



TORs for consultancy to conduct an assessment of the NOGAMU academy business model to inform the development of the academy's business plan.

1. Background

The National Organic Agricultural Movement of Uganda (NOGAMU) is a membership-based umbrella organization that coordinates, promotes, and supports the development of the organic agriculture sector in Uganda. NOGAMU plays a key role in strengthening organic value chains, enhancing market access, and building capacity among sector actors including farmers, processors, exporters, and service providers.

In 2024, NOGAMU established the NOGAMU Academy as a strategic capacity-building platform to professionalize Uganda's organic agriculture and broader agri-food ecosystem. The Academy is designed to deliver structured training, certification support, enterprise development, and market readiness interventions in Organic Agriculture, Agroecology, Regenerative Agriculture, and Productive Use of Renewable Energy (PURE).

Launched during National Organic Week 2024, the Academy responded to growing demand for structured skills development and market-oriented competencies among sector actors. However, during its initial rollout, the Academy did not operate under a fully defined and structured business plan.

To ensure long-term sustainability, institutional clarity, and scalability, NOGAMU seeks to engage a consultant to assess the viability and scalability of the Academy's business model. The findings will inform the development of a comprehensive, commercially viable, and investment-ready business plan.

2. Purpose of the Consultancy Assignment

To conduct an assessment on the viability and scalability of the NOGAMU academy business model to inform the development of the Academy's business plan.

Specific Objectives

Specifically, the assignment aims at achieving the following objectives.

1. Assess the Academy's current operational model, revenue streams, cost structure, governance arrangements, and market positioning to identify strengths, weaknesses, opportunities, and risks.
2. To develop a business model for NOGAMU Academy for resource generation and profitability.
3. To develop a business Plan for NOGAMU Academy that will facilitate business opportunities for the academy.
4. To review and develop a value proposition for the NOGAMU academy to attract partner and potential Public and private funding for scale.
5. To develop a criteria for selection and identification and establishing partnerships for the NOGAMU Academy.

3. Scope of Work

The consultant on this assignment will be responsible for:

- Assessing the NOGAMU academy business model to inform development of the business plan.
- The development of the selection criteria for identifying and establishing partnerships with existing Organic training centers/Training of Trainers and champions
- The development of the value proposition to attract partner and potential funders
- Develop a comprehensive, investment ready business plan for the Academy

Expected deliverables

- a) Inception Report detailing methodology, work plan, and tools.
- b) Comprehensive assessment report of the current Academy business model
- c) A business model for NOGAMU Academy
- d) Validation workshop to validate the draft findings
- e) Fully developed Business Plan (including financial projections and sustainability strategy) Value Proposition for the NOGAMU academy
- f) Value proposition document for the Academy
- g) Criteria for selection and identification and establishing partnerships for the NOGAMU Academy.
- h) Validation report

5. Duration of Assignment

The assignment will take 25 days to complete the assignment.

6. Required Qualifications & Experience

- a. Bachelor's or Master's degree in Business Administration, Finance, Economics, or Management.
- b. MBA or specialized certifications (e.g., CFA, CPA, PMP) can add credibility.
- c. Proven experience in development of the financial modeling and forecasting, Market research and competitive analysis and Knowledge of different business models.

7. Reporting

The consultant will work under the supervision of the **Head of Programs & Chief Executive Officer of NOGAMU** and in close consultation with the Global Market Advisor

8. Application Process

Interested applicants should submit:

- Technical proposal (understanding of assignment, methodology, work plan) & the Financial proposal.
- Portfolio of past work (links to websites developed) & Profile

Deadline for submission: 22nd May 2026

Submission to: procurement@nogamu.org