

# Terms of Reference (ToR) for Ecosystem Mapping for Entrepreneurship in Bangladesh

[YY Ventures](#) is looking for a consultancy firm/consultant(s) to conduct an ecosystem mapping under prioritised sectors to inform Orange Corners Bangladesh programme design, partner engagement, and sector-specific entrepreneurship support.

## 1. Background

[Orange Corners Bangladesh](#) (OCB) is part of the global Orange Corners programme initiated by the Ministry of Foreign Affairs of the Kingdom of the Netherlands. The programme aims to strengthen entrepreneurial ecosystems and support youth-led and early-stage enterprises to develop sustainable, impact-driven, and investment-ready businesses.

As Orange Corners Bangladesh transitions from programme establishment to system-level impact, there is a growing need to complement enterprise-level support with ecosystem strengthening and evidence-based policy advocacy. This is particularly relevant in sectors identified as priority areas by the Government of the Netherlands in Bangladesh: Agriculture, Water, Circular Economy (with a focus on textiles), and Port & Maritime.

These sectors play a critical role in Bangladesh's economic development, employment generation, climate resilience, and trade competitiveness. However, entrepreneurship support across these sectors remains uneven, with fragmented support services, limited sector-specific financing, incomplete market data, and weak linkages between entrepreneurs, industry actors, and public institutions.

This assignment will generate a comprehensive ecosystem and market overview to inform Orange Corners Bangladesh programme design, partner engagement, and sector-specific entrepreneurship support.

## 2. Objective

To map entrepreneurship ecosystems and market dynamics across selected priority sectors in Bangladesh, generating evidence to strengthen sector-focused entrepreneurship support under the Orange Corners Bangladesh programme.

## 3. Scope of Work

- Identify existing startups and innovative SMEs operating within the prioritised sectors
- Understand barriers to entry and growth for early-stage entrepreneurs, including:
  - Policy and regulatory barriers
  - Systemic and structural constraints
  - Gaps in ecosystem and support services
- Identify enabling factors and opportunities, including:
  - Relevant laws, policies, incentives, and provisions

- o Investor interest, financing instruments, FDI, and export opportunities
- Identify organisations supporting entrepreneurs through training, mentoring, financing, incubation, acceleration, and market access
- Map public and private sector actors and their roles within each sector
- Analyse sector-specific market data, trends, size, and growth potential
- Capture entrepreneurs' experiences and perspectives within each sector
- Map geographical concentration and regional distribution of priority sectors

#### 4. Methodology

The assignment will apply a mixed-methods approach, including:

- Desk review of sector studies, market reports, and programme documents
- Stakeholder mapping and interviews with ecosystem actors (e.g. incubators, investors, government bodies, donors, funders etc.)
- Focus group discussions or interviews with entrepreneurs and relevant stakeholders

#### 5. Deliverables

1. **Inception Report:** Final methodology, analytical framework, and detailed workplan.
2. **Draft Ecosystem Mapping Report:** Preliminary findings across sectors to be shared for review and feedback.
3. **Final Ecosystem Mapping Report:** Integrated findings on actors, markets, barriers, opportunities, and geographies.
4. **Final Presentation:** Key findings and implications for Orange Corners Bangladesh.

All deliverables including collected data must be submitted in English and in editable formats.

#### 6. Timeline

**Indicative duration:** 6 weeks

Phase	Duration
Inception & Desk Review	1 week
Fieldwork & Stakeholder Engagement	3 weeks
Analysis & Drafting	1 week
Finalisation	1 week

#### 7. Required Expertise

- Experience in entrepreneurship ecosystem and sector mapping
- Sector expertise in one or more priority sectors
- Strong market research and data analysis capabilities

- Familiarity with Bangladesh's SME and startup landscape
- Experience working with donor-funded or ecosystem programme

## 8. Submission Requirements

Interested applicants are requested to submit an Expression of Interest including:

1. A technical proposal including understanding of the scope of work, proposed methodology and timeline indicating deliverables
2. Brief organisational profile including relevant experience and examples of similar assignments
3. Resumes of the Team lead and other members
4. Detail financial proposal

## 9. Submission Details

Interested firm/consultant is requested to submit your application no later than **6:00PM BDT, March 10, 2026**, via email to [osman@yy.ventures](mailto:osman@yy.ventures) and [farhia@yy.ventures](mailto:farhia@yy.ventures) with the subject: Proposal for Ecosystem Mapping for Entrepreneurship in Bangladesh\_OCB\_2026

## 10. Other Information

Visit [www.yy.ventures](http://www.yy.ventures) to know more about YY Ventures.

Visit [www.orangecorners.com/country/bangladesh/](http://www.orangecorners.com/country/bangladesh/) know more about Orange Corners Bangladesh.