

## CALL FOR APPLICATIONS: TAKWEEN ACCELERATOR PROGRAM



Application Deadline: July 31, 2021

Program Time Frame: August 15– October 31, 2021

Number of Participants: Up to 15 start-ups

Number of Hours: A maximum of 240 hours

### ABOUT THE GOETHE-INSTITUT

The Goethe-Institut (GI) is the Federal Republic of Germany's worldwide cultural institute, promoting German language abroad and cultivating international cultural cooperation. Together with the previous partner platform, in 2018 the Goethe-Institut initiated the integrative creative industry hub called takween: a platform to support entrepreneurship within the creative industries in Jordan through qualification, exchange and networking as well as mentoring and experimenting. The focus of takween is on the design sector in Jordan including architecture, graphic design, product design, handcraft, fashion design and interior design. Design as one of the clusters of the creative industries has strong ties to other clusters such as music, gaming, media art etc.

## ABOUT THE IMPLEMENTING PARTNER of TAKWEEN ACCELERATOR PROGRAM

Ibda3 is a specialized accelerator that has been launched by Integrated for Entrepreneurial Programs Development Company (VentureX) to target start-ups and SMEs in the cultural and creative sectors, it aims to turn their innovative ideas into scalable and sustainable business models that, as Shakespeare puts it, give life shape. In order to serve start-ups in the best way, they partnered with key industry experts, each will offer their maximum support to start-ups operating within their respective sectors, all their partners have remarkable achievements in their fields. They all want to lead this movement with Ibda3 and offer their invaluable support to their start-ups. Ibda3's goal is to adopt the strategic framework for exploiting the entrepreneurship and accelerators scene in order to make culture an absolute contributor to the local economy and create new opportunities.

## CONTEXT

The COVID-19 pandemic has put businesses and livelihoods of many designers and creative entrepreneurs at risk. In response to this situation, the Goethe-Institut Jordan, within the framework of takween, is planning to implement an accelerator program for start-ups in the field of design in Jordan to enhance their expertise as well as resilience and responsiveness in a time of profound challenges. Hence, the program searches for a ground between business scaling and building a sustainable business model. Further goals of the program include the personal growth as founders as well as the building of networks and community.

## OVERALL GOAL

The **Takween Accelerator Program** is intended to support up to 15 design start-ups in the cultural and creative industries sector in Jordan, whose sources of income have been severely affected by the pandemic. Over the period of 2,5 months, the selected start-ups will receive up to 5,000.00 EUR\* each as a grant to be spent during the program and participate in intensive training and mentoring sessions to strengthen their skills to be able to scale up and accelerate their business development, to enhance their resilience to overcome challenges in a sustainable way, and to improve their prospects for employment and income within the CCIs in Jordan.

\* Several instalments to be spent in the framework of the program by the 31<sup>st</sup> of October.

## WHO CAN APPLY?

1. Emerging or mid-career creative entrepreneurs with a registered start-up in any field of design in Jordan.
2. The start-up must be in operation for at least one year since registration.
3. The start-up must prove commitment to initiate a societal, economic, or environmental impact beyond individual economic profit (e.g., green design etc.).
4. The start-up source of income and/or capacity to maintain business activities have been severely affected by the pandemic.
5. The representative on behalf of the start-up must have the ability to commit for max. 20 h/week within the program to guarantee a stable learning set-up, and ability to undertake due measures in order not to jeopardise the regular running of their business activities.
6. The representative on behalf of the start-up to be willing and able to fully commit for a period of 2.5 months between August and October 2021, for an intensive mentoring-driven accelerator program.
7. The start-up must have existing business and operational systems and experience in financial and/or grant management; including a bank account in the name of the business or organisation, electronic banking system, annual financial statements or similar reports, information on experience with bookkeeping system/personnel, procurement and internal and external control systems. Information on these areas will be requested within the application form.
8. Personal fit: creative entrepreneurs with clear focus on personal growth as founders and creative contributors as well as openness to share business insights with mentors and program companions.
9. The start-up not to be benefiting from other parallel Goethe-Institut programs.
10. The start-up has to be based in Jordan and active in any field of design.

**Female** creative professionals are highly encouraged to apply.

Preference will be given to applicants who have not previously benefited from Goethe-Institut Jordan's programs or its funding in the field of CCI.

## PROGRAMME COMPONENTS AND OBJECTIVES

Over the period of 2.5 months, from mid-August up to end-October, the curriculum-based and mentoring-driven accelerator program will be delivered in an intensive schedule (with a maximum of 240 hours) consisting of training sessions, capacity building workshops, and customized mentoring and coaching sessions (individually or in small groups). November will mark the closing phase of the program, during which final reports, evaluations, and pending program requirements might be requested from the start-ups.

The curriculum includes (but not limited to) the following components:

### August:

- Acceleration Program Overview & Grants Disbursement Mechanism
- Pitch Deck & Presentation Skills
- Group Practice and Theme-based Mentorship
- Business Model Module

### September

- Marketing Strategy
- Group Practice and Theme-based Mentorship
- Financial Forecasting
- Costing & Pricing

### October

- Group Practice and Theme-based Mentorship
- Business Plan
- Access to Finance & Follow Up on the Outcomes of the Grants
- Group Practice and Theme-based Mentorship

Additional core components that participants would benefit from in the program are **Networking and Community Building Opportunities**, as well as **Communication and Visibility Measures** to promote the start-ups and entrepreneurs taking part in the program.

These components will be addressed using the following teaching approaches:

1. **Group Training Sessions:** A total of 8 group training sessions shall be conducted over the course of 2.5 months tackling various business-related topics with a focus on design. All the developed material will reflect on economic, social, and/or environmental sustainability.
2. **Hands-on Experience -Assignments:** The program team shall provide the start-ups with tools after each covered topic to help them apply the acquired knowledge and reflect it on their own businesses.
3. **Business Coaching:** Each business shall be matched with several qualified business experts to provide them with individual coaching sessions after each covered topic to address their individual needs, ensure their understanding, review their submitted assignments, and provide them with suggestions to enhance their methods.
4. **Theme-based Mentorship:** Each business shall be matched with 1 theme-based mentor based on its areas of expertise and will receive a total of 4 individual mentorship sessions to obtain feedback, guidance, and support on improving the overall business idea and approach from a sector specific point of view.

The **objectives** that should be reached by the end of the program will be as follows:

- To define and plan how to scale up and expand your start-up and business activities.  
  
To build resilience to sustainably secure business activities and enhance your presence in the market, locally, regionally and internationally, kicked-off through the grant.
- To develop a plan to realize further social, green, and sustainable development within your start-up.
- To build a strong network with experts, like-minded entrepreneurs and other stakeholders from the CCI.
- To gain visibility and promote your start-up to investors.

## APPLICATION REQUIREMENTS

Applications are to be completed and submitted with all required documents by July 31, 2021 via GAP online application portal. [Link to apply: here](#)

Please upload the following documents in your online application. The documents should be in PDF format and must not exceed 10MB/document. Documents are accepted in either English or Arabic languages.

1. **Portfolio: A Presentation (max. 10 pages)** of your start-up with a demonstrated link to the design field in Jordan (e.g. impact, objectives, partners, achievements, business plan) and an elaboration on the socio-political, economic or environmental impact of the start-up beyond individual economic profit (e.g. green design etc.).
2. **CV:** for individual applicants and for each team member if applying as a team, mentioning the qualification and capacity building programs you previously took part in.
3. **Motivation Letter** (max. 1 Page) including:
  - Description of the situation of your start-up development in the context of the COVID-19 pandemic: how did the pandemic affect your income and business activities? What are sources of optimism to overcome these challenges with your start-up?
  - What is your vision as a company especially concerning local, regional and international markets, networks, and employment of new staff?
  - How do you think this program would help you scale up your start-up and move towards a sustainable business model?
  - How do you think this program would help you expand your start-up in the CCI?
  - What would you wish to learn from this program?
  - How do you plan to commit to the program without putting your business at risk?
4. **Company Registration Certificate** in any field of design.
5. **Prove of minimal viable product (MVP)** in the market (working prototype) as well as proof of first paying customers and / or reached beneficiaries.
6. **Annual financial statements** or similar reports.

*The Goethe-Institut Jordan reserves the right to suspend the grant and require reimbursement upon realizing fraud or infringement in any of the submitted documents.*

## SELECTION PROCESS

- Applications that are incomplete, sent after the deadline, or not submitted through the portal will not be assessed. Only complete applications submitted online before the deadline will be taken into consideration. *Candidates might be asked for additional documentation after the reception of the application.*
- An expert jury will evaluate all the complete applications and select the final participants.

For technical questions on how to submit your application, please check the [Guidelines for Applications](#) on the application portal.

For inquiries, please make sure to contact the takween team at [takween@goethe.de](mailto:takween@goethe.de).

