



USAID
FROM THE AMERICAN PEOPLE

PROJECT FACT SHEET

Strengthening Entrepreneurship and Enterprise Development (**SEED**)



Winners of the Startup Week Mints, Ideation Boot Camp in Alexandria – Start-up Weekend.

USAID's entrepreneurship and enterprise development program SEED connects entrepreneurs to services that support them from the inception of an idea to the formation and growth of profitable, sustainable enterprises.

Overview

USAID's Strengthening Entrepreneurship and Enterprise Development (SEED) project, implemented by AECOM International Development, is part of the Trade and Investment Promotion in Egypt (TIPE) program. The project focuses on strengthening the development of micro, small and medium enterprises (MSMEs) and entrepreneurship. More specifically, the purpose of the contract is to increase employment and income of MSMEs and entrepreneurs, especially those owned by women and youth, by: (1) stimulating entrepreneurship and innovation; (2) enhancing formalization of private enterprises; (3) improving financial and non-financial services to MSMEs; (4) integrating MSMEs and entrepreneurs in progressive value chains; and (5) addressing enabling environment policy reform initiatives to facilitate MSME development that is aligned to the Government of Egypt's (GOE) plans and commitment, and subject to the emergence of champions who will advocate for these reforms.

USAID's SEED Project provides technical assistance, capacity building, and training to BDS and financial services providers in order to support the growth and expansion of MSMEs in Egypt. Stakeholders and counterparts include public sector reform champions, incubators and accelerators, BDS providers, mentors, business associations, investors, bank and non-bank financial institutions, schools and universities, public organizations, MSMEs, and entrepreneurs. SEED will collaborate closely with other development agencies (donors) and USAID contractors to take full advantage of synergistic opportunities in achieving results. Special focus will be given to disadvantaged areas and population groups such as women and youth. Youth is defined for the purpose of this activity as individuals who are between ages of 15 and 29 years old.

USAID's SEED Project also offers technical support to help business associations and other groups that help establish MSME linkages into value chains and improve the enabling environment for MSME development. SEED will also focus on improving access to essential financing, information, and technology; reducing bureaucratic procedures; creating commercially viable business linkages with MSMEs; addressing policies that impact ease of establishing and running a business; and expanding and Improving public one-stop shops responsible for business registration and licensing. SEED will help entrepreneurship promotion and support organizations develop sustainable solutions for enhancing Egypt's competitiveness and innovation.

USAID's SEED Project methodology includes but is not limited to the following:

- Working with public and private sector partners, including incubators, accelerators, financial institutions and other service providers; to improve their ability to provide services to MSMEs and potential entrepreneurs such as business plan development and access to finance and technology;
- Assisting high schools and universities in developing curricula and/or forums to address and promote entrepreneurship as a viable and attractive career path;
- Connecting entrepreneurs and MSMEs to these services that will support them from the inception of an idea to the formation and growth of profitable, sustainable enterprises. Special emphasis will be given to MSMEs that are women-owned or have the potential to hire significant numbers of women and youth, and to disadvantaged areas outside of Cairo where entrepreneurs and MSMEs may be under represented and under serviced;
- Supporting the development of new financial products suitable for MSMEs and entrepreneurs and implementing public awareness programs to enhance financial literacy and management;
- Linking MSMEs and entrepreneurs with larger firms in selected sub-sector value chains to facilitate commercially viable and sustainable business linkages;
- Working with the private sector as well as NGOs and foundations to promote and develop internships for both students or new graduates, mentoring programs for entrepreneurs and MSMEs, and strategic CSR models that support enterprise investment and job creation
- Supporting the development of market information systems that are easily accessible and usable by the public, including the use of state-of-the-art mobile/SMS technologies and web-based platforms;
- Encouraging formalization of private enterprises by reducing bureaucratic procedures through expanding one-stop shops responsible for business registration and licensing; and
- Addressing policies that impact the ease of doing business.

ANTICIPATED RESULTS: Through developing the ability of new firms to innovate and grow, USAID's SEED Project will enable hundreds of MSMEs and entrepreneurs to realize sales growth as a result of streamlined business procedures, improved business processes, and linkages with firms in fast growing value chains. The capacity and ability of public and private organizations, such as business associations, financial institutions, universities, incubators, and business development service providers, to provide financial and non-financial services to entrepreneurs and MSMEs across Egypt will improve. Business registration and licensing will become more streamlined, and the regulatory environment will be more business-friendly.

INVOLVEMENT: USAID's SEED team will involve, inform, and coordinate with stakeholders and counterparts, including service providers, entrepreneurs, MSMEs, business associations, and large firms in selected sectors. SEED will also work with other donor funded projects, NGOs, universities, high schools, and relevant government ministries where applicable. Major events, accomplishments, and announcements will be publicized via the SEED website as well as USAID/Egypt's Facebook page and other avenues to ensure the widest possible participation from stakeholders.

Implementing Partner: AECOM International Development; Life of Project: November 1, 2015 through April 30, 2019.

