

EAST JERUSALEM ENTREPRENEURSHIP HUB

A special program for business and economic development among the Palestinian population of East Jerusalem

The hub will be a creative and innovative initiative to promote local economic development in East Jerusalem, create entrepreneurial ecosystems, strengthen the human capital of its residents, narrow socioeconomic gaps between East and West Jerusalem, and to generate new jobs for the Palestinian population in East Jerusalem by establishing small and medium businesses.

The Hub will constitute a flagship program that facilitates support and advancement of business entrepreneurship among young local residents. It will serve as a site for the development of business ideas and their consolidation and as a platform for productive growth. the development of business ideas and their consolidation and as a platform for productive growth. We hope you will choose to partner with MATI in the establishment of an entrepreneurship hub in East Jerusalem that will promote business and economic growth in the eastern part of the city, will lead to the narrowing economic and social gaps between East Jerusalem and the West and will help improve the socioeconomic situation of East Jerusalem.

Background

At present, about every Western city in the world boasts several entrepreneurship hubs. Hubs have become a contemporary model for the exchange of ideas, advancement of entrepreneurship and employment of young people throughout the world, including many Arab capitals and major cities such as Cairo, Beirut, Dubai, Kuwait City, Amman, Casablanca, Ramallah and more. This model operates in a manner adapted to the values and the working and learning methods that characterize today's world. Hub establishment will constitute a significant breakthrough in East Jerusalem's economic development. As of today, there are several hubs in West Jerusalem such as WeWork, Regus, MassChallenge, Youth in Center and more, while in the near future more are

scheduled to operate in West Jerusalem. This abundance is due to the recognition of their advantages and significance and the realization that they create a living and vibrant entrepreneurial ecosystem that serves as a central pillar of urban economic growth. Unfortunately, in East Jerusalem there is only one shared working space (JEST), its main focus is developing technological entrepreneurship.

MATI has been operating in East Jerusalem for many years, but in the last four and a half years, due to substantial additional support, the initiative has achieved significant momentum, including the establishment of the East Jerusalem branch and a noteworthy expansion of the range of activities offered to residents.

The success of the program is based on a very unique operating model that has been developed over the years, based on principles of sensitivity, flexibility and local staff (all of whom were born in East Jerusalem and are familiar and sensitive to the population). In addition to the successful professional abilities of the staff, MATI's workers manage to conduct such activities within a delicate and fragile political situation and to gain the trust of the residents, thus creating a valued momentum to leverage.

The target population

The hub is intended for all residents of East Jerusalem, mostly young people aged 18-45, men and women, including students and university graduates, colleges and various educational institutions. We believe that such a complex will be able to provide the space required for the team's work, and will also enable almost 80 entrepreneurs from East Jerusalem to rent a place and obtain professional support that will help them formulate and develop their business ideas.

The Hub

התכנון הראשוני עונה כמעט על כל הדרישות של ההאב אך אנו נשמח להציע להכניס בתכנון זה מספר שינויים חשובים וזאת לאור הניסיון בעבודה עם לא מעט האבים ברחבי מערב העיר.

ההאב יכלול את הפרמטרים הבאים:

- Spacious lobby with sitting areas, kitchenette, secretarial office for the staff that runs the hub.
- Adjacent training classroom which will enable training activities, conferences and events to be held.
- Open Space stations that will enable entrepreneurs who wish to start a business to rent a station (based on availability) at a relatively low monthly cost (subsidized) of NIS 500 (in the first year). At these work stations, the entrepreneurs will be able to develop their business, create important networking with other entrepreneurs and use the various additional services that will be provided in the complex. All in all, there will be 32 such stations. Our assumption is that it will be possible to register twice as many entrepreneurs for these stations (not all entrepreneurs are present simultaneously) and the average occupancy will be between 70% - 85% (will increase each year).
- Closed offices for rent - equipped and furnished in different sizes. These offices will enable business owners (primarily beginners) to rent an office of their desired size that can be used by a wide range of business owners from various fields such as consultants, architects, accountants, application developers, lawyers, programmers, graphic designers, digital media professionals, start-up and more. They will enjoy offices of the desired size and at significantly lower monthly costs, which will amount between NIS 1,200 (for a small office) to NIS 2,500 (for a large office) in the first year. The compound will have 11 closed offices.
- We should add a conference room to be used by the office tenants, if necessary, for meetings, presentations and more. Any entrepreneur who wishes to use the room will have to coordinate this in advance.
- Office for the staff and hub's operators.

The services of MATI in the hub:

The services of the hub will be offered to all residents of East Jerusalem. The hub's members will enjoy an entrepreneurial, energetic and vibrant atmosphere, networking and a variety of assistance services available to them by MATI such as:

- Business consulting and mentoring

- Business plan preparation
- Assistance in securing loans and grants from various and diverse funds
- Assistance to approach the investment fund (that hopefully will establish)
- Training programs in a variety of professional and business areas aimed at business development
- Boot camps events
- Technological accelerators
- Hackathon event
- Stimulating weekly lectures
- Business Forums and events

Candidates for membership are entrepreneurs and business owners whose business ideas have the potential for development and advancement, as well as a possible contribution to other Hub members, along with the ability to integrate socially, thereby generating positive energy and synergy among the entrepreneurs and business owners selected. The idea is to build an entrepreneurial community within the Hub that will support and promote its members in the economic, employment, personal, social and professional spheres, including the formation of business ties among them.