

# ACCELERATING ENTREPRENEURIAL GROWTH

Nurturing seed and early growth stage tech entrepreneurs through personalised mentoring-centred pathways

## PROGRAMME SNAPSHOT

- **Client:** GIZ Tunisia
- **Year:** 2022
- **Number of participants:** 21 seed and early growth stage entrepreneurs
- **Participating country:** Tunisia
- **Hours of business coaching delivered:** 10 hours
- **Hours of mentoring and coaching with business coaching delivered:** 325 hours



GoRise Mentoring Programme is a personalised programme that takes into account the unique needs, sector, and personality of each entrepreneur. We believe that mentoring is particularly impactful at certain maturity levels, where entrepreneurs need more tailored support.

**Zeineb Chabchoub, Startup Expert – Digital Transformation Programme, GIZ Tunisia**

## THE OBJECTIVES

The GoRise Mentoring Programme aimed to assist entrepreneurs in their international business growth strategy and leadership development. It focused on clarifying vision, setting goals, identifying barriers, assessing strengths, weaknesses, opportunities, and threats for international expansion. Additionally, it provided support for leadership and mental well-being, particularly post-COVID-19, and facilitated the application of business learning for informed planning, decision-making, and execution.

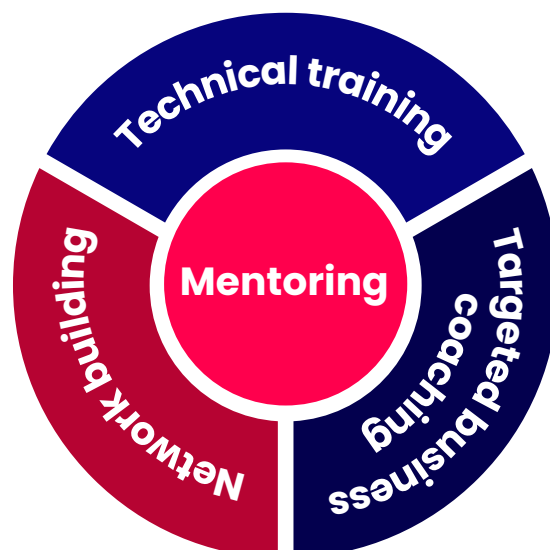
## THE CHALLENGE

**Empowering entrepreneurs at vulnerable business stages in a country facing a deep economic and regulatory crisis.**

- Seed and early growth stage businesses are the most vulnerable and prone to failure: entrepreneurs in these business stages face many challenges starting with market knowledge, product-market fit, managing cash flow and fund raising.
- Tunisia's regulatory environment significantly impacts innovation and the ability for Tunisia startups and SMEs to raise funds and grow outside its borders.
- Realisation that training programmes were not achieving the desired results leading to an increased demand for human and impact centred approach.

## OUR APPROACH:

The Human Edge designed an innovative and comprehensive entrepreneurial growth programme that provided each entrepreneur with a personalised learning and support pathway. The programme spanning five months, offered:







## A MENTORING CENTERED FRAMEWORK

The GoRise Mentoring Programme was designed to take into account the unique learning and leadership needs and area of focus of each entrepreneur and provide them with a personalised mentoring experience that would help them navigate the challenging journey of growing their tech business. We paired them with international mentors who provided **mentoring as the core guiding, relational and grounding pillar** and offered personalised support in the form of business coaching and technical support as and when they needed it and opportunities to develop their network.

Throughout the programme, mentoring played a crucial role in guiding participants not only in direction setting, embedding learning, and motivating action and accountability, but also in fostering self-awareness and strengthening their skills, knowledge, and confidence as leaders in the realm of entrepreneurship.

## ENSURING PROGRAMME EFFECTIVENESS

Leveraging our accredited curriculum and proven 7-step effective mentoring framework and experience in setting up effective mentoring programmes, we focused on 5 critical elements:

- **Mentor recruitment:** we recruited experienced business professionals who had business coaching experience and were previously trained by The Human Edge. Additionally, we conducted onboarding and mentor refresher sessions to further enhance their capabilities.
- **Mentee preparation:** we ensured the mentees were prepared and understood how to make the most of the programme and mentoring relationship specifically.
- **Matching and relationship building:** we strategically paired mentors and mentees to maximise support and foster personal and professional development.
- **On-going support:** we facilitated a structured ongoing support phase to ensure that the pairings were making progress and to identify any challenges that needed addressing.

## SUCCESS FACTORS

**The power of mentoring** that helps entrepreneurs to gain a deeper understanding of themselves and their business

**Bespoke and tailored approach** to meet the unique needs of each entrepreneurs, helping them to unlock their full potential

**Hybrid approach to learning** ensuring sound and informed planning, decision making and execution

**Support to overcome obstacles:** entrepreneurs explored and reflected on what was holding them back

**Preparation for long-term success:** entrepreneurs gained skills and behaviours applicable beyond the programme's duration

**Mentoring as the backbone of the programme** and the glue between the different aspects of the programme

**Contact us now to explore how mentoring-centred personalised learning programmes can enhance the impact of your work.**

## THE 5-MONTH PROGRAMME OUTCOMES

### Economic Growth, Job Creation and Retention



Jobs retained



40

Jobs created



2.35

Jobs created per entrepreneurs



162

People employed (vs 122 at the beginning)

### Business Growth, Sustainability and Success



9374

New clients



100%

Improved the quality of their products and services



93%

Have plans to expand geographically with 22% already having done so



93%

of entrepreneurs feel more confident to move their business forward



67%

Increased their revenues



28%

Raised new fund in 5 months

### Personal Growth and Strengthening of Leadership



100%

Of respondents felt that the programme was beneficial and would recommend it to others



93%

Of the entrepreneurs shared that the entrepreneurial network within the programme was beneficial for them

"Thank you for this opportunity. Aziz is a great man on a human level. He's generous and keen to support young start-ups to succeed in their home country. Professionally, I'm confident that Aziz can help us put in place the necessary measures to reach our objectives."

**Ahmed Najjar, Entrepreneur, GoRise Mentoring Programme**

"The session between Thabet and me were excellent. I guided him to revamp his pitch deck so it will be suitable for investors"

**Fadi Naffah, The Human Edge Mentor, GoRise Mentoring Programme**

We have a strong bond. The mentoring was an interesting and intense experience with Omar. Working with my mentor is like receiving a million dollars grant.

**Mahdi Ghribi, GoRise Mentoring Programme, Entrepreneur**

The GoRise Mentoring Programme offers a streamlined approach to entrepreneurial support, focusing on mentoring as its core pillar. Through mentoring, coaching, and technical assistance, it delivered impactful results for seed and growth-stage tech entrepreneurs in Tunisia. The programme wasn't just about providing entrepreneurs with explicit business knowledge, it was about encouraging, strengthening and supporting them to rise above the challenges to unlock and reach their full potential.

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