

## Terms of Reference (ToR) EYE Academy development working group

Please note: This opportunity is only available to existing member organisations of the YBI network.

### Objective

Youth Business International (YBI) is aiming to establish a Working Group to aid the transformation of the YBI Learning Portal into the ‘**EYE (Excellence in Youth Entrepreneurship) Academy**’ - a scalable, inclusive, automated and AI-Powered platform that delivers relevant and best-in-class services to members that ensure more impact for the young entrepreneurs they support.

### Background:

The ‘YBI Learning Portal’ was launched in **March 2024** and has established itself as a cornerstone of our learning ecosystem. It has provided invaluable resources, tools, and opportunities for capacity building across our network, with over **two-thirds of YBI’s member organisations engaging with the portal**. These strong foundations have positioned us to take the next step in its evolution, creating an enhanced platform that is tailored to meet the growing and diverse needs of our network.

We are now working toward the launch of the ‘**EYE Academy**’, a dynamic and comprehensive learning environment scheduled for release in **October 2025**. This Academy will build upon the success of the Learning Portal while introducing enhanced features and resources to support entrepreneurial development and member engagement on a global scale. Positioned as a ‘**Learning Experience System**’ focusing on **Curated Learning Journeys**, the development towards the EYE academy will not only focus on offering development services to members but it will also explore a direct-to-entrepreneur offering. Members will continue to remain at the heart of the ‘EYE Academy’ with a continued focus on how members can connect, collaborate and communicate from within, sharing knowledge and experiences.

To ensure the success of this transformation, we are convening a dedicated Working Group composed of 5 members with diverse expertise and perspectives from across the YBI network. Previous engagement with the YBI Learning Portal is not necessary. Member participation will be instrumental in shaping the direction, functionality and accessibility of the EYE Academy, ensuring it meets the highest standards of relevance, accessibility, and impact for users throughout the YBI network.

### Key activities of working group participants

As a member of the Working Group, you will play a critical role in shaping the EYE Academy by:

	Activity:	Output:	Timeline:	Time commitment:
1	Attending initial commencement meeting and subsequent Working Group meetings every 4-6 weeks with YBI staff.	Collectively review existing and developing portal performance. Provide individual feedback, understand development aspirations and ideate threats and opportunities.	Initial meeting 13.01.2025 and then monthly from Feb-Sep 2025	Maximum of 1.5 hour per meeting depending on discussion points and topic in question.

2	Complete reviews of portal resources.	Learning experience analysis, identifying development opportunities and ensuring accessibility for existing resources and those in development.	5 resources per participant between Jan-Sep 2025	Dependant upon resource inclusions - no more than 4 hours per resource.
3	Be a brand ambassador throughout your organisation and the wider YBI network.	Be actively engaged with the portal on a weekly basis. Engage/promote collaborative activity throughout, like, comment and share resources and promote the Learning Portal.	Weekly	No more than 10 minutes per week.
4	Identify gaps that prevent collaboration, knowledge sharing and engagement throughout the portal.	Share detailed and constructive feedback to guide the development process. Think of solutions for continued engagement throughout the EYE Academy.	Monthly between Feb–Sep 2025. Included within activity 2 schedule.	Included as part of activity 2’s time commitment.
5	Test platform features, resource assets and user experience.	Provide feedback on the useability of the EYE Academy and its included features and resources.	Monthly between Feb–Sep 2025. Included within activity 2’s schedule.	Included as part of activity 2’s time commitment.
6	Explore and help shape the EYE academy’s direct-to-entrepreneur offering.	Ideate solutions to ensure non-compete with YBI Member services. Identify relevant resources and toolkits to be included and suggest how they could/should be developed for the target audience.	Initial exploration Jan-Mar 2025 to establish direction and then developed throughout duration of working group.	Maximum of 1.5 hour per meeting depending on discussion points.

### Compensation

To recognise participant contribution, YBI will provide a payment of **\$1,000 USD**, including taxes, to each participant (via member organisation). This includes full participation within the ‘Key activities’ as defined above within the agreed timelines.

### Duration of Participation

The Working Group will operate from **13.01.2025 to 20.10.2025**. Meeting schedules, deadlines for reviews and testing will be shared within the commencement meeting which is currently scheduled for 13.01.2025 @10 am GMT.

### Eligibility

This working group is open to all members of the YBI network who have **existing** YBI Learning Portal accounts.

Spaces within the group are limited. However, we aim to build a group that reflects the global nature of YBI's network and prioritises diverse viewpoints to shape a platform that works for everyone.

English will be the official language of the group, and all working group members are required to have at least an intermediate level of proficiency.

*Previous engagement within the YBI Learning Portal will **not** be taken into consideration for selection.*

### **Expression of interest**

Expression of interest to join this working group must be submitted in English to Daniel Holden, Senior Digital Learning Manager, at [daniel.holden@youthbusiness.org](mailto:daniel.holden@youthbusiness.org) by **9.00 am (GMT) on Wednesday 11<sup>th</sup> December 2024**. Expressions must include:

- Full name & position held.
- Membership organisation.
- Organisation Country.
- Languages you can read, write, and speak.
- Experience with the YBI Learning Portal.
- How you think you can contribute to the development of the EYE Academy

Expressions will be reviewed by YBI's Network Team, and outcomes will be communicated within **72 hours** of the expression deadline.

For any questions, please contact Daniel Holden by email.

Member insights and expertise will be invaluable in ensuring the success of the EYE Academy. Thank you in advance for your willingness to contribute to this exciting initiative!

### **Privacy Statement**

YBI promises to respect any personal data you share with us. We aim to be clear about why we need to collect your data, and we will not do anything you wouldn't reasonably expect. We store all data securely and restrict access to only those people necessary. This may include other agencies, which are bound by Confidentiality agreements.

In accordance with the General Data Protection Regulation (GDPR) and Data Protection Act, we want and strive to ensure that the data we hold is accurate, adequate, relevant and not excessive. We will only retain it for as long as we need it. Please see our Data Protection policy to find out more.

You have the right to a copy of all the information we hold about you. To obtain a copy, write to the Data Protection Officer at YBI. The most efficient way to do this is by email to [info@youthbusiness.org](mailto:info@youthbusiness.org), including the words "Subject Access Request" in the subject line. We aim to reply as promptly as we can and, in any case, within the legal maximum of 1 month.