
TERMS OF REFERENCE FOR THE RESOURCE PERSON/FIRM FOR BUSINESS DEVELOPEMT

of the Accelerating Higher Education Expansion and Development Operation (AHEAD)

1. BACKGROUND

The development of the higher education sector is of central importance to enable Sri Lanka to make the transition from a Lower-Middle Income Country (LMIC) to an Upper Middle-Income Country (UMIC). Recognizing this, the Government of Sri Lanka (GoSL) and the World Bank have agreed to support the higher education sector through a Bank funded Accelerating Higher Education Expansion and Development (AHEAD) operation. One of the main activities of this initiative is to promote R&D and innovation-based technology licensing and transfer, particularly through university-business partnerships. At the University of Moratuwa, this endeavor is affected through the University-Business Linkage (UBL) Cell established under the Enterprise – Center for Innovation, Entrepreneurship & University-Business Linkages.

2. THE OPERATION

Accelerating Higher Education Expansion and Development (AHEAD) operation is organized into two components. The first is a Program Component that supports the national Higher Education Development Program. The second is a system strengthening, capacity building and technical assistance component that will assist GoSL to strengthen the higher education sector and achieve the objectives of the AHEAD program component. This second will also cover monitoring and evaluation, policy analyses, program coordination and communication.

The implementing agency is the Ministry of Higher Education and Highways (MHEH). The University Grants Commission (UGC) will coordinate the activities of the universities. There will be an Operations Monitoring and Support Team (OMST) which will coordinate and support all AHEAD activities between the MHEH, UGC, and the universities.

AHEAD has three Results Areas:

Results Area 1: Increasing Enrollment in Priority Disciplines for Economic Development

Results Area 2: Improving the Quality of Higher Education

Results Area 3: Promoting Research, Development and Innovation

Under the Results Area 3, AHEAD Project supports the Universities to establish and strengthen University-Business Linkage (UBL) Cells.

3. PROJECT TYPE/TITLE OF RESEARCH

University Business Linkage Cell – AHEAD Project

4. MAIN TASK

Business Development Consultants are generally responsible for helping startup companies to identify potential business opportunities and challenges and determine possible solutions

4.1 KEY TASKS

- **Identify potential business opportunities**
 - Investigate and identify financial, marketing, operational and other relevant aspect for an identified business opportunity
 - Investigate existing products/services and compare them with competitors
 - Provide guidance to fine-tune the startup idea (Deliverables)
- **Prepare the business development plan**
 - Design and develop development strategies
 - Develop the business development plan for the identified business opportunity
- **Oversee implementation of the business development plan**
 - Train, lead and supervise the members of the business development team to overcome the challenges encountered during implementation
 - Build networks with key stakeholders
 - Supervise business deals operations and activities
 - Assist the business development team to prepare and present a detailed report to the upper management upper management

5. REMUNERATION

A allowance of Rs. 100,000/- to be paid in 3 installments, 1st installment of Rs. 20,000/-, 2nd installment of Rs. 30,000/- and 3rd installment of Rs. 50,000 (Payment without EPF/ETF) will be paid subject to satisfactory performance based on the allocation in the OVAA mentioned as “Business Development plan / coaching, guidance and services” (AHEAD/RA3/UBL/MRT/OVAA 19). Payments will be made upon submission of the progress report with the approval of Director UBLC.

6. REQUIRED QUALIFICATIONS & EXPERIENCE

- A proven track record of providing successful target achieved Business Development supports
- Previous experiences of supporting the Business Development for 3 years

7. METHOD OF APPOINTMENT

The appointment will be made for a period of one year.

8. REQUIRED PROFESSIONAL COMPETENCIES

- Ability to carry out the key tasks effectively and efficiently
- Ability to interact with staff of UBLC and startup team
- Ability to work efficiently, and to meet deadlines
- Strong communication, and good interpersonal relations

9. REPORTING OBLIGATIONS

Report on the technical progress to the Director of UBLC on progress of project