Call for proposals

**SME Finance & Development**

**European Bank for Reconstruction and Development**

**Provision of support in producing educational video content and video production design services for Youth MSMEs in the Kyrgyz Republic**

1. Background

The European Bank for Reconstruction and Development (“EBRD” or “the Bank”) recognises the challenge of inclusion as well as it being an engine for economic growth. A core focus of the EBRD in countries of operations is to address market failures and give micro and small enterprises (“MSEs”) equal opportunities to access knowledge and advice so that they can deliver in terms of economic performance and growth, job creation, and a number of other social gains, thus contributing fully to building free, market-oriented, and democratic societies.

Young people aged 18–34 make up 25.8% of Kyrgyz Republic’s population, and youth-led MSMEs account for approximately 45% of all MSMEs nationwide. Despite limited formal experience, young entrepreneurs in the Kyrgyz Republic are actively engaged with digital tools and technologies, presenting strong potential for capacity-building through modern, self-paced learning formats. However, access to business knowledge and practical support remains limited—particularly in rural areas, where structured entrepreneurial education and advisory services are often unavailable.

To address these challenges and promote youth entrepreneurship across the region, the EBRD launched the Youth in Business (YiB) Programme in 2023. The programme is designed to support youth-led MSMEs through a combination of access to finance and targeted advisory services. It’s structure addresses both the supply and demand sides of youth MSMEs' financial inclusion: on the supply side, the programme offers dedicated credit lines to Partner Financial Institutions (PFIs) for on-lending to youth entrepreneurs; on the demand side, it provides technical assistance to help PFIs develop and deliver tailored financial and non-financial services (NFS) aligned with the specific needs of youth-led businesses.

Bailyk Finance Company became the first Partner Financial Institution (PFI) in the Kyrgyz Republic to join the YiB Programme. Youth-led MSMEs currently represent around 30% of its total MSME portfolio. With 78% of its clients residing in rural areas and around 70% of MSME loans allocated to agriculture, Bailyk Finance is well positioned to support underserved youth segments across the country.

Under the EBRD’s technical assistance Bailyk Finance is developing a dedicated online NFS portal. The platform will serve as an interactive online space offering structured, practical and accessible non-financial services to young entrepreneurs. It will play a key role in building business knowledge, strengthening entrepreneurial skills, and fostering long-term business resilience among youth-led MSMEs in the Kyrgyz Republic.

While the portal will be accessible to all users, its primary focus will be on the Youth in Business audience. The platform will offer practical, structured learning content tailored to the realities of entrepreneurs operating across various sectors of Kyrgyzstan’s economy, with a particular emphasis on rural areas, as 78% of Bailyk Finance’s clients were located in rural areas at the time of the Baseline Assessment in Q2 2024.

Target audience and eligibility

The target audience consists of young entrepreneurs aged 18 to 34, including both aspiring and early-stage business owners. The majority of users are expected to reside in rural areas of the Kyrgyz Republic, where access to structured business education remains limited. The portal will cover all sectors of the economy and will be designed with a strong emphasis on mobile accessibility, taking into account the lifestyle and digital behaviour of youth MSMEs.

While the needs assessment and marketing communications will be focused on the Youth in Business segment in the Kyrgyz Republic, eligibility to register and use the NFS portal will not be restricted to this group, but will remain open to all ages. This will ensure the portal is inclusive, while still primarily tailored to the needs of the YiB segment, with outreach efforts targeting this audience.

**In connection with the above, EBRD announced a call for proposals for provision of support in producing educational video content and video production design services under the “Youth in Business” programme for Bailyk Finance in the Kyrgyz Republic.**

2.    Objectives

The overall objective of the Assignment is to:

1. Conceptualise, create and produce learning materials for the Bailyk Finance Non-Financial Services (NFS) Portal’s self-paced video courses.
2. Design and produce educational videos in a consistent, interactive, and engaging style, tailored to the Youth in Business audience.

3. Scope of Work

To achieve objectives of the Assignment the Consultant shall implement the following:

**Learning materials development and delivery:**

The consultant will be responsible for the design, development and delivery of the following learning formats:

* Pre-recorded video courses for 9 core topics (9 basic and 5 advanced level), including:
  + Several short video lessons in each course (4-10 minutes each).
  + Downloadable materials (PDFs, Excel tools) for practical use.
  + Short quizzes/tests after each course for user engagement and gamification.
* Articles and blog posts accompany each topic with optional knowledge-check quizzes.

**Language:** All content must be fully localised in both Kyrgyz and Russian languages. In cases where full Kyrgyz-language production is not feasible, video materials must include high-quality Kyrgyz subtitles. Beyond ensuring practical applicability, the content should be grounded in the realities of the Kyrgyz market, incorporate regionally relevant best practices—particularly from Central Asia—and provide actionable guidance tailored to the local business context.

**Design guidelines and video production:** In addition to developing the learning content, the consultant will be responsible for establishing video design guidelines, and producing the video courses. All video courses must follow these guidelines and have a unified look and feel. Each video course should have an animated title at the start, the branded packshot with EBRD logo. Video backgrounds must also follow the agreed design guidelines and be appealing for YiB.

**Table 1. Training topics** (published on a weekly basis one by one; the names and subtopics of courses are tentative, as the actual names and syllabus will be prepared by the hired vendor and might slightly change)

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Topic** | **Video courses** | **Articles/ blogs** |
| 1 | Manage Your Money: A Simple Start for Small Businesses (≥ 3 subtopics) BASIC   * Budgeting basics: how to plan and track your business money. * Separating personal and business finances. * Understanding income, expenses and profit | ✅ | ✅ |
| Manage Your Money: one step ahead (≥ 4 subtopics) ADVANCED (pre-requisite basic):   * Setting prices & costing. * Planning for growth. * Financing options for small businesses. * Cash flow management. | ✅ |  |
| 2 | Sell Online with Confidence: A Starter Guide to E-Commerce (≥ 4 subtopics) BASIC:   * Defining your product and niche. * Creating your online store or using platforms (Instagram, Lalafo, etc.) * Basics of product photography and description writing. * Reaching your first customers (low-cost promotion methods) | ✅ | ✅ |
| Sell Online with Confidence: Advanced Guide to E-Commerce (≥ 3 subtopics) ADVANCED (pre-requisite basic):   * Building your own e-commerce website * Building customer loyalty & managing reviews. * Order fulfilment & delivery logistics. * Tracking sales and improving conversion rates. | ✅ |  |
| 3 | Grow Your Business with Social Media: A Simple Guide for Beginners (≥ 5 subtopics) BASIC:   * Understanding the key social media platforms. * Creating your business profile and bios. * Planning content: what to post and how often. * Using free tools for simple visuals and scheduling posts. * Intro to hashtags, stories, and reels to increase reach. | ✅ | ✅ |
| Mastering Social Media Marketing: Boost Sales and Engagement (≥ 5 subtopics) ADVANCED (pre-requisite basic):   * Creating a content strategy aligned with business goals. * Running targeted ads on social media. * Engaging your audience: comments, DMs, polls & giveaways. * Using analytics to track results and improve performance. * Collaborating with micro-influences and partners. | ✅ | ✅ |
| 4 | Basic Accounting Made Easy: Self-Tracking for Solo Entrepreneurs (≥ 5 subtopics) BASIC:   * What is accounting and why it matters for your business. * Manual & digital tools for keeping records of income and expenses. * Introduction to receipts, invoices and other primary documents. * Understanding profit, loss, and break-even. * How to create a simple monthly budget and track performance. | ✅ |  |
| Practical Accounting for Growth (≥ 5 subtopics) ADVANCED (pre-requisite basic):   * Setting up an accounting system (excel, apps, or accounting software). * Managing debts, loans and assets. * How to read and use financial statements. * Tax basics: what to report and how to prepare. * Managing personnel expenses (salaries, bonuses and social contributions). | ✅ |  |
| 5 | Legal Basics Every Entrepreneur Should Know (≥ 5 subtopics):   * Learning the business structure: Individual Entrepreneur, LLC, etc. * Steps in registering your business. * Simple agreements that protect your business. * Understanding your tax obligations and reporting deadlines. * Licences & permits: when you need them and how to get them. | ✅ | ✅ |
| 6 | Digital Tools to Simplify & Grow Your Business (≥ 10 subtopics):   * Productivity & task management: Trello, Notion, Google Tasks. * Financial tracking & budgeting: Excel, 1C, and other free digital tools. * Customer communication; WhatsApp Business, Telegram Channels. * Visual content creation: Canva, CapCut, Adobe Express. * Social media scheduling: Meta Business Suite, Buffer. * E-commerce platforms. * Cloud storage & file sharing: Google Drive, Dropbox. * Basic CRM systems for client tracking (HubSpot, Bitrix24 etc.) * Online payments & mobile banking * Cybersecurity essentials for small businesses | ✅ | ✅ |
| 7 | Smart Livestock Farming: Essentials for Beginner Farmers (≥ 6 subtopics) BASIC:   * Choosing the right livestock for your region (cattle, goats, sheep, poultry) * Building affordable shelters using local materials * Feeding basics: what, when, and how much to feed. * Daily care routines to keep animals healthy & productive. * Recognizing signs of common illnesses. * Simple record keeping: income, feed costs, animal births. | ✅ | ✅ |
| Smart Livestock Farming: Scaling Up and Growing Sustainably (≥ 5 subtopics) ADVANCED (pre-requisite basic):   * Vaccination schedules & disease prevention planning * Reproduction and herd expansion strategies * Using excel or mobile apps to manage livestock data * Calculating profitability: cost per unit, market pricing, ROI * Sales channels: direct selling, cooperatives, and WhatsApp groups. | ✅ | ✅ |
| 8 | Smart Crop Farming: Essentials for Beginner Farmers (≥ 7 subtopics) BASIC:   * Choosing crops that grow well in your region and climate. * Preparing your land: soil basics and simple tools * Planting techniques and seasonal calendars. * Watering and irrigation: low-cost methods for small fields. * Identifying and managing common pests and plant diseases. * Simple harvest & post-harvest practices to reduce waste. * Record keeping: input costs, harvest quantity, sales income. * Introduction to greenhouse farming: basic setup, and cost-efficiency. | ✅ | ✅ |
| Smart Crop Farming: Growing More with Better Planning (≥ 6 subtopics) ADVANCED (pre-requisite: basic):   * Soil testing and improving soil fertility over time. * Crop rotation and diversification for long-term sustainability * Using mobile apps or Excel to track farm activities and expenses * Planning for market demand: when and what to grow. * Selling through cooperatives, markets and digital channels. * Optimizing greenhouse operations: crop rotation, temperature control and ventilation. | ✅ | ✅ |
| 9 | Starting a Business from Scratch: A Step-by-Step Guide for First-Time Entrepreneurs (≥ 10 subtopics)   * Finding and validating a business idea based on local needs. * Understanding what makes a “small business” successful. * Estimating start-up costs and essential expenses. * Creating a simple, one-page business plan. * Legal basics: how to register, choose a name, and avoid common mistakes. * Setting initial prices and calculating basic profit. * Identifying your first customers. * Promoting your business with zero or very small budget. * Managing your finances. * Building confidence: overcoming fear and taking the first step. | ✅ |  |

*Note: The number of subtopics is indicative and may be adjusted based on the proposal from engaged experts.*

**Scope of Work for Video Production Design**

The consultant will be responsible for the design and production of video courses consisting of several modules of short educational video lessons presented in a clear, engaging, and learner-centred format. This includes the development of a general style that ensures consistent typography, branding and layout, in alignment of the following requirements:

* Development of a general visual style guide, including but not limited to: colour palette, typography, etc.
* Creation of relevant graphics and animations applicable to the content of each course.
* Design smooth transitions and interactive elements to enhance learning engagement and retention.
* Selection and incorporate high-quality images where applicable to support course material.
* Ensure professional-quality sound and lighting in all video content.
* Include high-quality Kyrgyz subtitles in Kyrgyz in cases where full Kyrgyz-language production is not feasible.
* Add background music and sound effects where appropriate.
* Video editing including but not limited to: cutting unnecessary parts, syncing visuals with voiceovers or subtitles, ensuring colour consistency across videos, and removing background noise.
* Format final videos for optimal web and mobile performance

**Required skills and competences**

* Registered legal entity with a minimum of 2 years of experience;
* Demonstrated experience in designing and producing blended learning content, including video lessons, assessments and mobile-friendly formats, particularly in the fields of entrepreneurship MSME development and digital learning.
* Proven capacity to localise content into Kyrgyz and Russian languages.
* Demonstrate sufficient financial capacity to pre-finance project activities, as payments under this assignment will be made in tranches, based on deliverables.
* Proposed team should include:
  1. Content Manager / Lead Editor with at least 5 years of experience;
  2. Subject-Matter Experts in relevant business topics (finance, agriculture, marketing etc.);
  3. Videographer / Motion Designer.
  4. Scriptwriter / Curriculum Developer (could be combined with the above).
  5. Translator/Subtitler for Russian-Kyrgyz content (could be combined with the above)

**Proposals may be submitted by individual firms or consortiums with proven experience in educational video production.**

**4.         Implementation Arrangements**

The estimated Assignment duration is up to 6 months.

The project management team will consist of representatives from the EBRD, Bailyk Finance and Business & Finance Consulting GmbH (technical assistance provider under the Youth in Business (YiB) Programme).

The Consultant will report to the EBRD country team led by the designated Operation Leader. The Consultant is also required to work closely with Business & Finance Consulting GmbH on the day-to-day implementation of activities and in close coordination with Bailyk Finance.

The consultant is expected to follow a structured project management process:

* Propose and agree detailed syllabi for each core topic and the concept for the video production.
* Use project management tools (e.g., ClickUp, Trello, or similar) to manage tasks, timelines, and approvals.
* Participate in weekly alignment meetings with the core working group.
* Submit and agree content (detailed script and learning materials) for each core topic and approve before filming.
* Maintain a content inventory with clearly labelled files for each module (topic, language, format, version).

The Consultant must demonstrate internal capacity to oversee the assignment and provide strategic input as and when needed.

All materials, including videos, scripts, visual assets, quizzes, blogs, design assets, documentation, and prototypes and translations produced under this assignment, will become the sole property of Bailyk Finance upon final delivery and payment. The vendor shall waive all intellectual property rights to the produced content.

**5.** **Reporting**

Consultant reports will serve as a monitoring and management resource for EBRD, and also support the information and data required for the respective EBRD donor reports.

Reporting will include an inception and final report and regular quarter statistics to cover the whole spectrum of activities throughout the Programme and ensure proper monitoring and steering of the implementation.

Additional ad-hoc reports may be requested by EBRD. All reports to EBRD shall be in English.

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**6. Proposal Submission**

Interested vendors must submit their proposals by 15 June 2025, 18:00 Bishkek time to Bermet Karabekova at[**karabekb@ebrd.com**](mailto:karabekb@ebrd.com) Proposals should be submitted in English and should include the following components:

• Portfolio of relevant projects

• Approach and methodology for this assignment

• Proposed timeline and resource plan

• Profiles of proposed team members, including CVs

• Financial proposal in EUR

For any questions, please contact by email.

Only shortlisted consultants will be invited to an online interview or requested to provide additional clarifications.

This call for proposals does not commit EBRD to award a contract or to pay any costs incurred in the preparation of a proposal.