

sbec

Small Business &
Entrepreneurship
Center

POWERING
PROSPERITY AND
ECONOMIC FREEDOM
FOR WOMEN AND
YOUTH PROJECT



OUR ROLE IN THE SBEC

The Small Business and Entrepreneurship Center (SBEC) at the Denis & Lenora Foretia Foundation provides necessary tools for creation and development of businesses in the private sector to stimulate economic growth.

The workforce needs better business management and leadership capacity amongst other “21st Century” skills. As a leading incubator and policy think tank, our work addresses these multidimensional issues at the individual, community and national levels. Within three (3) years of this program implementation and improved dialogue, we could move quickly towards systemic change.

PROJECT JUSTIFICATION

To foster Cameroon’s efforts to be an emerging economy by 2035 and build lasting peace, the SBEC is presently implementing a 505 000 USD grant to help improve opportunities for women and young people. Emphasis is however laid on internally displaced persons (IDPs) in the Anglophone regions but also on SMEs, identified as key levers to addressing economic parity as well as GDP growth, while making measurable progress towards improving economic freedom and meeting the SDGs. More than 70% of young people and 80% of women are unemployed or underemployed, the majority work in informal SMEs. Our team members have been dedicated over the years, to ensure that we create more opportunities for women and youth, not only in Cameroon but across the continent. As such, the Small Business and Entrepreneurship Center (SBEC) is at the epicenter in driving this change.

BENEFIT FOR JOINING THE SBEC NETWORK

Through the Powering Prosperity and Economic Freedom for Women and Youth (PPEF) Project, a strong focus is laid on empowering Women and Youth in the private sector to confidently start, grow and expand small and medium-sized enterprises. SBEC provides Small Businesses from the informal sector, and SMEs with necessary tools, counseling, seeds capital fund, and contracting expertise.

OUR COMMITMENT TO OUR NETWORK MEMBERS

- Improve your access to market opportunities and assist you in legalization
- Enable you to have access to finance and link to microfinance institutions
- Help to understand the taxation system and choose the appropriate tax regime.
- Train and accompany to develop Winning Business Plans
- Provide Organizational and Administrative Support to SMEs
- Equip, impact and assist you in your entrepreneurial venture.
- Facilitate collaboration with various stakeholders.
- Assists you to transition into the formal economy
- Provide Seed Capital and Business Acceleration for Bankable SMEs

KEY PROJECT ACTIVITIES

Within the scope of the PPEF project, each component activity is entitled to a specific enrolment in view of a customized assistance.

1. An advocacy campaign with stakeholder coalition

Advocate for profound policy change to help SMEs formalize and for more inclusive financial policies to create a favorable business environment. **Enrol here to coalize as a stakeholder:**

<https://bit.ly/3iyV5rl>

2. Scale capacity-building and support programs for small business owners

- Six (6)-month business management training program
- Providing Organizational & Administrative Support to SMEs
- Providing Seed Capital and Business Acceleration – For Bankable SMEs (Small seed capital fund of 1.500.000 FCFA) **Enrol here for training and mentoring as a business owner:**

<https://bit.ly/3iyV5rl>



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3. Job-preparedness Boot Camps

One-week intensive training sessions, scheduled quarterly in 5 regions (North-West, South-West, Littoral, Centre and West). The trainings

- technical workshops to enhance the capacities of your business,
- job applications and interview strategies to get you ready for the job market,
- experiential work-based learning opportunities and skills to improve overall work performance.

Our training, designed from a participatory process, focuses on basic life skills, technical skills development, income generation skills and soft skills development.

TARGET GROUPS

Marginalized persons	Women and youths aged between 16 and 35, individuals with disabilities or without formal education
Vulnerable persons	Internally displaced persons (IDPs) in conflict regions
Regions	a. Northwest and Southwest b. Littoral, West and Centre regions

Join our network

<https://bit.ly/3VCfo69>



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