Model Enhancement:** Strengthening and evolving business models.
- **Commercialization Strategy:** Developing effective strategies for commercialization.
- **Innovation and Digitalization Processes:** Guiding entities through innovation and digitalization
- **SDG Localization:** Implementing Sustainable Development Goals (SDGs) to enhance revenue.
- **Capacity Building:** Offering digitalization, entrepreneurship skill development, and training.

Terms of Reference (ToR) - Innovation ecosystem

Phase 1

The specific details for Phase 1's Terms of Reference (ToR) are outlined in the table below

DUTY STATION:	Hybrid
PROGRAM	Conducting a Feasibility Study on SMEs to Develop Enhanced Business and Revenue Models Aligned with SDG Goals
commitment fee to be paid by partnering SMEs.	<p><i>(Least Developed Countries : €220,</i></p> <p><i>Island countries : € 340,</i></p> <p><i>Economy in Transition/Developing Economies : €450,</i></p> <p><i>Developed countries : €590)</i></p> <p><i>ref</i></p> <p>https://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf</p>
Activities	<p>BøthOfUs orchestrates a comprehensive feasibility study, conducted through a 1 hour session, either virtually or in person. The study zeroes in on crucial aspects,</p> <ul style="list-style-type: none"> ● Financial sustainability assessment ● Strategies for securing funding and identifying suitable partnerships ● Design evaluations encompassing User Experience (UX) and User Interface (UI) ● Programming insights, covering both web and mobile applications ● Business model development and refinement ● Commercialization strategies ● Introduction to potential market partners within the European Union and USA

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Output	<p>After conducting the feasibility study, BøthOfUs dedicates approximately a week for research, crafting a strategic plan, and establishing Key Performance Indicators (KPIs) to attain set objectives. The resulting document, termed 'Feasibility Study for Revenue Generation & Internationalization,' is presented to partnered SMEs during a virtual session with an opportunity for Q&A.</p> <p>This comprehensive document, presented in slides or PDF format, outlines areas for improvement and proposes strategies for achieving desired outcomes. The focus areas encompass:</p> <ul style="list-style-type: none">• Design enhancements (UX, UI)• Programming enhancements (web, mobile)• Business model refinement• Internationalization strategies• Partnership development• Funding avenues• Resource mobilization strategies• Establishment of a self-sustainable economic model• Localizing strategies for Sustainable Development Goals (SDGs)• Skill development initiatives• Capacity building endeavors <p>Phase 1 primarily serves as the evaluation phase, providing BøthOfUs and the participating SMEs an opportunity to decide on proceeding to Phase 2 collaboratively, focusing on implementing the identified KPIs.</p> <p>This phase outlines the budget necessary to achieve desired outcomes within the industry. It can either be treated as an independent work package if the</p>
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	partnership concludes after Phase 1 or considered as a preliminary stage leading to Phase 2 in case of continued collaboration.
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Phase 2

In Phase 2, the emphasis lies on the implementation of Key Performance Indicators (KPIs) identified from the Phase 1 outcomes. This phase offers two collaboration models

	Advisory collaboration	Action Collaboration
Definition	<p>This model is advisory collaboration</p> <ul style="list-style-type: none"> • Advising on KPI implementation, • Design advice (UX,UI) • Programming - Advisory role • Applying for grants together, • Running granted programs • Capacity building on advisory role • Skills training on advisory role • Creating revenue channel together • BøthOfUs applying for funding 	<p>This model is co-leading collaboration</p> <ul style="list-style-type: none"> • Full end to end co-leading KPI implementation as one team • Design implementation (UX,UI) • Programming • * Brand development • * Digital enhancement • * Digital tools creation • Innovation framework implementation and SDG impact mapping • Applying for international grants • Building EU & international partnership • Representing Partnering SMEs in EU • Co-Funding opportunity • Creating business models together • Creating revenue channel together • BøthOfUs applying for funding • Connection on reaching VCs
Duty station	Virtual meeting	<p>Kickoff meeting</p> <p>In-Person 3 to 4 days of workshop to define priorities from Phase 1 output document</p> <ul style="list-style-type: none"> • More info about kickoff meeting and output below

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		Hybrid and meet in person adapting to international deals and partnership
Partnering SMEs commitment fee	<p><i>Below is per month commitment fee</i></p> <p><i>(Least Developed Countries : €200,</i></p> <p><i>Island countries : € 300,</i></p> <p><i>Economy in Transition/Developing Economies : €400,</i></p> <p><i>Developed countries : €550)</i></p> <p><i>ref : https://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf</i></p>	<p><i>Below is per month commitment fee</i></p> <p><i>(Least Developed Countries : €350,</i></p> <p><i>Island countries : € 550,</i></p> <p><i>Economy in Transition/Developing Economies : €600,</i></p> <p><i>Developed countries : €850)</i></p> <p><i>ref : https://www.un.org/en/development/desa/policy/wesp/wesp_current/2014wesp_country_classification.pdf</i></p>
	For any mutually created funding partners will share the grants and responsibilities	For any mutual created funding partners will share the grants and responsibilities
Binding time	Min : 2 months Max : 6 Months	Min : 2 months Max : 1 year with potential to extend

Innovation process timeline - BøthOfus

