



MedGeneration

Mobilising economic diasporas for
Mediterranean development

Master Class Young Entrepreneurs

*“Rely on the talents of the diaspora to train and coach
young entrepreneurs in pilot territories”*

Call for Projects



Project
funded by the
EUROPEAN UNION



**ENPI
CBCMED**
CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

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The MedGeneration Project

Presentation of MedGeneration

Objectives

MedGeneration project aims to mobilise economic Diasporas for the Mediterranean countries development. Activities implemented in the project will allow representatives of the economic Diaspora and Jordanian, Lebanese and Palestinian governments to exchange and share their views on the necessary conditions for a stronger engagement of Diasporas for the development of Mediterranean territories. MedGeneration contributes to local development and aims to strengthen the entrepreneurship in Jordan, Lebanon and Palestine through activities supporting investment projects, transfer of innovation, training, coaching and customised support.

The project has a budget of EUR 1.92 million, funded 90% by the European Union through the European Neighbourhood and Partnership Instrument and 10% by the partners or other co-financing sources.

It is implemented from December 2013 to December 2015.

Organisation and structure

The MedGeneration project is organised as follows:

- The **Executive Committee**, which includes CCIA-BML, PICTI, PIPA, JIB and ANIMA Investment Network is the decision-making body in charge of the strategy of the project;
- The **Coordination Team**, based in Marseille, is responsible for the operational management of the project;
- The **Affiliates**, which are based in the pilot territories, support the official partners to implement the activities of the project.

Call for Projects for participating in Master Class Young Entrepreneurs

In the framework of the MedGeneration project, ANIMA Investment Network and its Partners launch a **Call for projects to select Young entrepreneurs** in the pilot areas who can participate to the Master Class MedGeneration.

This call, and then the support provided, aim to **strengthen entrepreneurship in the pilot countries** and especially among **young graduates** participating in the Master Class by **comparing with high-level entrepreneurs in the Diaspora**.

The young entrepreneurs who will be selected in the framework of this call, should indeed benefit from a **start-up creation training** provided by **coach-trainers from the Diaspora** (entrepreneurs, Business angels, executive managers, etc...). The best projects submitted will also benefit from a pilot **mentoring experience** for up to **12 month**.

Through this call, ANIMA and its partners' willingness is to **increase the capacity** of young promoters to formulate and **develop their business project**, develop the **entrepreneurship culture** in the pilot territories and promote the South infrastructures for **innovation and entrepreneurship** towards **Diaspora talents**.



Support provided by MedGeneration

Once your project selected, you are automatically registered to the Master Class, and you can participate to the entire program and access to the training materials. Several **coach-trainers from the Diaspora** will address **all aspects of the creation of start-ups** during a day and a half. These MedGeneration coaches-trainers will also select the best projects submitted by participants and provide them **personalised follow-up** and **mentoring program** for periods ranging from 6 months to 1 year.

Apply to this call and participate to the Master Class will provide you **several form of support**:

Networking within MedGeneration community:

- Connections with similarly/complementary projects leaders;
- Connections with coach-trainers from **the Diaspora** (entrepreneurs, Business angels, executive managers, etc...).
- Connections with some of the local structures in charge of economic development (Chambers of commerce, business schools, Investment Promotion Agencies, incubators, technology parks, etc...)

Access to key resources and information (reduction of costs, time, risks):

- Benefit from experiences and advices from Diasporas' coaches;
- Testimonials and successful entrepreneurial experiences abroad;
- Access to MedGeneration training tools, entrepreneurship e-learning module, website...

Gain visibility:

- Promotion of your project and visibility on the web tools MedGeneration and partners;
- EuroMed and International opening.

Capacity building in start-up creation:

- Suitable format that allow you to directly ask questions to the coachs and address individual issues;
- How to conduct a marketing study?
- Business plan training
- How to pitch his project?
- Awareness fundraising
- How to value innovation in the project?



Mentoring¹:

Customised follow-up by a coach for periods ranging from 6 months to 1 year including:

- Digital exchanges via mail, telephone, contacts (including skype);
- Online interactions on MedGeneration website (membership directory);
- Physical exchange including two trips meetings between coaches and young project follow-up at 6 months.

Selection process

Your project will be evaluated by the Coordination Team, which will present its recommendations to the Executive Committee for approval. When evaluating your project, the Coordination Team will mainly consider the following aspects:

- The **eligibility** of the promoter and project;
- The **sectors tackled**;
- The **impact**, the **added value**, the **methodology**, the **feasibility**, **sustainability** of the project.

Application Rules

How to participate

Applicants have to **fulfill the Application form** (questionnaire) of the Call for Projects. Submissions should be made only based on the template attached to this Call for projects.

The operation should be exclusively typed in English.

The call will be open until **7 November 2014**. Applications received after this date will not be assessed.

Applications accompanied with all supporting documents should be sent to the coordination team:

Call for projects Coordinator: **Mr. Hadi El-Assaad**
Medgeneration@ccib.org.lb
+961 1 35 3190

General requirements

The projects submitted:

¹ Only the 5 best projects selected by the coach will benefit from such mentoring program.



[Objectives] should efficiently meet the objectives of MedGeneration project;

[Scope and location] should imperatively include a part implemented in one of the three countries of the MedGeneration project. Promoters are encouraged to promote regional approach in the design of their projects.

Who may apply?

Eligibility

All young Jordanian, Lebanese or Palestinian entrepreneurs can lead projects in the framework of this call. By young entrepreneur we mean students (Business schools or equivalent), graduates, entrepreneurs in the early stages of creation.

Limitations

There are no limitations on the number of projects a promoter can lead but the Executive Committee reserves the right to approve or not depending on an assessment of the promoter capability. A particular attention will be given to the diversity of proposed projects during the evaluation.

Projects submitted

There is no recommended sector in particular for the submitted projects. However, some of the sectors below can be considered as relevant for the pilot territories (non exhaustive list):

- ICT
- Agrifood
- Water and new energies
- Tourism
- Transport & logistics
- Cultural and creative industries

The projects submitted should -if possible- be relevant for the area, create job, be sustainable.

Additional information

For any additional information related to this call for propositions, you may contact the Coordination Team.

Call for projects Coordinator: **Mr. Hadi El-Assaad**

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Project Coordinator: **Mr. Mathias Fillon**

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