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call for entrepreneurs to **ACCELERATE ISRAEL.**

Do you have an initiative that will solve the national employment challenges?



National
Platforms to develop growth engines for the creation of thousands of quality positions



Local
Tools for regional ecosystems which will attract investments, innovation and quality employment



Personal
Platforms to extract personal abilities and talents in order to locate possibilities for income and fulfillment

If you have a reality-changing initiative, we want to invest in you!

Members of the investment committee

| | | | |
|---|--|--|--|
|  |  |  |  |
| Rakefet Russak Aminoach Managing Partner, Team8 Fintech | Prof. Dan Ariely Psychologist and Behavioral Economist | Adi Soffer Teeni GM, Facebook Israel | Michael Eisenberg Founder & Managing Partner, Aleph |
|  |  |  |  |
| Eli Palei Chairman, the Haredi Institute for public affairs and "Mishpacha" group | Dr. Merav Galili CEO, Menomadin Foundation | Yisrael Danziger Entrepreneur, Former Director-General of the Ministry of Environmental Protection | Daniel Schreiber CEO & Co-Founder, Lemonade |
|  |  |  |  |
| Roni Flamer Co-Founder and CEO | Prof. Gila Kurtz Dean, Faculty of Instructional Technologies, HIT, Holon Institute of Technology | Miki Kliger Deputy Chairman, Edmond De Rothschild Foundation | Reem Younis Co-founder, Alpha Omega |

The initiatives selected will win a package including

| | | |
|--------------------------------------|--|---|
| Investment up to \$250,000 | Guidance by top tier investors and entrepreneurs | Assistance in implementation Connections to clients, and to key players |
|--------------------------------------|--|---|

Submissions allowed until November 22nd 2020
For more details, visit - www.israelmofet.org.il/join



Background

'Medina L'Mofet' initiative was born in the wake of the Covid-19 crisis in April 2020 led by Michael Eisenberg, Yisrael Danziger, Daniel Schreiber, Prof. Dan Ariely, Prof. Gila Kurtz, Roni flamer, Dr. Dana Heller, Elior Bar and other partners ([for the full list of partners](#)) and under the management of the Or Movement, in order to turn the crisis into an opportunity to build a better future for all residents of the State of Israel. We believe that the resilience of the State is built from that of its residents and that in order to create a better future for all residents of Israel, it is our responsibility in the business, government and private sectors to innovate and renew, to plan for the long term and to implement rapidly in light of the planning. It is our obligation to take action, to build, to attempt, to dare, through a focused view and consideration of the households and their economic-employment resilience.

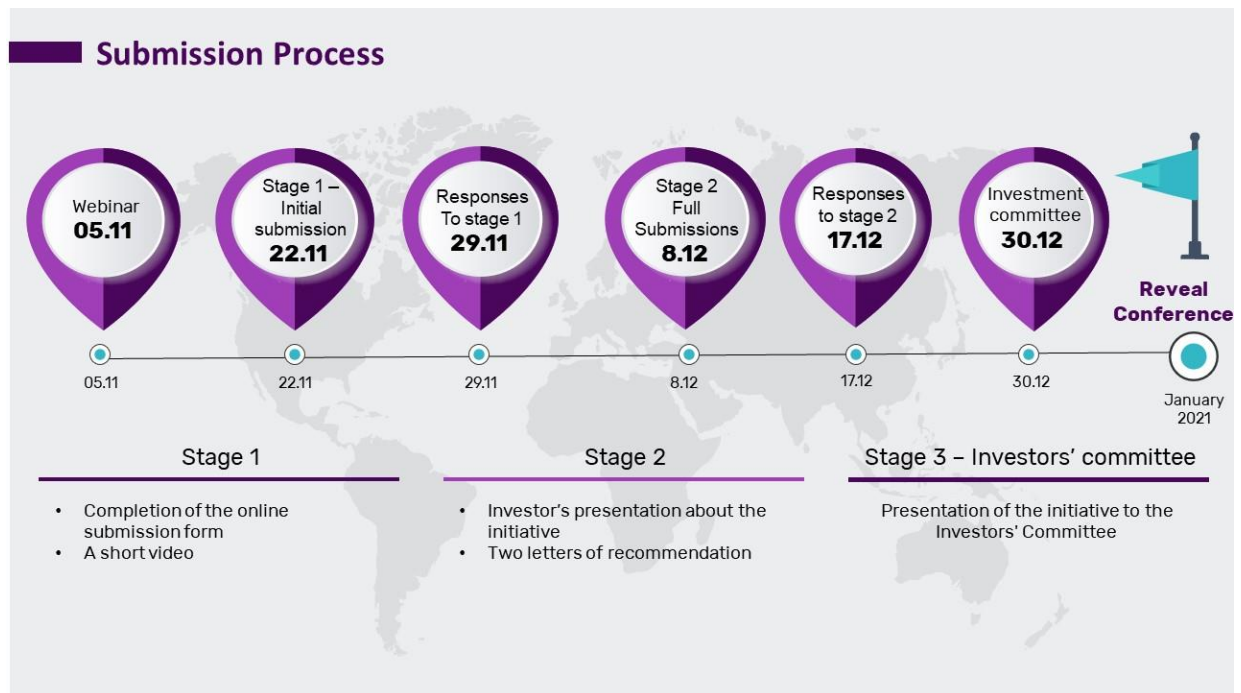
This is the moment to unite all of the forces, abilities and tools which created the **Startup Nation** for the continued success of the State of Israel. Now is the time to "**ACCELERATE ISRAEL**".

The upheaval suffered by hundreds of thousands in Israel led us to rethink the field of employment and the manner in which it may be redesigned. In the past two months, the 'Medina L'mofet' community, which now numbers 200 creative, ground-breaking partners from all sectors of Israeli economy, has drafted a vision for the future of work and has pinpointed the challenges whose solutions will lead us to the desired future. **Now we are looking for you – creative entrepreneurs who will take on the employment challenges** through innovative and structural initiatives to improve the economic-employment resilience of all households in the State of Israel both today and in the future.

What are we looking for?

- Creative entrepreneurs, groundbreakers with innovative vision, strong desire, and ability to **change the future of employment**.
- The submitted initiatives must respond to Medina L'mofet's **employment challenges** ([to read our vision for the future of work](#))
- Innovative, groundbreaking initiatives, **reality-changing ideas**.
- Initiatives which exemplify the potential for **significant, measurable impact** upon the resilience of all households in the State of Israel as per features laid out in the [Resilience Index](#).
- An effect upon hundreds of families by the end of the first year of the project and reaching hundreds of thousands of households within the decade – **10Xchange**.
- Submission is open to for-profit as well as non-profit initiatives.

Submission process



Stage 1 – Acquaintance and submission of the initiative's principles

1. Fill in the online submission form (as detailed in Appendix 1)
2. A video of up to two minutes introducing the entrepreneur and the initiative

Letters of recommendation for the entrepreneur may be submitted in order to improve your chances to move ahead to the next selection stage.

The material should be uploaded to the cloud, attaching a link to download the submission form in the appropriate place.

We reserve the right to contact you and request additional materials as we see fit.

Stage 2 – In-depth

In Stage 2 the following must be submitted:

1. An investors' presentation
2. Two letters of recommendation

The presentation must address the business plan of the initiative and respond in detail to questions posed in Stage 1.

An in-depth explanation must be provided regarding the manner in which the initiative is expected to affect the target audience both according to criteria of the resilience index and to other methods of measuring social impact.

We reserve the right to request additional materials as we see fit.

Stage 3: Investment Committee

At this stage the initiatives will be presented to the investment committee, members of which are leaders in their fields ([for the list of the investment committee members](#)).

1. Presentation of the initiative – 10 minutes
2. Response to the committee members' questions – 5-10 minutes

It is likely that entrepreneurs who pass the second filtering-out stage will be linked up with members of the investment committee and other relevant, key people (if necessary and arranged ahead of time) in order to hone and focus the proposal. We will provide you with tools to measure the expected social impact of the initiative. In this way, all initiatives which reach the investors' committee will benefit from significant added value which will serve them in the future.

Within the framework of the guidance process prior to the investment committee, we will examine the needs and abilities of each entrepreneur and initiative, and will put together an appropriate personal package which will include:

1. An investment of up to \$250K
2. Personal guidance by senior stakeholders from all sectors in Israel (for a list of the community members of 'Medina L'mofet')
3. Assistance in implementation: Connections to clients, and to key players from the private, public and third sectors.

Announcement of the winning initiatives

The announcement of the winning initiatives is expected to take place at the celebratory conference which will be held in 2021.

Submission instructions

Prior to submission the following documents must be read:

1. **The advisory form for submission.**
2. **The complete research document** presenting the current state of affairs in the employment market, the trends and forecasts for the future and the insights of the 'Medina L'mofet' community regarding the steps to be taken in order to reach the desired future, as well as looking carefully at the **comprehensive future vision and particularly the challenges** which appear in the document.
3. [The resilience index](#) – An innovative tool developed by the "Resilience Index Team": Dr. Dana Heller, Yuval Semet and Nirit Gadsi, within the framework of 'Medina L'mofet' activities, in order to assess the household economic-employment resiliency.

Participation in the webinar is recommended -Revealing the investment strategy of 'Medina L'mofet'

On November 5th we will hold a special webinar, including the participation of members of the investments committee and initiative's board: Michael Eisenberg, Yisrael Danziger, Roni Flamer and Elior Bar. The webinar will present the initiative's investment strategy, its guiding principles and all that is important to know prior to submitting

initiatives. Further, we will reply to any questions for those interested in sending in a submission.

Please note, we reserve the right to contact the entrepreneur at any stage in order to request clarifications of various issues.

Frequently Asked Questions

How were the employment challenges selected?

Over the past two months Medina L'mofet's research team carried out a comprehensive study of the current situation in the employment market as well as trends and forecasts for the future. In addition 10 meetings were held with multi-disciplinary brainstorming teams, including groundbreakers from all sectors of the market, in order to reach significant insights, to draw the desired vision for the future of work and to locate challenges whose solutions will lead us to the future we seek. It is our responsibility to respond to these challenges with the entrepreneurial tools which built the Startup Nation, for the benefit of the continued success of the State of Israel.

What is the submission process?

The submission process is composed of three steps:

1. In the first stage you will be asked to fill in an [application form](#) and to send a short video.
2. Should your initiative be found suitable, you will be asked to submit an investors' presentation along with two recommendations.
3. It is likely that entrepreneurs passing the second stage will be put in contact with members of the investment committee and other relevant, key people (if needed and arranged ahead of time) in order to hone and focus the proposal. In addition, we will provide you with tools to measure the expected social impact of the initiative. In this way, all initiatives which reach the investors' committee will benefit from significant added value which will serve them in the future.

Why do I need to submit a video in the initial selection stage?

The purpose of the video is to assist the investment committee members to get to know the entrepreneurs behind the initiatives and weight their ability to implement the initiative. There is no need to submit a professional video, but it is important that it clearly express your full personality and capabilities, along with a clear presentation of the initiative and the manner in which it responds to the employment market challenges.

What guidance will I receive prior to the investment committee?

Entrepreneurs who have passed the second stage will be put in touch with investment committee members and other relevant, key people (if needed and arranged ahead of time) in order to hone and focus the proposal. In addition, we will provide you with tools to measure the expected social impact of the initiative. In this way, all initiatives which reach the investors' committee will benefit from significant added value which will serve them in the future.



Which help can you offer to implement the initiative?

'Medina L'mofet' will offer the winning initiatives contacts to local authorities, stakeholders in the public sector, communities and target audiences, assistance in marketing and promotion of the initiative, help in policy promotion in order to overcome regulatory obstacles and more. All of the above is subject to the requirements of the initiative and in keeping with the options available to us.

What guidance will I receive if I win?

The 'Medina L'mofet' community is composed of over two hundred members, creative, innovative men and women who are groundbreakers in all sectors of Israeli society, and all of whom are dedicated to the success of the initiatives selected. Along with the Or Movement, we will assist you in forging the strategic contacts which will lead to the initiative's success.

Will you require my physical presence before the investment committee?

That depends upon the situation and the Ministry of Health's instructions.

I need an investment higher than \$250k; can you help?

Members of the investment committee are leaders in the Israeli economy – VC people, entrepreneurs, CEOs and senior executives from all sectors. If you have a winning proposal, we will make every effort to bring it to fruition and raise the additional funds.

I have a great idea that isn't quite ready, I have a project which doesn't fit what you're looking for this time- what can I do?

[Write to us](#). The 'Medina L'mofet' community will examine the proposal and contact you if it seems relevant. Stay updated on regarding our upcoming sprints which will deal with other fields.

What is the 'Medina L'mofet' community and how can I take part in it?

The creative community of 'Medina L'mofet' is a varied community whose members are creative groundbreakers from all sectors of Israeli society. The community works together to design the future of selected fields of life and has taken upon itself the responsibility to implement significant infrastructural initiatives, in order to strengthen the resilience of Israeli households both today and in the future.

Members of the initiative's board, as well as team members, who take part in the various sprints ([for the full list of members](#)).

[Register now for our distribution list](#) and like [our Facebook page](#).

Want to do more and be part of the change? [Write to us and let us know how you can contribute to the project?](#)

I have another question. How can I contact you?

Questions may be sent by email to Info@israelmofet.org.il until Sunday, 15.11, 8:00.

Responses will be given until Tuesday, 17.11, 23:00.

Main questions and answers will be posted on the project's [Facebook page](#).

Appendix A – Submission form

The online submission form must be filled in using the [following link](#).

Submissions will be accepted in Hebrew or English.

Below is a list of the questions appearing on the form, including explanations.

Section A: Information about the entrepreneur and the initiative

1. **Select the challenge for which the submission is being made** (*drop-down menu)
2. **Company name**
3. **Name of person submitting***
4. **Title**
5. **Status* Independent entrepreneur/ startup / non-profit startup / registered company / registered organization / other**
6. **Business number / I.D. Number**
7. **Year of establishment**
8. **Phone***
9. **Email**
10. **Industry**
11. **Number of team members**
12. **Website / LinkedIn / Articles**

Section B: About the initiative (Up to 200 words may be entered for each section)

1. **What we do?**
Describe your product / service, what it does and why you made it. Preferable to respond in point-form.
2. **Current status**
Which stage of development is the product / service at (idea/beta/ready)?
Did you carry out tests or pilots?
How large is the current clientele?
3. **The challenge to which the initiative responds (need and market opportunity)**
Which challenge does the product solve?
Which opportunities does the solution leverage?
The scope of opportunities in the market must be expressed in quantitative data (number of employees, how many households will be helped, etc.)
4. **product and technology**
Describe how the product/service works, stage by stage, from the point of view of the client and how it solves the challenge.
5. **Innovation**
What is innovative about your solution?
What allows this frog-leap?
6. **Go-to market strategy**
What is the target audience which the initiative is meant to influence? How large is it?
What is your go-to market strategy?

In order to create a true change in Israel's employment market, the selected initiatives must affect hundreds of families in the first year and hundreds of thousands within a decade. You must, therefore, present a rapid strategy for entering the market as well as the opportunity to expand to a significant target clientele in coming years. An advantage will be given to initiatives who consider the Negev and the Galilee as beta sites. Preference will be given to initiatives with the potential for growth into the international market.

7. Expected impact on the Israeli job market and measurement technique

Describe how the initiative responds to the job market challenges and brings us closer to the desired image of the future.

A detailed description must be provided of the method of measurement of the expected social impact of the initiative using models such as SROI, IMP.

8. Expected impact on the Israeli job market and measurement technique

We believe that the State's resilience is built on the resilience of its residents and that the economic-employment resilience of the households is the turning point which will have an effect in the long run on the quality of life of all residents of the State of Israel. We therefore created the [Resilience Index](#), an innovative, ground-breaking way to measure the effect of various interventions on households through a questionnaire.

Explain in detail how the initiative is expected to influence the economic-employment resilience of households and how the impact will be measured using the resilience index.

9. Business model

What is the model on the basis of which the company is planning to produce returns (sales, subscription, fees, etc.)?

What is the company's value chain?

10. Timeline and expected milestones

Describe the critical points in the process of getting the product on the market.

11. Competition and differentiation

What competition does the product / service have on the market?

What is the advantage of the proposed solution over other solutions?

12. The Team

Write a summarized CV (up to three lines) for each partner in the initiative, executive members and participants.

13. Expected capital investment, goals and timeframe

How much capital do you expect to raise in the investment committee? What needs will the money serve? What is the timeframe?

Advantage will be given to initiatives which require funding to quickly reach the pilot stage, which is expected to create a measurable social impact in the first year.

14. Links to additional document

A link must be inserted to download a short video presenting the entrepreneur and the initiative.

Letters of recommendation may be added.

15. More information

Is there anything else you would like to tell us?

* Compulsory fields

** This document is meant to assist with general guidance in the submission process