

*Forum for the Development of Young People*

## **Business and Educational Empowerment Summit 2015**



**THEME: EMPOWERMENT FOR CHANGE**

*Forum for the Development of young People \*6 off Johnson Street, Aberdeen,  
Freetown, Sierra Leone \*Registration Number MSGWC/2012 \* Contact:  
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TO WHOM IT MAY CONCERN,

Dear Sir/ Madam,

### **INTRODUCTION OF OUR CONCEPT NOTE FOR THE BUSINESS AND EDUCATIONAL EMPOWERMENT SUMMIT 2015**

It is with utmost delight that we present this introduction of our concept note for your kind attention with regards to sponsorship for the above mentioned subject. Forum for the Development of young people has been in existence for four (4) years, making their own contributions to the development of youths and children in our motherland. This development has been felt in our inter secondary school quiz and debate championships, which started in 2012, engaging student leaders in a student pilot project against maternal mortality called Mamaye which was done in partnership with Evidence for action International. Our organization further provided voluntary tutorials to pupils of St. Joseph's Convent and Dynamic International. Representatives of our organization have also participated in a series of international conferences and summits in Tunisia, Ethiopia, Ghana, England and other countries.

At the moment, Sierra Leone is trying to recover from the crippling effects of the deadly Ebola pandemic and as an institution that is bent on developing our young people, we have designed this summit to train our unemployed youths about important business principles that they can use to combat the economic deficit that is hovering around the country. Our CEO and Founder is the chapter head of Africa 2.0 Sierra Leone which is a continental business platform that speaks of rebranding, and even though we want to host this event in our own manner, we shall be involving key strategies from this institution. This summit will have a 3 days conference starting from the **16<sup>th</sup> -20<sup>th</sup> November, 2015** as its first session in which we shall have the following trainers and speakers: **Mr. Akinwunmi Akinade (CEO and MD of Akinworld Ventures-Nigeria), Mr. Renaud Alan Akakpo (President- Accra Royale, Junior Chambers International, Ghana), Mr. James Koilie (Head of Business Administration Department, Institute of Public Administration and Management) and our own Mr. Victor Moinina ( Master's Student of Governance and Regional Integration, Pan African University Institute of the African Union Commission, Yaoundé Cameroon)**. These Four personalities will mentor and train 200 youth leaders (to be selected by an open application process) on **Business Branding, Financial reporting, How to present a business plan, Formation of an international business partnership and How to attain higher level of education through international scholarship**.

As part of the application, we intend launching a business plan competition for the public whereby 15 new business ventures with well cut out plan will be given a **seed capital of \$500** to be repaid in 6 months which we shall have a team monitor their progress and provide expert advice when needed. Therefore, it will be like a training and capacity building summit for the conference and the business monitoring will be a follow up on the summit itself. With this brief synopsis, we wish to implore you to kindly sponsor this event as we shall be making a deep change in the mind of our youths. Below is the full concept note. Thanks for your kind consideration.

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## *Forum for the Development of Young People*

<b>Our Organization</b>	<ul style="list-style-type: none"> <li>• Name of organization: Forum for the Development of Young People</li> <li>• Mandate/Goal: To develop and raise youth leaders in different sectors of life</li> <li>• Members - type and number: Ordinary and Executive, 20 members</li> <li>• Key areas of work: Education, Empowerment</li> <li>• Established (date of registration certificate obtained): 1<sup>st</sup> May 2012, Government of Sierra Leone</li> <li>• Average annual budget (in USD): \$ 10,000</li> <li>• Headquarters' location (country, location): Sierra Leone, Freetown</li> <li>• Telephone number (including country code): +23278856281</li> <li>• Fax number (including country code):</li> <li>• Website:</li> </ul>
<b>Project Coordinator</b>	<ul style="list-style-type: none"> <li>• First name (Given name): Bernard Abass</li> <li>• Last name (Family name): Kargbo</li> <li>• Gender: Male</li> <li>• Date of birth (Day, Month, Year): 19<sup>th</sup> July, 1990</li> <li>• Position/Title in organization: National Coordinator/Project Director</li> <li>• Email (work): <a href="mailto:kbernardabass@yahoo.com">kbernardabass@yahoo.com</a></li> <li>• Email (private): <a href="mailto:forumforthedevelopment@live.co.uk">forumforthedevelopment@live.co.uk</a></li> <li>• Telephone number (including country code): +23278856281</li> </ul>
<b>Project Overview</b>	<ul style="list-style-type: none"> <li>• Project title: National Business and educational mentorship Summit 2015</li> <li>• Timeline (start and end dates): November 2015- December 2016</li> <li>• Location of activities (city(ies), country): Freetown, Bo and Makeni</li> <li>• Total amount requested: Le 150,000,000 (\$ 30,000)</li> <li>• Exchange rate used: 1 USD = Le 5000 in local currency</li> </ul>
<b>Analysis of the Problem(s) or Issue(s)</b>	<p>There is a huge influx of skilled and talented young people that have been in search of Jobs and decent means of livelihood. Some of the young people have been through vocational and tertiary institutions which have earned them enviable degrees/certificates yet there is no job to merge the income that they are envisioning. Therefore, this summit tends to introduce them to various business and educational opportunities that will launch them into the next 'big thing' that will happen in our country. This summit surpasses the ordinary conference format as we shall be giving small start-up for the best 10 (Ten) business plans with part of the funds that we are asking for. The progress of these businesses will allow us to incorporate more business plans in the next coming years. It will be a key business development platform where we shall be inviting young entrepreneurs from other parts of the continent to train the unemployed youths between 18-35 years on how to start a business venture, business reporting format, marketing format and formulation of business plan. For the Educational aspect, we shall be training them on how to apply for post graduate scholarships, introduction to a web of international conferences and summits, Dos and Don'ts in YALI, Mandela fellowship among others. With its successful implementations, we shall be having a minimum of 30(thirty) new business ventures in the three mentioned locations and over the next years, we shall be going into new locations all over the country and will be replicated in other African nations.</p>

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<b>Project Objective(s)</b>	We want to have a new group of young entrepreneurs with various business ideas who we shall equip with the start up seed capital of £100, mentorship programs and introduction to various business summits across the globe for more partnerships and opportunities. The new model businesses that we will develop over the years will be a benchmark as to how we intend developing the youths for a better economic liberation. We want to have financially stable business tycoons who can take their portion in nation building and development.
<b>Project Activities</b>	This project will start with community outreaches on the summit which will be done over the radio, television, social media and posters. This will be followed by a registration process throughout July 2015. During this registration process, we shall ensure that a fair portion of gender equality is enhanced. In June, the team with a business man from Akins world venture in Nigeria, Junior Chambers International Ghana and a pan African University Scholar in Yaoundé, Cameroon will be hosting the summit and will assess the various business plans for the award of the startup fund. 2 weeks after the summit, the winners will be announced and there will be a follow up from our team for duration of 6 months until the next summit in another location is announced. These activities will ensure that the process will be done in a transparent manner and in November 2016, we shall be inviting external auditors to do the M&E of the project. Later in 2015, we shall be hosting the winners and outstanding participants to the international summit to be done in partnership with Akins world venture in Nigeria and will also link up with Africa 2.0 in the African Business venture with German SMEs in Germany.
<b>Target Audience</b>	We are targeting University/Senior secondary school graduates and skilled but unemployed youths. They shall be selecting them based on the strength of their application both on paper and online. We will put a stringent measure by ensuring that we do outreach sessions to women communities. For the Summit, we shall be reaching out to at least 300 participants, but the business plan contest, we shall be reaching out to 30 entrepreneurs within the 3 targeted regions.
<b>Sustainability</b>	As a requirement for the startup capital, we shall be asking each beneficiary to pay back the seed capital and the organization will have a 10% share in the profit margin at that time as a sustainable measure. We shall be reinvesting the seed capital to other winners and participants in the future and the profit will be used in hosting this summit in the next years. We shall be blending the outstanding participants to the international summit that we are also co-hosting with Akins World Ventures-Nigeria, Junior Chambers International- Accra Royale, Ghana, Girls Pride Foundation- Nigeria, Core Foundation-Zimbabwe, Help a Vulnerable Child Organization-Kenya, Big Steps Outreach Network- Cameroon and Youth for Integration and African Development-Nigeria.
<b>Match with International Partners Priorities</b>	One of the priorities of the International partners is to reduce tensions across cultural divides that threaten to inflame existing political conflicts or trigger new ones, which is militated by unemployment, poverty and social exclusion. With this project, we will minimize unemployment and will engage the young minds to think of proactive measures of reasoning and inclusion. With its successful implementation, we shall be investing in businesses that will niche a source of income for the youths which will be spanned across generation yet unborn. It should receive funding because its replication across the continent will be a start of economic renaissance that will liberate the next generation from financial deficiency which might be a motivating factor for peaceful co-

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	existence in human living.
<b>Outreach to Marginalized Youth</b>	As an institution that has been in existence for a long time, we have come to understand that unemployed youths are the worst hit group of people in our continent. The selection process will be completely transparent for them to be featured as they are the key beneficiaries of this project. Bo and Makeni will be the key areas as they are the breeding ground for such category of people that we intend working with.
<b>Monitoring &amp; Evaluation of Impact</b>	Our Advisory board is charged the responsibility of the monitoring and Evaluation as we have a database system that we will employ for that. All receipts, income and expenditures will be carried onto them and upon completion of the project; we shall be inviting external auditors from the funding agency to assess our work.
<b>Partner(s)</b>	Akins World Ventures-Nigeria, Junior Chambers International- Accra Royale, Ghana, Girls Pride Foundation- Nigeria, Core Foundation-Zimbabwe, Help a Vulnerable Child Organization-Kenya, Big Steps Outreach Network- Cameroon and Youth for Integration and African Development-Nigeria are our partners since they have been into ICT development, Agricultural marketing, Youth Start-ups, Business partnerships. Together with our team, they shall be responsible for the training session in the Business summit while we shall be handling the Educational opportunities sessions. At the moment, there is a communiqué between the three organizations that we shall be involved in the different summits at no extra cost, so they shall not be receiving any part of the funds. However, an appreciation token will be given to the trainers.

### **Proposed Budget (in USD)**

*Note: the donor reserves the right to review and discuss the final budget with the organization. Salary of personnel cannot exceed more than 10% of the total budget.*

<b>Budget Line / Activity</b>	<b>Description</b> (please provide details as to number of items, services, etc)	<b>Cost, USD</b>
1.	<b>Hall Rental, Stationery, conference cost</b>	<b>15,000</b>
2.	<b>Startup Funds</b>	<b>5,000</b>
3.	<b>Administrative cost</b>	<b>10,000</b>
<b>Total</b>		<b>30,000</b>

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