SmartCap:

Empowering Entrepreneurs for Uddokta

Project Snippets

LightCastle
Partners

Brief

LightCastle assisted the entrepreneur scale-up program Uddokta; A multi-year youth entrepreneurship development program being implemented by iDE and funded by Chevron & The Embassy of Switzerland in Bangladesh. The aim of this project was to empower the youth entrepreneurs by providing them with Business Incubation Training, Access to Finance & Access to Markets.

Implemented by **uddokta** empowering entrepreneurs | **iDE** Powering entrepreneurs to end poverty.

Funded by **Chevron** | Supported by **Switzerland**

Total Participants

Total Number of Youth Entrepreneurs in the cohort **153**

Male **80** **52.29%**

Female **73** **47.71%**

By the Numbers

Sector-wise Breakdown

Agro & Agro Processing

Agriculture	43	Fish	16
Cow Rearing	53	Goat Rearing	06
Dairy	11	Poultry	33
Vermicompost	03		

Technology **01**

Retail **03**

Household and consumer goods **03**

Age Group of Entrepreneurs

AGE GROUP	16 - 20	21 - 25	26 - 30	31 - 35	35+
NUMBER OF PARTICIPANTS	30	49	49	30	02

Geographical Distribution

Sylhet

47 Sunamganj Sadar	**36** Chhatak, Sunamganj
40 Moulvibazar Sadar	**30** Kamalganj, Sreemangal
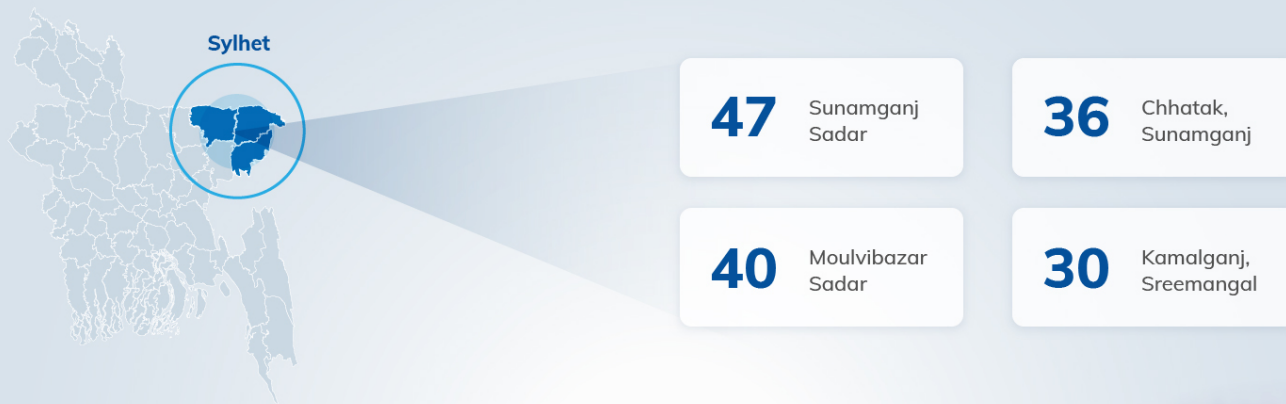
Digital Literacy and Legal Identity

Smartphone User **84.97%**

Total **130** — 👤 **77** 👤 **53**

Facebook & Youtube User **86.93%**

Total **133** — 👤 **77** 👤 **56**

Trade License **15.03%**

Total **23** — 👤 **16** 👤 **7**

Modality

Attract → Unite → Mentorship & Training → Access to Finance → Network → Grow Business

Major Activity

Selection & Training

✔ Facilitated and organized training of trainers for **10** IDE staff

✔ Developed training module and assesment toolkits

✔ Developed data collection system for shortlisting

✔ Devloped selection toolkit and scoring criteria

✔ Selected participants

✔ Facilitated and organized **4** training sessions

✔ Created individual business profiles for each entrepreneur

✔ Analysed degree of change in knowledge & skill

✔ Prepared entrepreneurs for investment raise

Market Linkage

✔ Established connections with -

WEGRO
WeGro Agro Limited

Khaas Food
Khaas Food Limited

Parmeeda
Building Healthy Bangladesh
Parmeeda Agro Limited

Access to Finance

✔ Established connections with MFI -

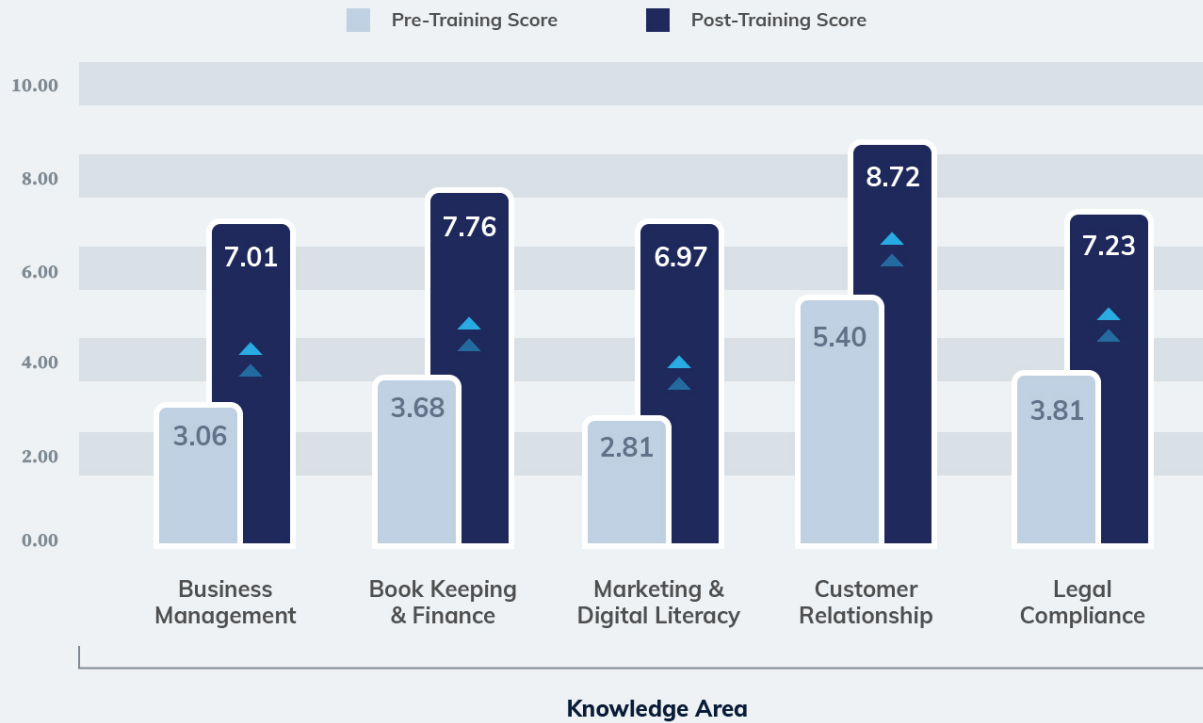**FIVDB**
Friends In Village Development Bangladesh (FIVBD)

UDDIPAN উদ্যোক্তা উন্নয়নে উদ্দীপন
Uddipan Micro Finance

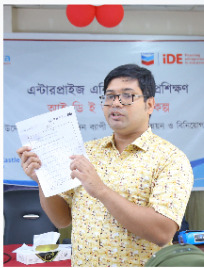# Mentorship Module & Learning Outcome

Lesson Module	Learning Outcome
Development of Business Plan	✔ Understand the importance of developing business plan ✔ Visualization of enteprise business plan ✔ Questionnaire and information matrix
Business Model Canvas	✔ Understand the principles of lean startup model ✔ Process of teaching business model ✔ Breakdown & visualisation of the BMC elements with appropriate examples
Identification of SME Financial Products & Bookkeeping	✔ Process of indentification of loan products ✔ Feasibility test of loan products with specific enterprise business plan ✔ Develop a communication linkage between the financial institution and entepreneurs
Priciples of Marketing and Market Linkage	✔ Understand the importance of marketing in building a successful enterprise ✔ Improve knowledge on resources and tools to draw from for marketing products ✔ Identify promotional gaps based on best practices
Digital Literacy & Online Marketing	✔ Learning the power of internet and basic smartphone usage ✔ Using online tools like Facebook & YouTube to promote business ✔ Online business management & client relation management
Investment Readiness	✔ Improve public communication skills ✔ Improve knowledge on what and how to pitch in front of investors/ creditors ✔ Intervention on developing SME documentation to solidfy SME legal position

Key Results

Knowledge Grooming Assessment: Pre & Post Training Score

■ Pre-Training Score ■ Post-Training Score

Knowledge Area	Pre-Training Score	Post-Training Score
Business Management	3.06	7.01
Book Keeping & Finance	3.68	7.76
Marketing & Digital Literacy	2.81	6.97
Customer Relationship	5.40	8.72
Legal Compliance	3.81	7.23

Knowledge Area

Activity Snapshot

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To learn more about the project, visit the website:

www.lightcastlebd.com