

Entrepreneurship Booklet





About Rowad:

ROWAD Foundation was established in 2013 in Sana'a, Yemen. with the aim of creating an encouraging and fruitful ecosystem for entrepreneurship in Yemen. Since then, ROWAD has grown to be one of the most active and effective organization in the field of business development and entrepreneurship in Yemen. The foundation is based in Sana'a and covers activates all over the country.

The Foundation works on economic empowerment by investing in startups and micro enterprises entrepreneurs of the youth by facilitating their ability to access and benefit from economic opportunities through the implementation of many programs and activities.

In addition to their contribution in reducing the unemployment rate and poverty, especially among the youth. STEPS project, funded by the European targeted Youth in selected governorates through mentoring, training, and capacity building in the fields of entrepreneurship, employability, and careers Skills.

Meet Our Coordinator



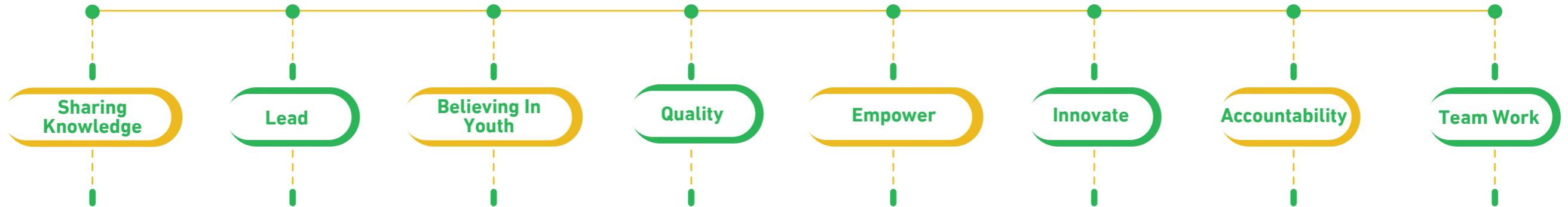
Dhekra Al-Jabri

For more than six years, I involved myself to work with the youth even if it was part-time voluntarily. I have always believed that the youth are the core of change anywhere and everywhere. They are the tressure of their country's turning point towards a promising future. During my community work, I tried to contribute to the development of this wealth and to work with youth for the sake of youth.

In 2018, I joined Rowad Foundation, the foundation's projects and activities are aimed towards development and empowerment. It also implements the mindset of entrepreneurship and leadership and builds a sense of independence in the youth. While working with Rowad's team I understood in depth the concept of entrepreneurship and the rules that came with it in a professional matter through projects that support emerging startups and career development. My work during the project with the technical team, trainers and consultants was like the ladder that connected young people with the first step of their projects. Our work during the project went through many phases in a significant timing between preparation, implementation, choosing top projects, and finally the closing.

As a result of all this hard work and as a team we all had a sense of pride for contributing even in a small way to the emergence of small projects of innovative entrepreneurs. Which, in turn, will contribute to the economy of Yemen and raise the people's standard of living.

Our Values



Market Assessment

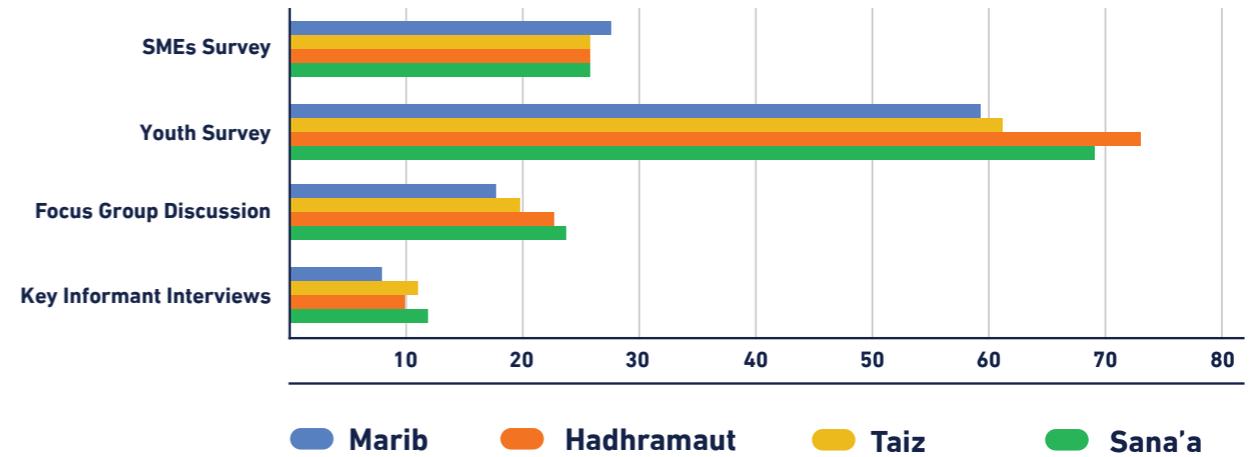
The overall objective of the market assessment was to provide an insight of the market needs at a governorate level, as well as providing detailed information in regards to economic opportunities and prospects per governorate, employment gaps between youth and employers, skills and capacity building gaps amongst youth in targeted governorates, and governorate level economic strengths & weaknesses.

The study took place during the period August through October 2018. The quantitative-qualitative combined approach was followed. Data collection tools consisted of desk review of the project documentation, previous market assessments, review of available literatures, reports and research studies on the issue. 41 key informant interviews (KIIs) that involved government officials, chambers of commerce, Microfinance Institutions (MFIs), INGOs, NGO leaders, training providers and other stakeholders from the target governorates (Sana'a, Taiz, Hadhramaut and Marib). In addition, 8 focus group discussions (FGDs) were organized with 85 youth and two quantitative surveys were conducted including business survey for 106 enterprise and Youth Survey with 266 youth from the targeted governorates.

Sample selection was done using a pre-defined group with specific parameters, including geographical cluster sampling method combined with random sampling with view to gender parameters. The actual sample for most of the tools exceeded the plan.

The study followed a consultative and participatory approach, with ROWAD team engaged at all stages of the assessment. Field activities were carried out with support from ROWAD.

Market Assessment in Numbers



Meet Our Market Assessment Consultant

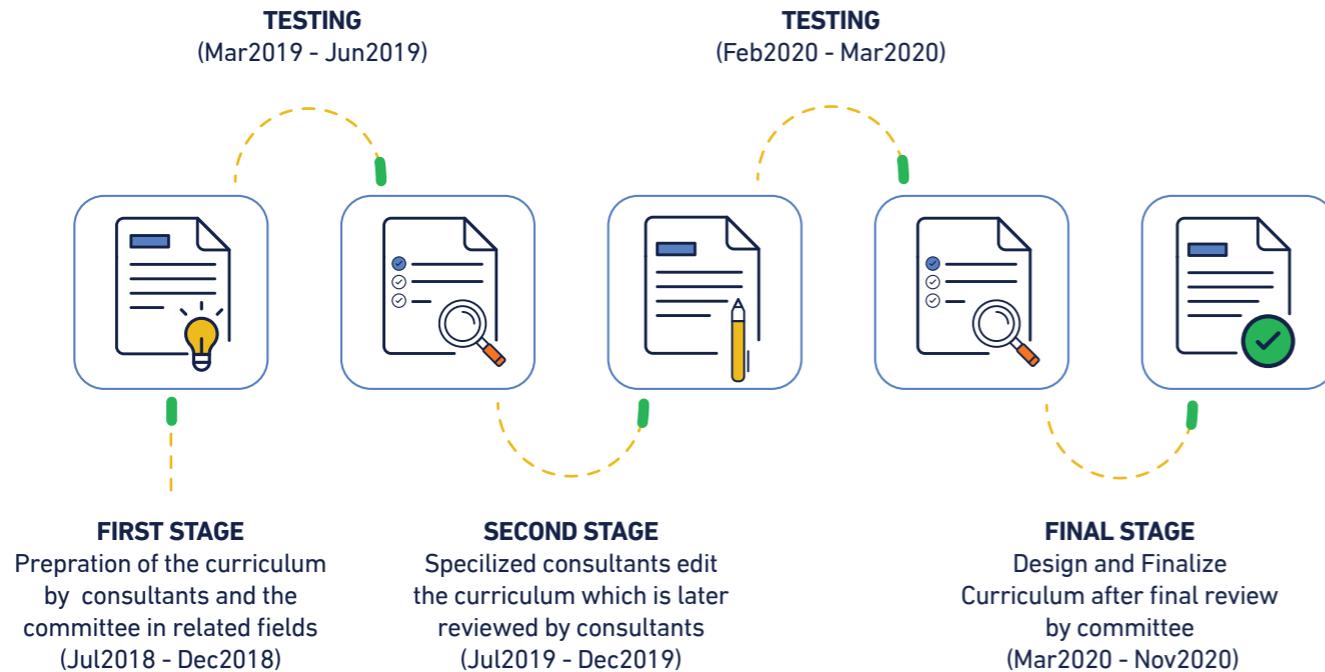


Adnan Qattineh

Curriculum

The curriculum was developed and was adjusted/updated multiple times on different occasions to fit the Yemeni market and to be suitable template to prepare feasibility studies. While working on the project, a number of consultants and microfinance institutions were involved to prepare an applicable curriculum that encompasses a theoretical approach as well as an MS Excel templet as a practical approach.

Stages of Establishing The Curriculum



Meet Our Curriculum Consultants



Adnan Al-Sada



Ahmed Mubarek



Ziad Al-Sabri

Roles of Consultants and Committees

Consultants: Selected consultants work on creating the curriculum from the very first step, editing the content after each testing sessions and after receiving feedback from committee.

Committee: Drafts that are prepared by the consultants are reviewed by committees in relevant fields such as Finance, Administration, and Marketing. After reviewing, and providing feedback regarding the curriculum, it undergoes another session of editing until it's perfected and finalized.

Training of Champions

A number of selected youth were chosen to become champions of the feasibility study training of the project, enabling them to train the curriculum and raise their training capabilities.

They were trained as trainers four times during the project life. The training methods varied. Starting from training trainers on the curriculum, training them on methods in January 2019 to refreshment training in July 2019, training them on how to evaluate studies from a funding perspective in January 2020, and finally, training them on online training as one of the innovative solutions for training during COVID-19 pandemic.

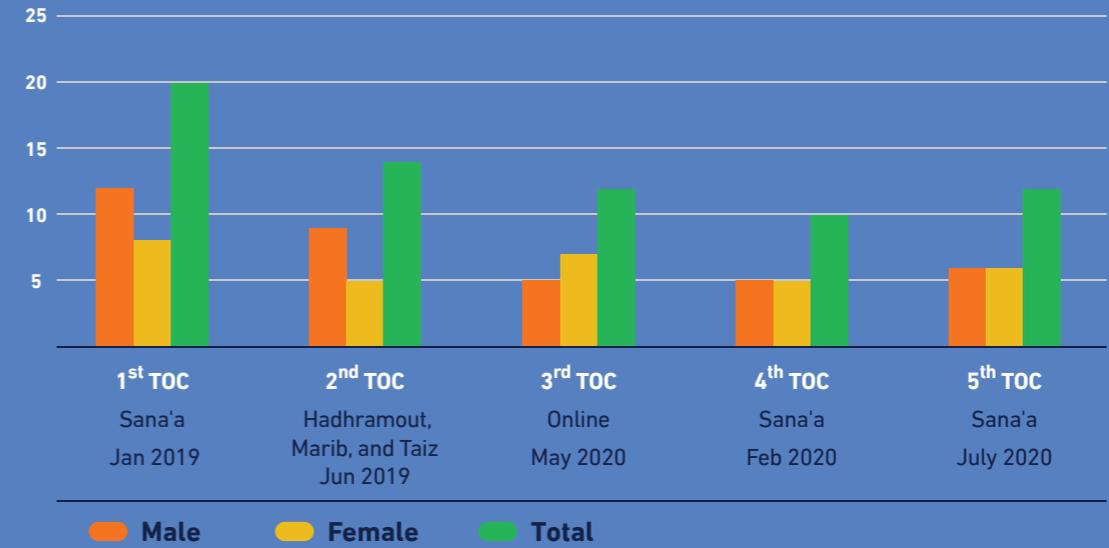
As a result of the trainings mentioned above, they were provided with the knowledge and skills that enabled them to be trained on the entrepreneurship curriculum.

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Also, benefit from economic and labor training and guidance, and enhance their technical skills in various fields.

These youthful trainees later went by the name "Champions".

TOC in Numbers



Meet our TOC Trainers



Ahmed Mubarek



Gazi Al-Banna



Ahmed Al-Tamimi



Mohammed Al-Henshi



Ziad Al-Sabri

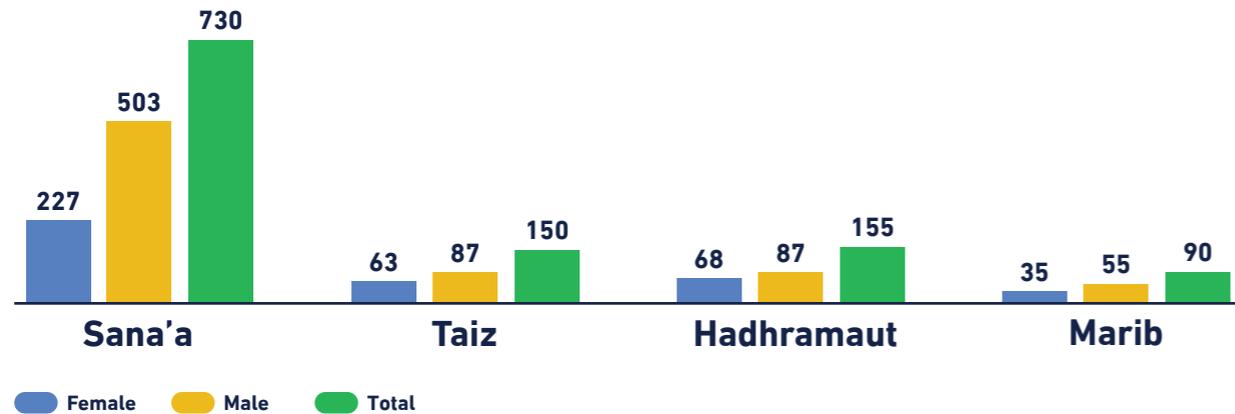


Rami Huwaidi

Feasibility Study

Numerous startups fail before they even getting a chance due to a lack of research and the neglect to formulate a realistic structure before kicking off a project. Any project's success is increased when it is carried out consistently and effectively. Our intention throughout the training was to educate them on how to conduct proper feasibility studies and develop the skills needed to manage their small businesses, as well as to qualify their projects for funding from various micro and small finance institutions.

Feasibility Study in numbers



Meet Our Feasibility Study Champions



Abdulaziz Al-Hamdani



Ahlam Al-Muala



Reem Bamahdi



Mohammed Al-Henshi



Basma Al-Qadasi



Nadia Al-Nouda



Amal Al-Baili



Bassam Raweh



Roina Bin Hamam



Haifa'a Al-Ansi



Khaled Aziz



Ahmed Al-Degree



Salwa Eshag

Masters

our vision was greater than training, as we planned to qualify highly experienced trainers, to implement this goal, we contracted with experienced consultants to be Masters to follow up with the champions and provide the necessary advice and guidance during training.

The role of the Masters was to support the champions and ensure the training outputs and performance of the champions through evaluation, as well as reviewing the feasibility studies submitted by the trainees, and also making sure that they are able to continue their entrepreneurship training journey after the end of the project.

Final Numbers of Entrepreneurship Champions

	Sana'a	Taiz	Hadhramaut	Marib
Masters	1	1	1	1
Champions	7	2	4	3

Meet Our Masters



Abdualbaset Bakadher



Mohammed Farea



Ahlam Al-Muala



Ammar Al-Surihy

Incentive and support

After completing the training and turning in their feasibility studies, all the trainee's feasibility studies were reviewed by consultants of related fields by forming a panel to select the best-conducted feasibility studies according to specific criteria that were set to present them with incentive awards.

Feasibility Studies evaluators



Ziad Al-Sabri



Ammar Al-Surihy

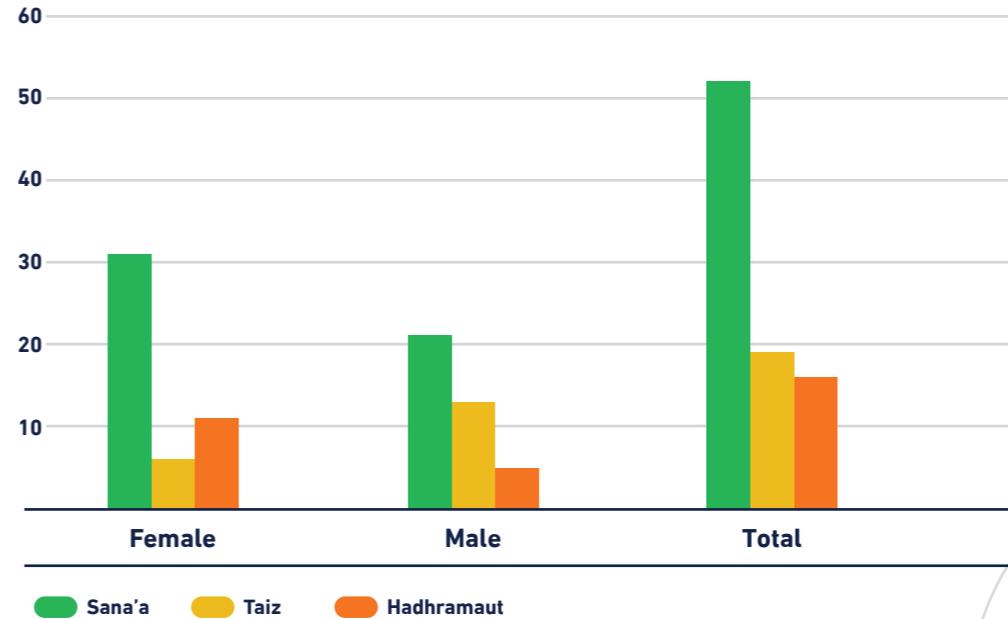
Total amount

20,000 USD

Duration of loans

After completing the feasibility study training, a partnership was established with local MFIs to connect the trainees with MFIs to accelerate the process of signing up for loans as a way to make it easier for both parties.

Impact (40 small grants)



Innovate

Application

We always strive to provide information to entrepreneurs and startups in a variety of ways that keep up with technology and start making information easily accessible. That is why we developed StEPs application to help youth prepare feasibility studies using the inputs from their projects, as well as to create an economic study and accounting lists in a streamlined manner, to save their project information and refer to it at any time.



Feasibility Study Application

Meet Our Application Consultant



Ammar Al-Surihy



Fadi Al-Aswadi

Meet our Developers



Omar Farooq



Waleed Al-Afif

Innovate

Educational Platform

To achieve our vision in creating online education, and with the help of ROWAD'S Coding Academy's trainees we developed Rowad's educational platform.

The platform was made to be highly accessible to provide youth with knowledge and information that enables them to match with the market needs. Also, to create a link of their ideas into action plans that can be implemented within convenient in order to contribute to youth economic empowerment.



edu.rowad.org

Meet Our Online Trainer



Abdullah Al-Arasi

Online Platform Consultant



Fadi Al-Aswadi

Meet Our Developers



Mohammed Al Hamidi



Muhammad Azman



Ebtihal Al-Jarai

Video Production Company



Beero Company

Mapping and Outreach

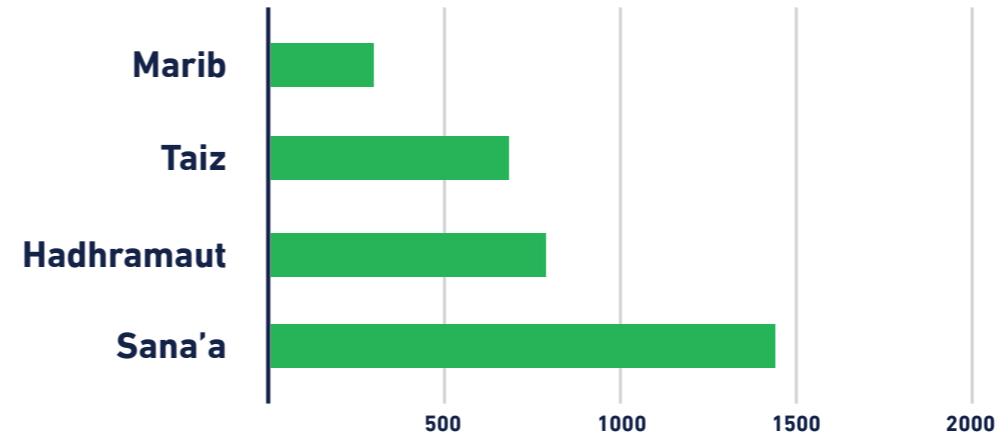
Mapping:

Project coordinators in the governorates of Sanaa, Taiz, Marib, and Hadramout connected with stakeholders to create a network to empower the youth. This network includes microfinance institutions, concerned government authority, banks, and training institutions to integrate the implementation of the project.

Outreach:

Through this activity, we reached the targeted groups of youth in the four governorates and encouraged them to register. The team worked during the project with universities, institutes, and youth groups. During our field visit, we clarified the training and its objectives, and the positive return for youth wishing to start their own businesses, and during this visit, we collect a number of applicant/ions:

Meet Our Public Relations



Meet Our Outreach Staff



Mohammed Al-Shadadi



Ahmed Ba Omar



Ahmed Thabet



Mohammed Bin Mubaerek



Samed Al-Absi



Ahmed Hojairah



Ebrahim Ghurab



Hisham Al-Shaabi

Activity Highlights



Abulaziz Al-Hamdani

“

I have always had the fear of speaking in public or to an audience, so the thought of teaching a group of people was terrifying, but Rowad taught me to overcome any fear I had. It also trained me to be more courageous and to be more open to new challenges and experiences. The training gave me the ability to shine and prove myself to be a qualified trainer to over 400 trainees in feasibility study courses. Through this journey, everyone, including myself with the help of Rowad gained strength and more confidence as trainers.

”

Activity Highlights



Eman Al-Reasy

“My needs were simple. I lived on the outskirts of Sana’a and all I needed was enough to afford transportation to the university. I know I had to do something about it, so I thought of starting a micro project just to cover those expenses. At first, I started making accessories, it was nothing special, but then I got the idea of using resin in my work. I loved my project and I wanted to make it to be bigger but I was fearful and did not believe I could do it. I needed guidance, and that’s where Rowad stepped in. I joined the feasibility study training. The training helped filled in all the gaps that were missing, it taught me how to see things from different perspectives, and that was exactly what I needed. I felt empowered and ready as my revenues got higher. Right now, I am working harder and steadily towards expanding my project.”

Innovate

Relationships

Thanks and Gratitude

الوطنية
للتمويل



التضامن للتمويل الصغير والأصغر
Tadhamon Microfinance



مؤسسة سد مآرب للتنمية الإجتماعية



منظمة شباب بلا حدود للتنمية
Youth Without Borders Organization for Development



مؤسسة نمو للتنمية
NMOW FOUNDATION

Team

Mannar Al-Eryani

Sumaya Abdulsattar

Ahmed Qasem

Dhekra Ahmed

Rami Huwaidi

Yasmmen Al-Badani

Ebrahim Gurab

Hisham Al-Shaabi

Shaikha Al-Quaiti

Mohammed Awn

Anwar Ali

Lamiss Al-Harazi

Amal Al-Hakeem

Magdi Al-Maqtri

Mohammed Bin Mubaerek

Samed Al-Absi

Ahmed Thabet

Safa Al-Aghbari

Abeer Al-Doubai

Ahmed Ba Omar

Mohammed Al-Shadadi

Esam Al-Amari

Dhiaa Al-Ashwal

Abdulkhaliq Al-Qubati

Lubna Sami

Aswan Mohammed

Ahmed Thabet

Safa Al-Aghbari