LAGOS STATE GOVERNMENT

LAGOS STATE EMPLOYMENT TRUST FUND (LSETF)

REQUEST FOR PROPOSALS

ENGAGEMENT OF CONSULTANCY FOR THE DEVELOPMENT OF COURSE CONTENT ON ENTREPRENEURSHIP AND BUSINESS FUNDAMENTALS for the LSETF E-Learning Platform

Deadline for Submission: 02/12/2026

LSETF/GIZ/002/EMP - JF/2026

Table of Contents

SECTION I - REQUEST FOR PROPOSAL.....1
SECTION II – INSTRUCTIONS TO CONSULTANCY…….....4

A. INTRODUCTION.....4

B. REQUEST FOR PROPOSAL.....4

C. PREPARATION OF PROPOSAL.....5

D. SUBMISSION OF PROPOSAL.....6

E. OPENING AND EVALUATION OF PROPOSAL.....7

F. PROJECT DEVELOPMENT.....9

G. ENGAGEMENT OF DELIVERY.....9

H. TERM OF REFERENCE……11

SECTION I - REQUEST FOR PROPOSALS TO ENGAGE CONSULTANCY FOR THE DEVELOPMENT OF COURSE CONTENT ON ENTREPRENEURSHIP AND BUSINESS FUNDAMENTALS FOR THE LSETF E-LEARNING PLATFORM

The Lagos State Employment Trust Fund (LSETF), supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), works to reduce unemployment, stimulate job creation, and promote wealth across Lagos State.

To expand access to high-impact training, LSETF operates a dedicated Moodle-based e-learning platform. *https://elearning.lsetf.ng*

The platform provides free, flexible, and practical digital learning to Lagos residents.

LSETF now seeks to engage a qualified e-learning consulting firm to develop a foundational online course in Entrepreneurship. The course will be built from scratch to equip young aspiring entrepreneurs and small business owners with the practical knowledge, financial skills, and compliance understanding needed to launch, run, and scale sustainable enterprises in Lagos, while preparing them to access LSETF funding and support programmes.

Primary Objective

The primary objective of this consultancy is to design, script, produce, and deploy one (1) comprehensive, 3-hour self-paced online course on "Entrepreneurship and Business Fundamentals" on the LSETF Moodle LMS.

The course will translate core entrepreneurship concepts into twelve (12) comprehensive, highly practical, bite-sized lessons.

Rather than teaching abstract theory, the curriculum must provide actionable, end-to-end business training. Upon completing the course, learners will be able to:

1. Validate, Price & Position the Business:
    - Test and validate a business idea before spending personal savings.
    - Identify high-paying customer segments in the local Lagos market and analyse direct competitors.
    - Calculate accurate production/procurement costs and set profitable selling prices (avoiding the common mistake of under-pricing).
2. Master Digital Marketing, Social Commerce & Customer Acquisition:
    - Set up and leverage WhatsApp Business, Instagram, and TikTok for lead generation and product sales.
    - Create simple, engaging mobile content, product pictures, and promotional offers.
    - Manage Lagos logistics, dispatch riders, delivery tracking, and payment-on-delivery (POD) risks.

- Deliver excellent customer service and build customer loyalty to drive repeat purchases and referrals.

3. Run Lean Operations & Daily Business Management:
    - Source reliable suppliers, negotiate credit/bulk discounts, and manage inventory to prevent dead stock.
    - Manage basic staff, sales reps, or apprentices, with practical controls to prevent internal theft and stock diversion.
    - Manage everyday Lagos operational risks (power/fuel alternatives, transport fluctuations, and inflation management).
4. Implement Financial Discipline & Digital Bookkeeping:
    - Strictly separate personal/family money from business money (preventing capital erosion).
    - Maintain simple daily records: Cash Inflow/Outflow, Sales Ledger, Debtors/Creditors Register, and Profit & Loss.
    - Use digital financial tools: open a dedicated business bank account, accept POS payments, generate digital invoices/receipts, and build a verifiable banking transaction history.
5. Navigate Business Legalities, Registration & Compliance:
    - Understand the steps and benefits of formalizing a business (CAC Business Name registration, Tax Identification Number - TIN).
    - Navigate basic Lagos State and local government regulatory requirements (trade licenses, signage, sanitary permits) to operate without harassment.
6. Achieve LSETF Funding & Growth Readiness (make optional):
    - Understand the specific criteria to qualify for LSETF micro-loans, SME loans, grants, and incubation programmes (including LASRRA registration, guarantor requirements, and credit checks).
    - Prepare a realistic, 1-page business plan and basic cashflow projection for loan applications.
    - Manage business debt responsibly: calculate loan interest, plan repayment schedules, and ensure loan capital is used strictly for income-generating assets rather than personal consumption."

3. Target Audience & Learner Profile

The instructional design, language, and technology must directly cater to this profile:

- Demographic: Lagos State residents aged 18–35, primarily secondary school leavers, unemployed youths, informal artisans, and micro-entrepreneurs.
- Digital Literacy: Basic smartphone users.

- Access Reality: Over 90% of learners will access the course using mobile smartphones. The course content must be built mobile-first, optimized for low-bandwidth connections, and light on mobile data consumption.
- Tone & Language: Simple, clear, professional English infused with relatable Nigerian/Lagos business case studies, clear visuals, and on-screen English subtitles.

Interested applicants will find below:

- detailed instructions relating to the submission of the Proposal in "Section II – Instructions to Consultant Service Provider of this document; and
- sample forms for the submission of the Proposal in Section III.

The Proposal shall clearly highlight the information listed in Section II of this document.

Requests for clarification can be sent to the email address below until Monday, November 23rd, 2026, at procurementunit@lsetf.ng

Kindly submit a hard copy of your proposal, entitled **"REQUEST FOR PROPOSALS TO ENGAGE CONSULTANT SERVICE PROVIDER FOR THE DEVELOPMENT OF COURSE CONTENT ON ENTREPRENEURSHIP AND BUSINESS FUNDAMENTALS FOR THE LSETF E-LEARNING PLATFORM"** in a sealed envelope. Submissions must be delivered to the address below no later than **4:00 p.m. on Wednesday, 2nd December 2026**.

This RFP is solely for preparing and submitting a Proposal and confirmation of your ability to provide the required services. All information, both written and oral, which is obtained or provided in response to this RFP is confidential.

Yours truly,

Feyisayo Alayande
Executive Secretary

SECTION II – INSTRUCTIONS TO CONSULTANT SERVICE PROVIDER

A. INTRODUCTION

1. General

This RFP is issued for application proposals to collaborate with LSETF and GIZ on the organization of a close-out event for all the trainees

2. Definitions

«**LSETF**» means the Lagos State Employment Trust Fund;

«GIZ» means the Deutsche Gesellschaft für Internationale Zusammenarbeit

«**Project**» means the "LSETF x GIZ Employability Support Project".

«**Proposal**» means a Proposal submitted by an Event Management Service Provider, pursuant to this RFP;

«**RFP**» means this Request for Proposal.

«**TOR**» means the Terms of Reference, setting out the detailed scope of work required from an EMSP for the event, which are enclosed herewith as Annexes.

«**CSP**» means the Consultant Service Provider that has responded to this RFP and, if selected, will collaborate with LSETF and GIZ on event management services; and

«**Day**» means calendar day unless stated otherwise.

B. REQUEST FOR PROPOSAL

3. Contents of the Request for Proposal

3.1. This RFP describes the procedure, terms, qualifications, requirements, and conditions for the submission for the event. This RFP consists of the following:

- The Letter of Request for Proposal in Section I
- Instructions to Consultant Service Provider in Section II
- The TOR for the Project enclosed as Annex 1 to this RFP

3.2 The **CSP** shall examine the instructions, sample documents, and specifications provided in this RFP and adhere to all instructions and requirements herein, in submitting a Proposal.

4. Amendment of RFP

4.1 At any time before the deadline for submission of the application, the LSETF and GIZ may, for any reason at their own initiative or in response to a clarification requested by an **CSP**, modify the RFP.

4.2 All **CSP** that have responded to the RFP by sending a proposal in due time will be notified in writing or by standard electronic means of any amendments to the RFP.

4.3 To afford the **CSP** a reasonable time in which to take the amendments into account in preparing their Application Proposals, following a request for clarification, LSETF and GIZ may, at their discretion, extend the deadline for submission of Application Proposals.

C. PREPARATION OF PROPOSAL

5. Amendment of RFP

The Proposal and all related correspondence shall be in English.

6. Contents of Proposal

6.1. The Proposal shall include two components: The Technical Proposal and the Financial Proposal.

6.2. The Financial Proposal shall consist of the following documents:

❖A written letter signed by the authorized representative of the Firm; and

❖ The **detailed breakdown** of the estimated cost, i.e. summary of cost and breakdown of prices

6.3. The Technical Proposal shall consist of the following documents:

❖ The Profile of the **CSP**, setting out its organizational structure, relevant experience, its resource plan, and the proposed methodology for providing the services detailed in the TOR;

❖ Number of support staff the EMSP can accommodate in the 1-day event

❖ Details of the support staff and their resumes;

❖Any other information which the **CSP** reasonably believes is necessary, having reference to the contents of the TOR.

6.4. The Technical Proposal shall not contain any pricing information whatsoever. Pricing information shall be separated and only contained in the Financial Proposal.

6.5 Any information which the **CSP** considers confidential shall be clearly marked as such and shall be treated accordingly.

7.	**Currency of the Proposal**	The prices in the Proposal should be quoted in Naira.
8.	**Validity of the Proposal**	The **CSP** must clearly state the validity period of the quotes in its Proposal.
9.	**Cost of Preparation of Proposal**	The **CSP** shall bear all costs associated with the preparation and submission of its Proposal. LSETF and GIZ shall in no case be responsible or liable for any costs associated with submitting the Application Proposals, regardless of its conduct or the outcome of the Proposal. The LSETF and GIZ reserve the right to annul the Proposal process at any time prior to making a payment to the delivery partner, without thereby incurring any liability to the EMSP.

D. SUBMISSION OF PROPOSAL

10.	**Sealing and Making of Proposal**.	10.1 Event Management Service Provider shall place the Technical Proposal (and its supporting documents), and the financial proposal (and its supporting documents) in a sealed folder, marked as such, and submit them at the LSETF head office: No. 16, Billings Way, Oregun, Ikeja, Lagos 10.2 The folder shall indicate the name and address of the **CSP**, the **Project Name** and **reference number of the Proposal** as indicated in the Letter of Proposal.
11.	**Deadline for the Submission of Proposal**.	11.1 Application Proposals must be received by the LSETF at the address specified in Section I on or before Thursday, **2nd December 2026** 11.2 Any Proposal received by LSETF after the deadline for the submission specified in paragraph 11.1 shall not be considered. 11.3 LSETF and GIZ may, at their sole discretion, extend the deadline for the submission of Application Proposals by amending this RFP in accordance with the terms and conditions hereof.

12. Clarifications

12.1 A **CSP** requiring additional clarification of any part of this RFP may notify the LSETF via the contact details provided in Section I. LSETF will respond in writing, or by standard electronic means, to any request for clarification of the RFP that it receives no later than Monday, 23rd November 2026, and may send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all **CSP**. If LSETF and GIZ deem it necessary to amend the RFP because of a clarification, they shall notify any **CSP** that has submitted a Proposal before such amendment.

13. Modification/ Withdrawal of Proposal:

13.1 A **CSP** may withdraw its Proposal after the submission, provided that written notice of the withdrawal is received by LSETF before the deadline prescribed for submission of Application Proposals.

13.2 No Proposal may be modified after the deadline for submission of Application Proposals without prior approval from the point of contact specified in Section 1.

E. OPENING AND EVALUATION OF PROPOSAL

14. Opening of Application Proposals

14.1 The LSETF shall open all Application Proposals received before the deadline. Proposals shall be opened as indicated in the Request for Application Proposal at the same time on the date specified in the Request for Application Proposal with the Evaluation Committee in attendance. The Technical Proposals shall be opened and evaluated prior to the opening of the Financial Proposals.

14.2 The Minutes of the opening of the Application Proposals will be prepared.

14.3 The supporting documents required are:

1. Evidence of registration with the Corporate Affairs Commission (CAC)
2. Tax Clearance Certificate for the preceding 3 (three) years, 2023-2025, from the Lagos Internal Revenue Service (LIRS)
3. Evidence of registration/renewal as a consultant with the Lagos State Public Procurement Agency (LASPPA) for the current year (2026)
4. Audited Financial Statement for the last 3 (three) years (2023- 2025)
5. Corporate profile of the company, services, and affiliations

6. Curriculum Vitae of at least 3 key professional staff
7. An affidavit that all documents submitted are genuine and verifiable

15. Evaluation of Application Proposals

15.1 The Evaluation Committee shall evaluate and compare the Application Proposals as follows:

- Examination of the Technical Proposal to confirm conformity with specifications contained in the RFP and the substantial responsiveness of each Technical Proposal to the RFP. For this purpose, an acceptable Proposal conforms to all terms and conditions of the RFP without material deviations. LSETF and GIZ's determination of a proposal's responsiveness is based on the contents of the Proposal itself without any recourse to extrinsic evidence.

- Upon examination of the Technical Proposals, the Evaluation Committee shall select the Technical Proposals that are acceptable and examine the Financial Proposals submitted with such Technical Proposals. In examining the Financial Proposals, the Evaluation Committee shall verify any arithmetical errors. For example, if the Proposal in figures is different from the Proposal in words, the amount in words shall prevail. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.

GIZ and LSETF reserve the right to conduct an in-person examination of prospective Service Provider as part of the selection process.

F. PROJECT DEVELOPMENT

16. Project Development

16.1 Once selected for Project Development, LSETF will contact the prospective Service Provider by email and phone. A process of due diligence and project development will occur to confirm and finalize project items such as cost, timelines, etc., as well as to make certain that the project will satisfy GIZ/LSETF requirements.

16.2 During this phase of project development, LSETF will be the main point of contact, but GIZ reserves the right for staff in its central team to further clarify items via email and/or phone calls directly with the prospective delivery partner.

G. ENGAGEMENT OF SERVICE PROVIDER

17. Award of Project Delivery Amount:

17.1 LSETF and GIZ reserve the right to accept or reject any Proposal, to annul the RFP, or reject all Application Proposals at any time before the legal contracting of potential delivery partners, without thereby incurring any liabilities to the **CSP** and without any obligation to inform the affected **CSP** of the grounds of its action.

18. Notification of Engagement: Successful organization/s will be notified and contacted by email or telephone. No award between LSETF is binding until the agreement has been prepared signed and countersigned by all parties and after a process of due diligence consistent with the policies of GIZ and LSETF have been complied with.

19. Fraud and Corruption: The LSETF, GIZ and EMSP shall hold the highest ethical standards, both during the selection process and in principle, and shall always abstain from corruption or fraudulent practices. Corruption and fraudulent practices are defined as follows:

a) "*corrupt practice*" means the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in training program execution;

b) "*Fraudulent practice*" means a misrepresentation or omission of facts to influence a selection process or the execution of a training program;

c) "*Collusive practices*" means a scheme or arrangement between two or more organizations with or without the knowledge of the LSETF, designed to establish prices at artificial, non-competitive levels;

d) "*Coercive practice*" means harming or threatening to harm, directly or indirectly, persons or their property to influence the application and/or selection process or affect the execution of a training program.

The LSETF and GIZ shall reject a proposal for award if it determines that the **CSP** recommended for engagement as a service provider has, directly or through an agent, engaged in corrupt, fraudulent, collusive or coercive practices in applying to be a delivery partner or in subsequent but related actions.

TERMS OF REFERENCE (ToR)

Background

The Lagos State Employment Trust Fund (LSETF), supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), works to reduce unemployment, stimulate job creation, and promote wealth across Lagos State.

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Scope of Work

The selected consulting firm will execute the assignment across six (6) core phases:

Curriculum Planning & Instructional Blueprint

- Define competency-based learning outcomes and break down the 3-hour course into a modular syllabus (estimated 12 lessons of about 15 minutes each).

Map out the six (6) core thematic pillars across the curriculum:

1. Market Validation, Costing & Pricing: Idea testing, customer discovery in Lagos, competitor analysis, and unit economics.
2. Digital Sales, Social Commerce & Logistics: Selling on WhatsApp/Instagram/TikTok, mobile content creation, dispatch/delivery logistics, and customer retention.
3. Lean Daily Operations & Risk Management: Sourcing suppliers, managing inventory, basic staff/apprentice oversight, theft prevention, and operational risk controls.
4. Financial Discipline & Digital Bookkeeping: Separating personal and business money, daily transaction ledgers, digital payments (POS/transfers), and banking history.
5. Legal Formalization & Regulatory Compliance: CAC Business Name registration, TIN, and Lagos State/local government operating requirements.
6. Funding Readiness & LSETF Access: Pitching, 1-page business planning, LSETF loan/grant requirements (LASRRA, credit checks), and debt repayment discipline.

Content Development & Scriptwriting

- Write complete instructional texts, practical scenarios, and Nigerian case studies from scratch.
- Draft word for word scripts and visual storyboards for all video and animated lessons.
- Ensure concepts are explained in plain, jargon free English.

Digital Media Production (Video, Audio & Graphics)

- Talking-Head Videos: Shoot and edit up to high-definition video lessons featuring professional instructors or business mentors.
- Animated Explainer Videos: Produce 2D animated lessons to explain complex financial concepts simply (e.g., how interest rates work, bookkeeping cycles).
- Interactive Slide Decks & Micro-Assets: Design clean, branded HTML5/slide presentations.
- Subtitles & Accessibility: Embed accurate English closed captions/subtitles on all video assets to aid comprehension and sound-off mobile viewing.
- Downloadable Practical Toolkits**:** Develop simple, mobile-friendly downloadable resources (e.g., 1-page Daily Sales Log, Cashbook Template, Business Plan Checklist).

Assessment & Evaluation Design

- Create diagnostic pre-course assessments, end of lesson knowledge checks, and a comprehensive end of course final quiz.
- Build a question bank (multiple-choice and scenario-based) with automated scoring and constructive answer feedback.
- Define passing thresholds (e.g., 80% passing mark) linked to automated digital certificate issuance on Moodle.

LMS Integration & Technical Packaging

- Package all completed modules into standard SCORM 1.2 zip packages.
- Access LSETF's Moodle staging environment under the supervision of the LSETF ICT team.
- Upload, configure, test, and verify course navigation, video playback speeds, data compression, quiz triggers, and certificate generation across mobile browsers and the Moodle Mobile App.

Quality Assurance & User Acceptance Testing (UAT)

- Run a pilot test with a selected cohort of 15 – 20 learners to evaluate usability and data usage.
- Fix any content errors, formatting issues, or technical glitches identified.
- Submit all finalized, editable master source files to LSETF.

Expected Deliverables & Delivery Schedule

The assignment must be completed within eight (8) weeks according to the following schedule:

Deliverable	Description & Acceptance Criteria	Target Timeline
D1: Inception Report & Course Blueprint	Detailed work plan, risk matrix, complete curriculum syllabus, learning objectives, and modular breakdown for the 3-hour course.	End of Week 2
D2: Complete Scripts & Storyboards	Full instructional scripts, storyboards for talking-head and animated videos, assessment question banks, and learner guides.	End of Week 4
D3: Multimedia Assets & Packaged Modules	Fully edited videos (with subtitles), 2D animations, interactive slides, and compressed SCORM 1.2 packages.	End of Week 6
D4: LMS Deployment, Testing & Handover	Course uploaded and functioning on LSETF Moodle LMS; UAT report signed off; complete inventory of editable source files handed over.	End of Week 8

Governance, Coordination & Approvals

- Reporting Line: The consultant will report administratively to the Project Lead, with technical oversight provided by the IT Officer.
- Review Turnaround Time: To guarantee delivery within the 8-week window, LSETF commits to reviewing and providing consolidated written feedback on submitted deliverables within seven (7) working days of receipt.
- Revision Cycles: Each deliverable allows for up to two (2) iterations based on LSETF feedback before formal sign-off.

Responsibilities of LSETF

LSETF will provide:

1. Necessary staging access, administrator rights, and technical specifications for the Moodle LMS;
2. Relevant institutional documentation regarding LSETF loan terms, eligibility guidelines, and application processes;
3. Official brand assets (logos, color palettes, fonts, and presentation guidelines);

4. A dedicated technical focal person to review scripts and test course builds within the agreed 7-day turnaround.

Consultant Eligibility & Team Requirements

The assignment is open to registered consulting firms or digital learning agencies meeting the following minimum criteria:

Firm Qualifications

- Legally registered with the Corporate Affairs Commission (CAC) in Nigeria.
- Minimum of two (2) years of demonstrable experience in digital curriculum development, instructional design, and multimedia e-learning production.
- Evidence of having completed and deployed at least two (2) verified e-learning courses on Moodle or similar LMS platforms (links, demo clips, or client sign-off letters required).

Key Personnel

The firm's proposed team must include:

- Lead Instructional Designer / Project Lead: Minimum 3 years' experience in curriculum development and digital pedagogy.
- Entrepreneurship & Finance Subject Matter Expert: Practical knowledge of the Nigerian SME ecosystem, financial inclusion, and micro-lending dynamics.
- Content & Video Producer/Editor: Proven capability in shooting professional talking-head videos, 2D vector animations, sound engineering, and video compression for web.
- E-Learning / Moodle Technical Specialist: Proficient in authoring tools (Articulate Rise/Storyline, Camtasia) and SCORM 1.2 integration on Moodle.

Intellectual Property & Confidentiality

- Full Ownership: All course materials, syllabi, scripts, video recordings, 2D animation project files, SCORM packages, graphics, and learner worksheets developed under this contract become the exclusive property of LSETF upon payment.
- Editable Source Files: Final handover must include all raw, editable source files (Word documents, PowerPoint master slides, MP4 raw video cuts, graphic source files, and authoring source packages).
- Copyright Warranty: The consultant warrants that all media, graphics, music, and case study materials used are either original or fully licensed for perpetual commercial use by LSETF.

Payment Terms and Milestones

Payments will be linked to the satisfactory completion and approval of agreed milestones. The proposed payment schedule shall be included in the consultant's financial proposal and finalised during contract negotiations.

An indicative structure may be:

- 40% upon approval of the inception report and work plan and upon approval of the course framework and initial course materials.
- 40% upon submission and approval of the complete draft courses and uploading to the eLearning platform.
- 20% upon acceptance of all final deliverables and completion of the handover.