

**Expression of Interest (EOI):**

# Pre-Qualification of Business Development Service Providers & Financial Intermediaries

---

**Program:** Women's Economic Empowerment through Cashew Processing (WEECAP)

**Countries:** Côte d'Ivoire, Senegal, Guinea-Bissau

**Issued by:** Winrock International

**Release Date:** June 25, 2025

**Submission Deadline:** July 17, 2025

## 1. Purpose of the EOI

The WEECAP Consortium invites Expressions of Interest from qualified Business Development Service Providers (BDSPs) and Financial Intermediaries (FIs) operating in Côte d'Ivoire, Senegal, or Guinea-Bissau. This EOI aims to pre-qualify a diverse pool of service providers who can be matched to the specific needs of cashew sector firms, particularly those led by women and youth.

Selected firms will join WEECAP's BDSP/FI Network and may be called upon to support pre-identified enterprises through tailored scopes of work. This is not a call for immediate service delivery, but an opportunity to be part of a flexible, call-down support mechanism that prioritizes fit-for-purpose engagements.

## 2. Background

WEECAP is a multi-country initiative implementing in partnership with the Mastercard Foundation that seeks to catalyze inclusive growth in the cashew sector. The program supports job creation, enterprise development, and capital mobilization, with a focus on women and youth.

As part of this effort, WEECAP is establishing a pre-qualified network of BDSPs and Financial Intermediaries to:

- Strengthen the business, investment, and financial readiness of small and medium cashew enterprises
- Facilitate financing for underserved firms, including those led by youth and women
- Expand the reach of high-quality services into rural and undercapitalized regions

For a detailed overview of this strategy, see Annex A.

### 3. Who Should Apply

Eligible applicants include firms, associations, or individuals with demonstrated experience in any of the following service areas:

<i><b>BDSP Services</b></i>	<i><b>FI Services</b></i>
Business diagnostics, strategies and growth planning	Structuring bankable financing proposals
Financial management systems	Investor/lender matchmaking
Enterprise formalization and registration	Transaction support and due diligence
Market access and supply chain linkages	Capital mobilization strategies
Leadership, coaching and mentoring for youth/women	Experience with MFIs, banks, or blended finance tools
Environment and sustainability	Post investment monitoring
Innovation and digitalization	
Processing diagnostics and improvement plan implementation	
Quality and Certification related to processing and/or cashew sourcing	
Support for farmers and producer organizations to access banking services	
Support in promoting new products development from cashew apples (diversification, value addition & processing)	
Innovation and appropriate technology adoption in cashew production and processing	
Support farmers organizations and platforms of keys stakeholders on national and regional policies and systems creating a supportive enabling environment through guidelines & policies, lobbying and advocacy	

WEECAP especially encourages applications from:

- Providers with operational presence in rural areas or willing to deliver services in rural areas
- Women- or youth-led firms
- BDSPs that also have capacity to act as financial intermediaries

### 4. Selection Process

Phase 1: Pre-Qualification—EOIs will be reviewed based on the applicants:

- Technical and/or financial expertise
- Inclusion track record (especially in supporting women and youth)
- Geographic reach and in-country presence

- Demonstrated results with SMEs or cooperatives, preferably in the cashew sector.

**Note on Evaluation:** Applications will be assessed based on service relevance, inclusion experience, operational capacity, and demonstrated results. Geographic balance and diversity of service types will also inform final selection decisions.

Phase 2: Co-Design—Shortlisted applicants will be invited, on a rolling basis, to co-develop tailored Scopes of Work (SOWs) with pre-identified firms. These SOWs will serve as the basis for future engagements.

## 5. Submission Requirements

All applicants must complete the EOI Application Form (Annex B) and submit the required attachments listed in the checklist. This includes:

- Narrative description of services, experience, and results
- CVs of key personnel or team leads
- Organizational profile or operational footprint
- Examples of past work with women/youth-led firms or cooperatives
- Client references
- Availability and mobilization capacity
- Indicative fee schedule: Applicants are encouraged to submit an indicative daily or service-based fee schedule for their core BDSP and/or FI services. This information will be used by WEECAP for internal benchmarking and planning purposes only and does not constitute a pricing commitment.
- (Optional) Outcome metrics: estimated number of firms supported, capital mobilized, inclusion ratios

All materials may be submitted in English or French.

## 6. Timeline

<i>Milestone</i>	<i>Date</i>
EOI Release	June 25, 2025
Submission Deadline	Round 1: July 17, 2025 Round 2: September 17, 2025 Round 3: November 17, 2025
Notification of Pre-Qualification	Ongoing on a rolling basis
Phase 2 Co-Design	Rolling, based on WEECAP service needs

## 7. Submission Instructions

Submit all documents via email to: [weecap.procurement@winrock.org](mailto:weecap.procurement@winrock.org)

Use the subject line: “EOI – BDSP/FI Network – [Your Organization Name]”

Submissions must be received no later than July 17, 2025

## Annexes

Annex A: BDSP/FF Strategy Overview

Annex B: EOI Application Form & Submission Checklist

Annex C: Merit-Based Evaluation Criteria

## **Annex A: BDSP/FI Strategy Overview**

WEECAP – Women’s Economic Empowerment through Cashew Processing

### **Overview**

To accelerate inclusive enterprise growth in the cashew sector, WEECAP is establishing a pre-qualified network of Business Development Service Providers (BDSPs) and Financial Intermediaries (FIs) in Côte d’Ivoire, Senegal, and Guinea-Bissau. These providers will be matched to the needs of pre-identified firms—particularly youth- and women-led enterprises—and engaged through a flexible, call-down mechanism to deliver targeted support.

### **Objective**

To build a service ecosystem that enables:

- Tailored technical support for SMEs and cooperatives in the cashew sector
- Business formalization, operational strengthening, and investment readiness
- Capital mobilization for underfinanced firms, especially those led by women and youth
- Scalable, demand-responsive support aligned with WEECAP’s job creation and inclusion goals

### **Target Firms**

The network will serve:

- Cashew processors (kernel and apple), cooperatives, logistics providers, and allied services
- Women- and youth-led enterprises with growth potential
- Firms located in rural or undercapitalized regions
- Businesses pre-identified by WEECAP based on strategic alignment and readiness

### **Business Development Service Providers (BDSPs)**

Role: BDSPs will deliver advisory and technical assistance to help firms formalize, grow, and become investment ready.

Typical services include:

- Business diagnostics and strategic growth planning
- Support for registration, compliance, and governance
- Financial recordkeeping and management systems
- Market access strategies and supply chain integration
- Coaching and mentoring, with a focus on women and youth entrepreneurs

Some BDSPs may also serve as Financial Intermediaries where capacity allows.

### Financial Intermediaries (FIs)

Role: FIs work with firms that are technically sound and ready to raise capital. They structure financing proposals and broker relationships with lenders, MFIs, and investors.

Typical services include:

- Investment readiness assessments and deal structuring
- Preparation of bankable business plans and financial projections
- Facilitation of connections with capital providers
- Transaction support through due diligence and disbursement

FIs will be compensated on a milestone basis, tied to measurable outcomes like capital mobilization or deal closure.

### How It Works

1. WEECAP identifies eligible firms in need of support
2. BDSPs build readiness through targeted advisory services
3. FIs mobilize capital once firms are finance-ready
4. WEECAP calls down providers from the pre-qualified network based on firm needs, geography, and service specialization

### Why This Model

- Enables fit-for-purpose engagement rather than one-size-fits-all support
- Creates a resilient network of capable local providers
- Ensures quality, accountability, and alignment with WEECAP outcomes
- Supports both firm-level growth and system-wide inclusion in the cashew sector

## Annex B: EOI Application Form & Submission Checklist

Expression of Interest – BDSP/FI Network

Program: WEECAP – Women’s Economic Empowerment through Cashew Processing

Submission Deadline: July 17, 2025

### Section 1: Applicant Information

Organization/Consultant Name	
Country(ies) of Registration or Operation	
Primary Contact Name	
Primary Contact Email	
Phone / WhatsApp	
Website (if applicable)	
Interested in serving as:	<input type="checkbox"/> BDSP only <input type="checkbox"/> FI only <input type="checkbox"/> Both
Area(s) of Specialization (based on section 3 of EOI)	

### Section 2: Submission Checklist

#### A. EOI Form

- ☐ Completed and signed application form (this document)

#### B. Technical and Service Capabilities

- ☐ Brief narrative (2–3 pages max) describing:
- Core services aligned with BDSP/FI categories
  - Relevant past assignments (SME support, access to finance)
  - Sample results achieved (e.g., firms supported, finance mobilized)

#### C. Organizational Capacity

- ☐ CVs of key personnel or team leads
- ☐ Description of operational presence and geographic focus
- ☐ Partnerships or affiliations (if any)

#### D. Inclusion & Target Group Experience

- ☐ Description of experience working with women/youth-led enterprises
- ☐ Any relevant policies, training approaches, or client profiles

#### E. Availability and Deployment

- ☐ Statement on availability for assignments through 2026
- ☐ Willingness to support rural or remote firms
- ☐ Typical lead time required for mobilization

#### F. References

- ☐ Three client references with name, organization, email, and phone number

#### G. Indicative Fee Schedule

- ☐ Table or list of indicative rates for key services
- ☐ Currency clearly specified (USD or local)
- ☐ Rates expressed per day, per engagement, or per assignment as appropriate

#### H. (Optional) Outcome Orientation

- ☐ Anticipated number of firms you could serve annually under WEECAP
- ☐ Capital mobilization benchmarks or past financing results
- ☐ Gender/youth share of past clients (if available)

#### Declaration

By signing below, I confirm that the information provided in this application is accurate and complete to the best of my knowledge.

Name:

Title:

Date:

Signature:

## Annex C: Merit-Based Evaluation Criteria

EOI – BDSP/FI Network Pre-Qualification

Program: WEECAP – Women’s Economic Empowerment through Cashew Processing

The following criteria will guide the review and selection of applicants during Phase 1: Pre-Qualification. Each application will be reviewed by WEECAP technical and operational leads using the scoring ranges provided.

<b>Evaluation Criteria</b>	<b>Description</b>	<b>Max Points</b>
Technical Expertise	Relevance and depth of services offered (BDSP and/or FI), including past assignments and demonstrated alignment with WEECAP needs	20
Operational Capacity	Presence in-country, ability to mobilize, experience working in rural/underserved areas, team strength	20
Results & Impact	Past outcomes (e.g., firms supported, capital mobilized, jobs created), credibility of references	20
Strategic Fit	Ability to work within WEECAP's phased model (readiness + financing), familiarity with cashew or agri-SMEs	20
Inclusion Track Record	Experience working with youth- and women-led enterprises; inclusive methodologies or policies in place	10
Value for Money (if fee schedule provided)	Reasonableness and transparency of indicative rates based on services offered and context	10
<b>TOTAL</b>		<b>100</b>

Note: Applicants scoring below a minimum threshold (e.g. 65 points) may not be invited to the Phase 2 Co-Design stage. Final selection decisions will also consider geographic and service-type coverage across the full BDSP/FF network.