TERMS OF REFERENCE (TOR) FOR CONSULTANCY TO DEVELOP AN ONLINE BUSINESS COACHING PLATFORM – SYSTEM DEVELOPER

A call for a consultant to work with our team in developing an online coaching platform that aims to support owner-managed businesses by connecting them to qualified and experienced coaches.

BACKGROUND

WYLDE International founded in 2004, is an Unmatched Strategy and Entrepreneurship firm that equips and empowers entrepreneurs and their support institutions to succeed. We have grown into the leading Strategy and Entrepreneurship development firm in the region. We are consultants, coaches & trainers, helping entrepreneurs, executives & their respective teams identify & execute the action steps necessary to build successful, societally impactful organizations.

WYLDE works with ambitious entrepreneurs seeking to grow and scale their businesses while delivering impactful products and services to their customers. We have worked with over 18,000 entrepreneurs in cohorts or directly and enabled many of them to create jobs, grow their incomes and profitability.

OBJECTIVES OF THE ASSIGNMENT

In an effort to significantly expand our outreach and enhance our direct impact on owner-managed businesses, WYLDE International is initiating a groundbreaking project known as the Digi Coach Project. In today's ever-evolving business landscape, Small and Medium-sized Enterprises (SMEs) frequently encounter challenges when it comes to developing and executing effective growth strategies, which are vital for their long-term sustainability. Consequently, many entrepreneurs are actively seeking guidance to navigate the complexities of operating a successful venture. The Digi Coach platform has been designed with the primary objective of bridging the gap between seasoned WYLDE business coaches and these enterprising individuals.

Our platform is not limited to merely connecting entrepreneurs with experienced business coaches. It is a comprehensive solution that tracks the progress and impact of the coaching programs on SMEs. The WYLDE coaching platform provides you with access to a pool of experienced business coaches who are tailored to meet the unique needs of your business. These coaches will collaborate with you to formulate personalized strategies and initiatives. Furthermore, our coaching approach emphasizes implementation and accountability by granting you access to a user-friendly dashboard. This dashboard allows you to monitor your business's progress, schedule future coaching sessions, and maintain seamless communication with your dedicated business coach.

To guarantee the success of this ambitious endeavour, we are actively seeking dynamic and highly qualified consultants to join our team. The following Terms of Reference (TORs) will delineate the specific roles and responsibilities of the Developer.

Location: Nairobi

Duration: November 2023 - May 2024

SCOPE OF WORK

The primary objective of the Developer is to design, develop, and maintain the Digi Coach online platform to ensure a seamless and effective user experience. This role aims to facilitate the connection between business strategy coaches and SMEs, making it easier for them to access coaching services and learning resources.

1. Design, Develop and maintain the Digi Coach online platform, ensuring it is user-friendly and responsive as per the needs assessment
2. Collaborate with the project team to implement new features and functionalities on the platform including necessary integrations
3. Provide training for trainers, users and technical support
4. Troubleshoot and resolve any technical issues, ensuring a seamless user experience.
5. Implement security measures to protect user data and maintain system integrity.
6. Conduct regular system updates and maintenance to ensure optimal performance when needed

7. Integrate data analytics and reporting tools to track platform usage and effectiveness.

8. To advise and guide the team on the delivery of an up-to-date platform and emerging technologies in LMS

9. Collaborate with the team to develop technical documentation, including manuals and user guides.

DELIVERABLES

1. Set up and deliver a fully functional, tested and sustainable online coaching platform

2. Software development plan with detailed project work plan and milestones

3. System documentation and support

4. Produce user training and manuals

5. Conduct training of coaches and users

ELIGIBILITY CRITERIA

1. Bachelor's degree in Computer Science, Information Technology, or a related field.

2. Proven experience in web development, including knowledge of programming languages (e.g., HTML, CSS, JavaScript).

3. Experience in User Interface (UI) Designs and User Experience (UX) design and back-end development framework and tools

4. Familiarity with LMS, content management systems and database management.

5. Strong problem-solving skills and attention to detail.

6. Excellent communication and teamwork skills.

7. Ability to work independently and meet deadlines.

8. Prior experience in developing and maintaining online platforms.

PAYMENT SCHEDULE

The payment structure has been set into three stages with disbursements of 20%, 30% and 50% upon completion of prior set deliverables.

EXPRESSION OF INTEREST

If you are an IT Firm or individual who specializes and is experienced in developing Learning Management Systems, or have an already existing system that could be customized, you are encouraged to apply. Submit your expression of interest by **17th November 2023** on **recruitment@wyldeinternational.com**. Any questions or clarifications should be directed to the same email address. In your EOI, kindly detail on the following;

- Your profile, resume and track record or experience in delivering work similar to this project scope. Include or share a link to at least one LMS platform/work that you have previously delivered
- A technical proposal of your understanding on the scope of work detailing the intended methodology to be used.
- A tentative work schedule and timelines of the deliverables.
- An itemized financial proposal including system support if separate. The budget allocated for the development of the platform is Kes. 820,000. All interested parties should highly consider the allocated budget when proposing the project plan and financial proposal.