



IMPACT REPORT 2020



Presentense 2020 - Impact at a Glance

From the Executive Desk:
Bridging Israel's Socio-Economic Gaps

The Challenge

Covid Compatible

Core Initiatives

Presentense in the Press

Presentense 2020 by Numbers

What's New in 2021?

Our Partners

The People who Make it all Possible

Connect with Presentense



PRESENTENSE 2020 IMPACT AT A GLANCE

Presentense achieved maximum efficiency in 2020, with most programs reaching up to 20% more participants than our projected targets



PROGRAMS

300

events, workshops,
talks & courses

8

'Startup School'
cycles

6

accelerators

REACH

2,300

young adults participated in
entrepreneurship activities

520

high school students were
engaged in entrepreneurship

75

local agents trained on
innovation practices

STARTUPS

72

underrepresented
entrepreneurs

55

startups, business & social
ventures in diverse fields

\$25M

raised & earned by startups
founded by Presentense Alumni

LEADERSHIP IN ACTION

434

alumni signed on as
entrepreneurship
ambassadors

20

startups featured in Divers-IT,
a new column in People and
Computers Magazine, inspired
by Presentense's alumni &
highlighting underrepresented
entrepreneurs

SHAPING THE FUTURE

86%

of Startup School participants
reported interest in pursuing
STEM studies in school

69%

of Startup School participants
expressed interest in higher
education in STEM

FROM THE EXECUTIVE DESK

Bridging Israel's Socio-Economic Gaps in 2020 & Beyond



With sincere appreciation for our supporters, and great pride in our staff and our wonderful and diverse participants, Presentense transformed challenges to achievements, making 2020 a year of monumental change and extraordinary impact.

In March 2020, as nations around the globe began shuttering businesses and schools in the wake of the Coronavirus Pandemic, it became apparent that 2020 would be anything but business as usual.

The challenges posed were as multifaceted as they were unprecedented. With our target communities significantly impacted by the economic fallout of the COVID19 crisis, Presentense's mission to integrate underrepresented populations into Israel's robust and seemingly COVID-proof entrepreneurial and high-tech ecosystems has never been more relevant.

We were challenged to quickly reconfigure the format of our many entrepreneurship programs – all of which center around in-person training, live networking events, and one-on-one mentoring – to comply with new regulations while assisting entrepreneurs to maneuver in an entirely new economic reality. Happily, we were able to draw from our own entrepreneurial toolkit to find answers to each challenge, discovering and seizing a bevy of new opportunities along the way. Leveraging the world's newfound affinity for congregating online, we launched an expansive alumni network that connects several generations of Presentense graduates of all ages, from every corner of Israel and beyond.

Our accelerator Demo Days drew larger and more diverse audiences than ever, and our accelerator participants received investments, among them Vocalis Health co-founders Shady Hassan and Daniel Aronovich, who raised a \$9M investment.

We promoted bottom up leadership and delivered COVID-friendly programming through the design and release of a comprehensive website hosting

Presentense's proprietary content, thereby increasing accessibility to entrepreneurial best practices for Presentense's 1,500-member community and beyond.

We are proud to say that we not only met but exceeded our goals for program participation and raising awareness for entrepreneurship throughout diverse societies in Israel, including, women, Arabs, Ethiopians, asylum seekers, ultra-Orthodox Jews, LGBTQ+ and more.

To be sure, the tremendous upheavals of 2020 have deepened our gratitude for our donors and strategic partners, whose support and guidance are indispensable. Through your support, we have continued to push for upward mobility in Israel's economic, social, and geographic peripheries, strengthening individuals who become movers and shakers in their respective communities. Taken as a whole, our work and the work of the many entrepreneurs we've trained satisfy five of the United Nation's Sustainable Development Goals, placing Presentense as a primary contributor to a world with less poverty, greater equality and gender parity, that ensures quality education to all.

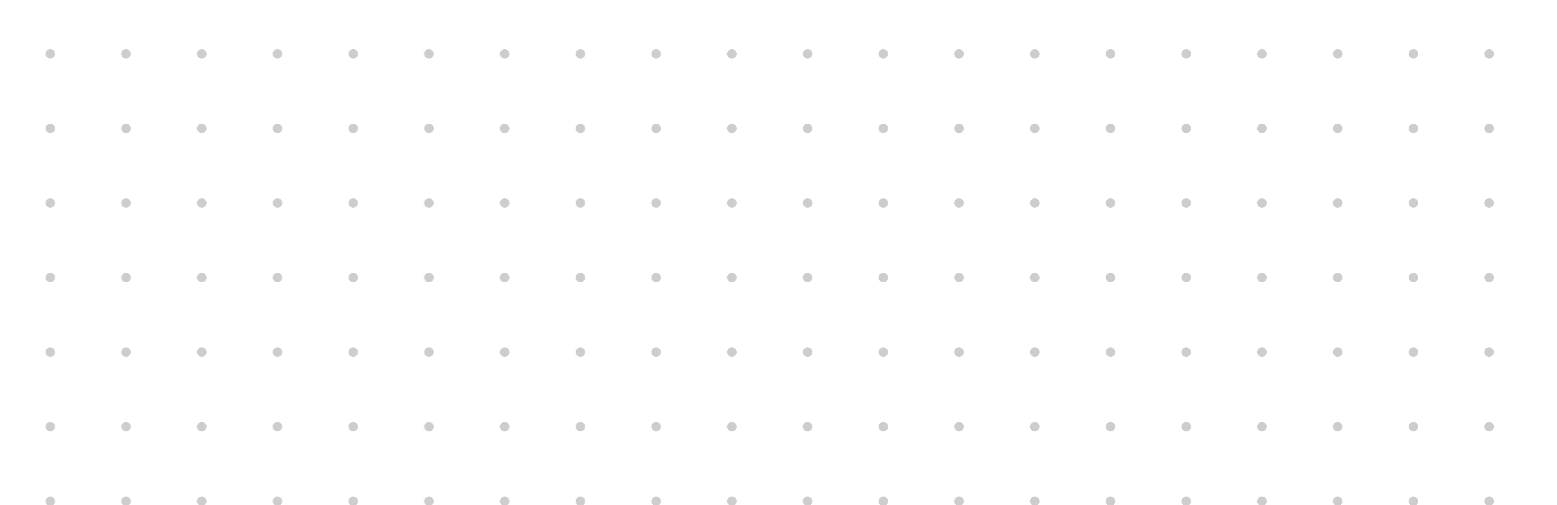
Entrepreneurial skills are skills for life, essential for thriving in the twenty-first century marketplace. Focusing on agility, collaborative problem-solving, and resilience, Presentense is actively advancing Israel's marginalized communities by equipping its youth and young adults with business and mental fortitude skills required to leap into new economic and social horizons. We are proud that each of our programs awakens a spirit of entrepreneurship, community orientation, and perseverance among populations who have traditionally been left on the fringes of Israel's economic life.

Sincerely,

Ariella Rosen

Khouloud Ayuti

Co-CEOs, Presentense



THE CHALLENGE

The barriers for individuals from underrepresented populations to enter Israel's high-tech and entrepreneurial ecosystems are numerous and multifaceted. During the Coronavirus Pandemic, Israel's unemployment rate skyrocketed to a record 28%, leaving people in social and geographically marginalized communities, who already suffer economically-based disadvantages, in deeper distress.

The unparalleled resilience of the high-tech sector highlights the urgent need to integrate diverse communities into this traditionally homogenous industry.

9%

of Israel's population participates in it's high-tech ecosystem

79%

of high-tech jobs are based in Tel Aviv and center cities, limiting access to populations in geographic peripheries

70%

of high-tech employees are Jewish men

27%

of high-tech employees are women

3%

of high-tech employees are Arab or Jewish ultra-Orthodox

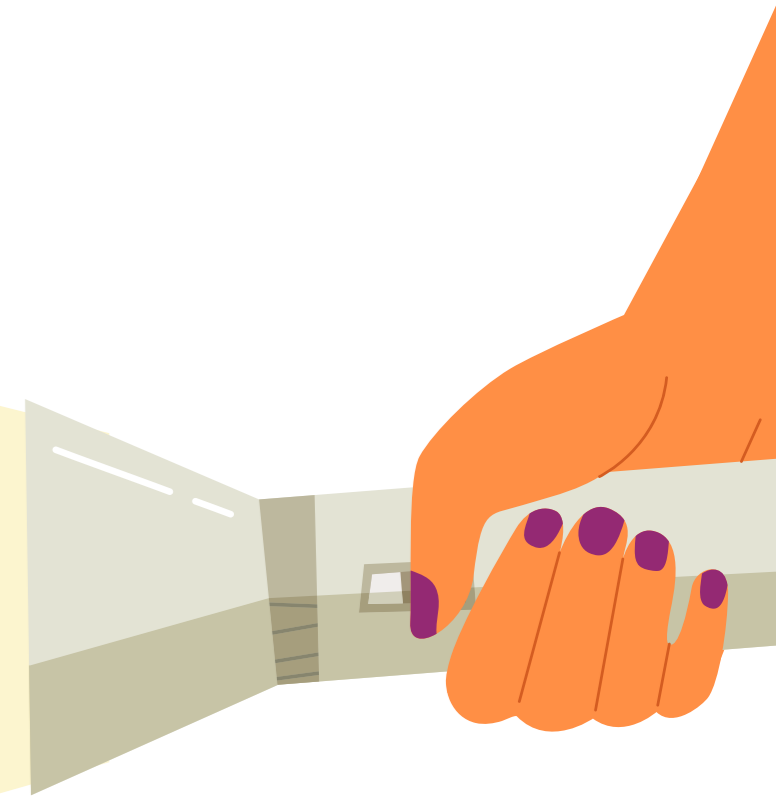


Although there is awareness that the fields of entrepreneurship and high-tech can be an engine for economic prosperity, the existing social gaps and barriers keep integration into these fields out of reach.



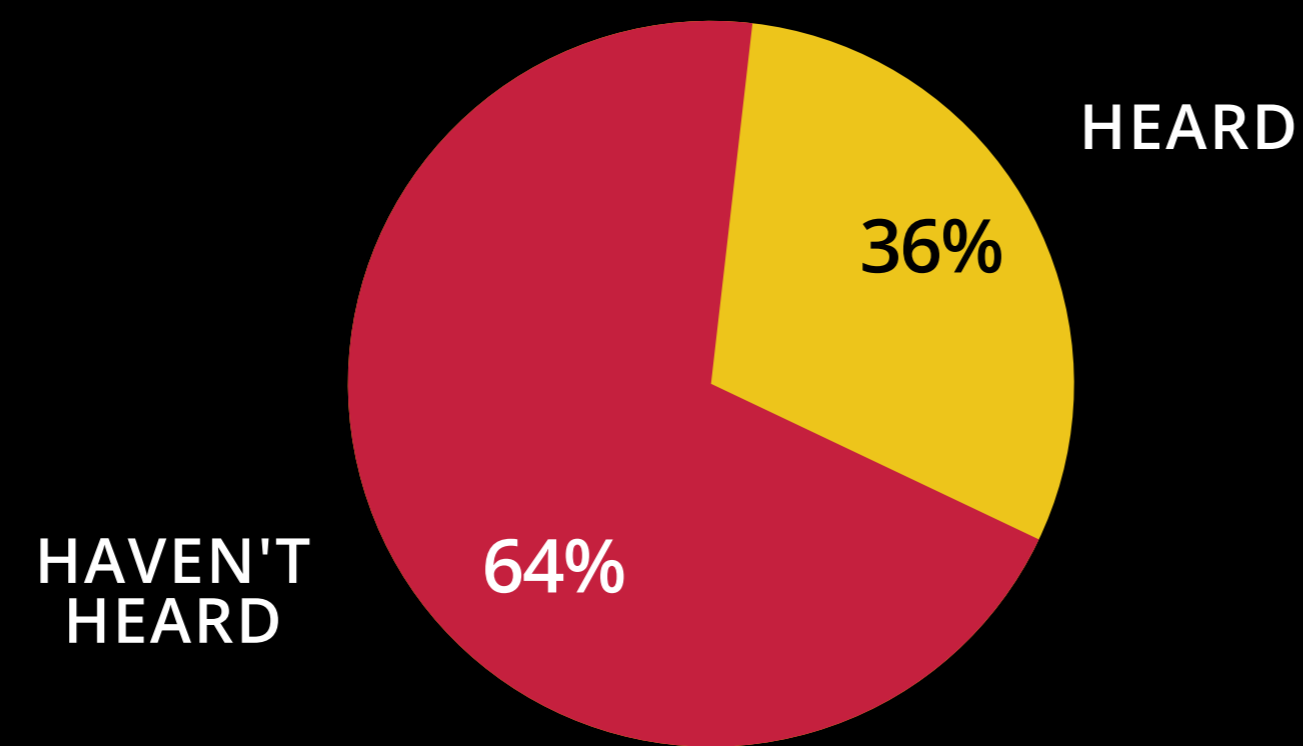
Dr. Dahlia Scheindlin
The Independent Opinion
Research Institute

Findings in a 2020 study we conducted with Dr. Dahlia Scheindlin, founder of Independent Opinion Research Institute, demonstrated that gaps exist even in awareness and exposure.



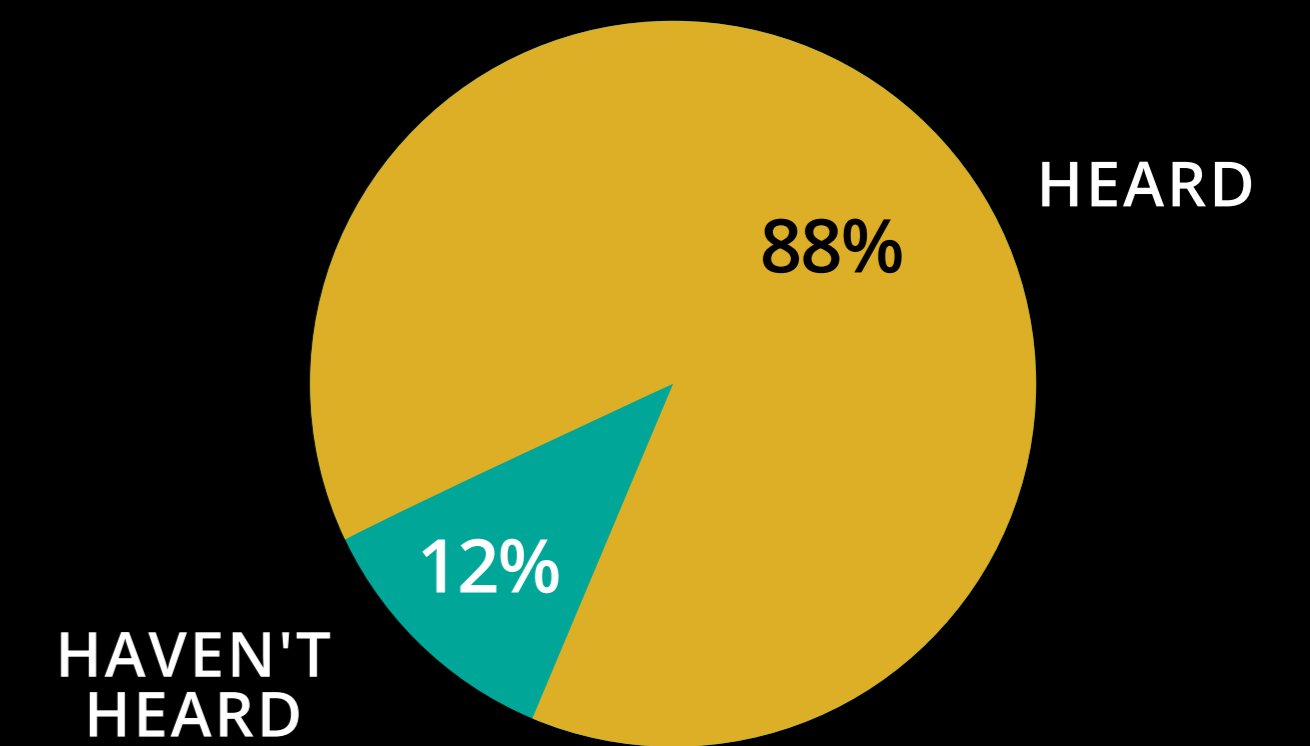
ARABS

64% of young Arabs surveyed by the Independent Opinion Research Institute reported never having heard of entrepreneurship.



JEWS

88% of young Jews surveyed were aware of entrepreneurship and high-tech. 66% of them have personal interactions with individuals in this field.

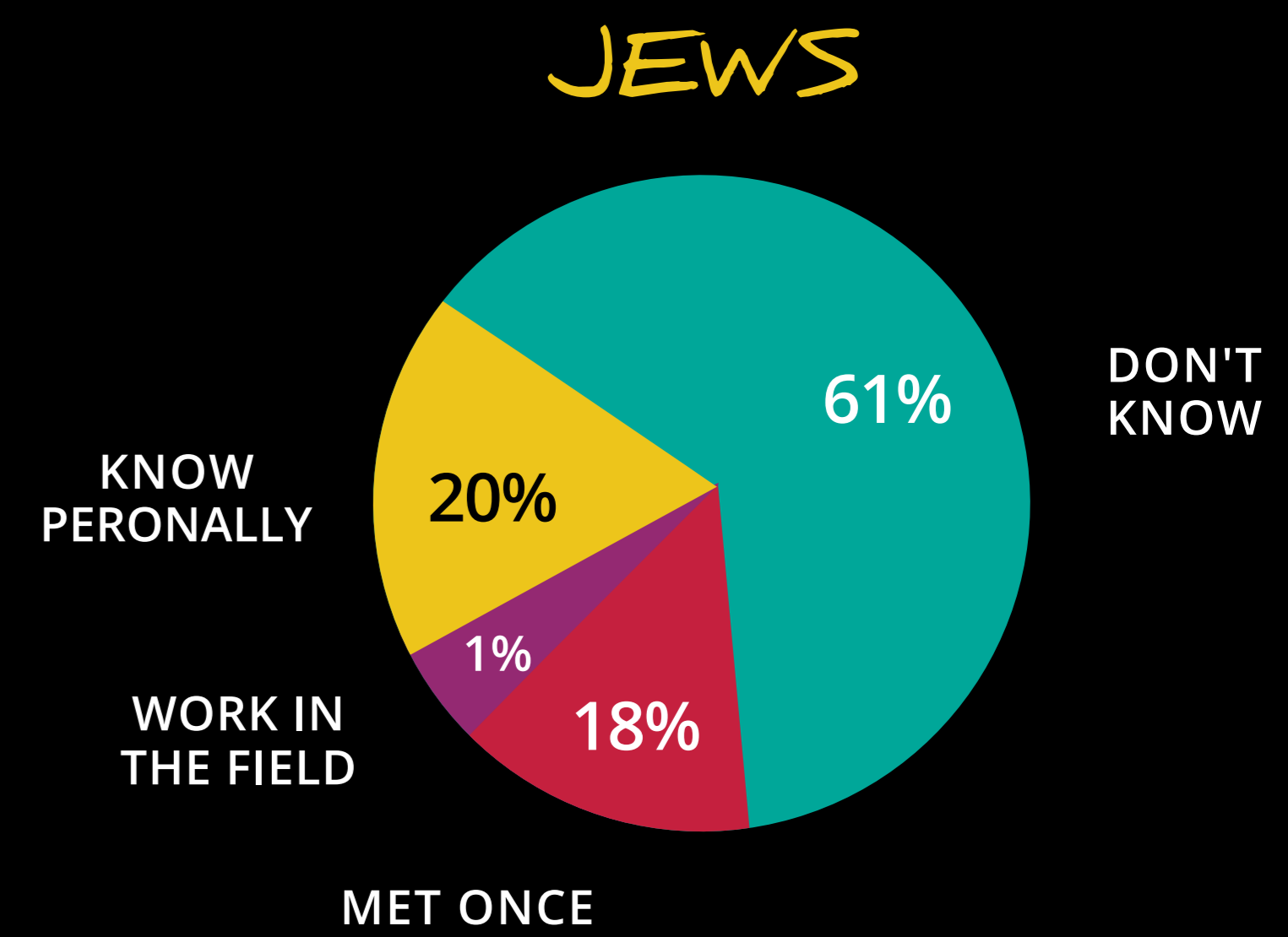
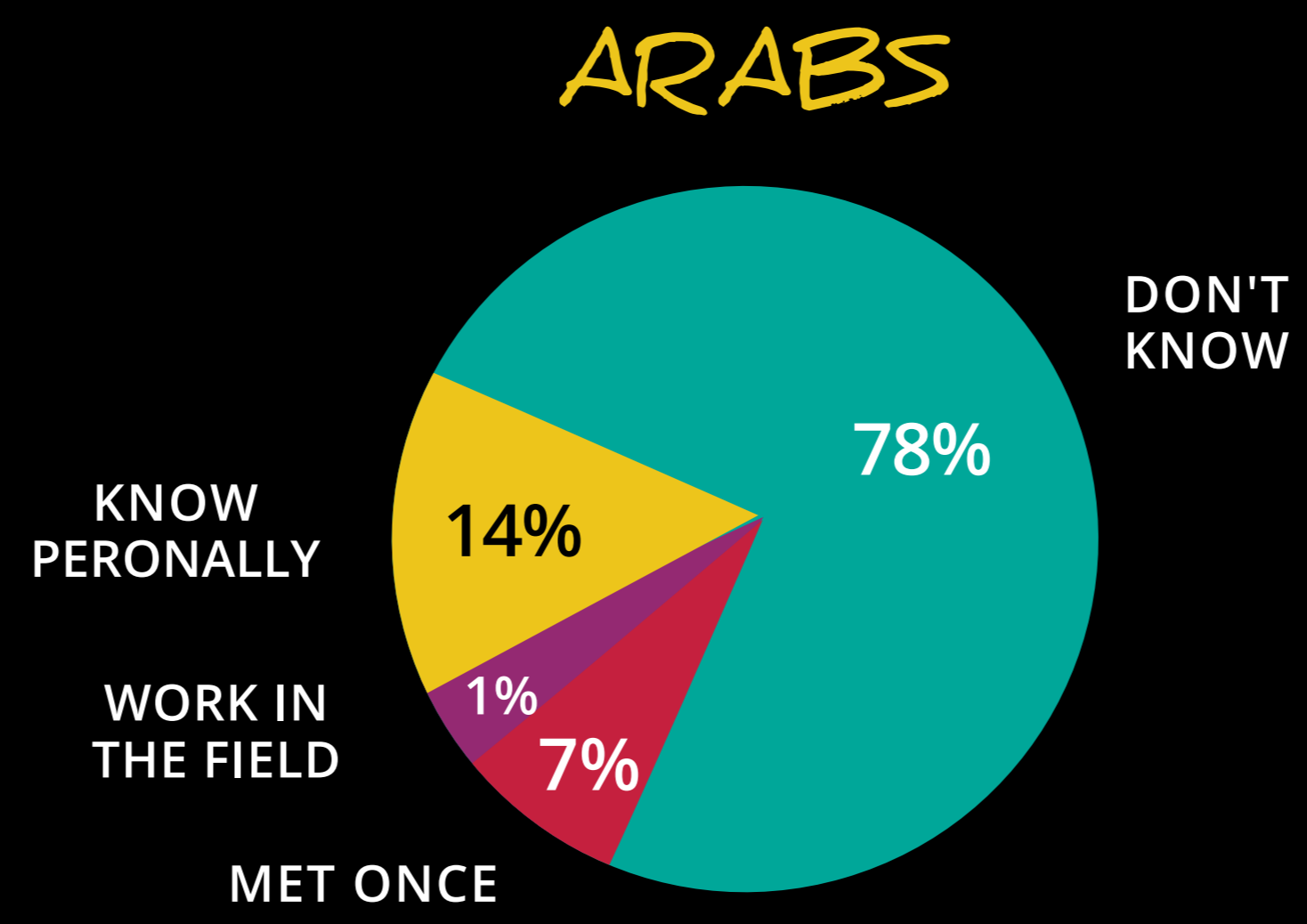




Personal interactions with high-tech entrepreneurs: "Do you know anyone who works in this field?"

AWARENESS CORRESPONDS TO INTERACTION:

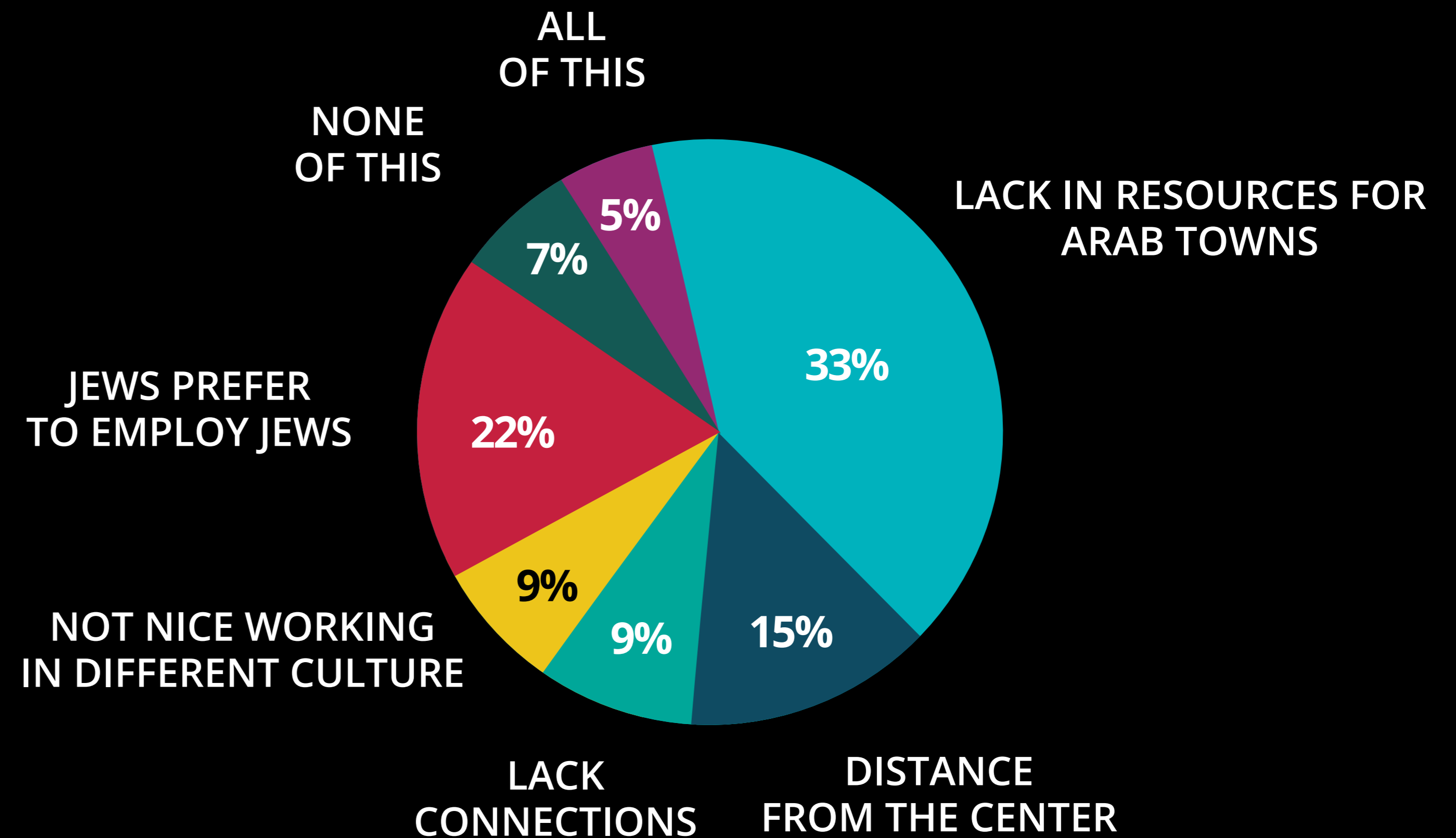
Almost half of Arab respondents who have heard of entrepreneurship, have met or personally know someone in the field.



Which of the following do you feel makes things hardest on you professionally? (2020)

OBSTACLES TO PROFESSIONAL INTEGRATION

44% of young Arab Israelis reported apprehension about entering Jewish-owned work environments.



TO THE FULL RESEARCH



PresenTense engages youths and young adults from Israel's underrepresented communities in Israel's high-tech and entrepreneurial ecosystems, providing exposure to these arenas, to twenty-first century entrepreneurship and innovation training and practices, and to first hand experience of these fields through mentorship and hands-on activities.

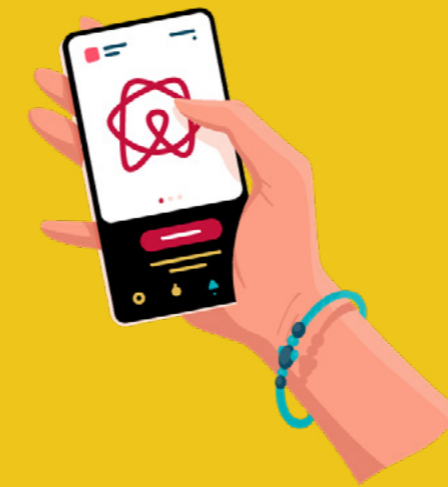
We overcome entry barriers and ensure that we not only speak inclusion, but actualize it

COVID COMPATIBLE

The call to continue our activities in light of new safety and health measures following the coronavirus pandemic could not have been more urgent. With prolonged lockdowns hastening the closure of several businesses in the non-essential industries (such as retail, food and beverage, and hospitality) in which our target audiences work, we understood immediately that the Pandemic would push these communities even farther into the margins.

In response, Presentense:

01



Broadened
access to our unique content
with the launch of an online
platform dedicated to
Presentense content and
entrepreneurship news

02



Converted
Presentense's
300+ sessions to
dozens of online
format programs

03



Provided
equipment such as
laptops and tablets to
young entrepreneurs,
enabling them to
participate in our
programs



I was able to take advantage of the Corona period to stop and plan anew, especially with regard to my marketing strategy. I reassessed my targets and adapted my products to suit the Corona period and beyond. I was able to reach new audiences and establish an infrastructure for the future. And, I got great exposure from the media. The skills I earned at Presentense's accelerator, such as stopping to take exact measurements and understand what's working and what isn't, were absolutely essential to me in this transitional period. The help I've received from Presentense has been incisive and invaluable to the development of my venture.



SAFA YOUNES

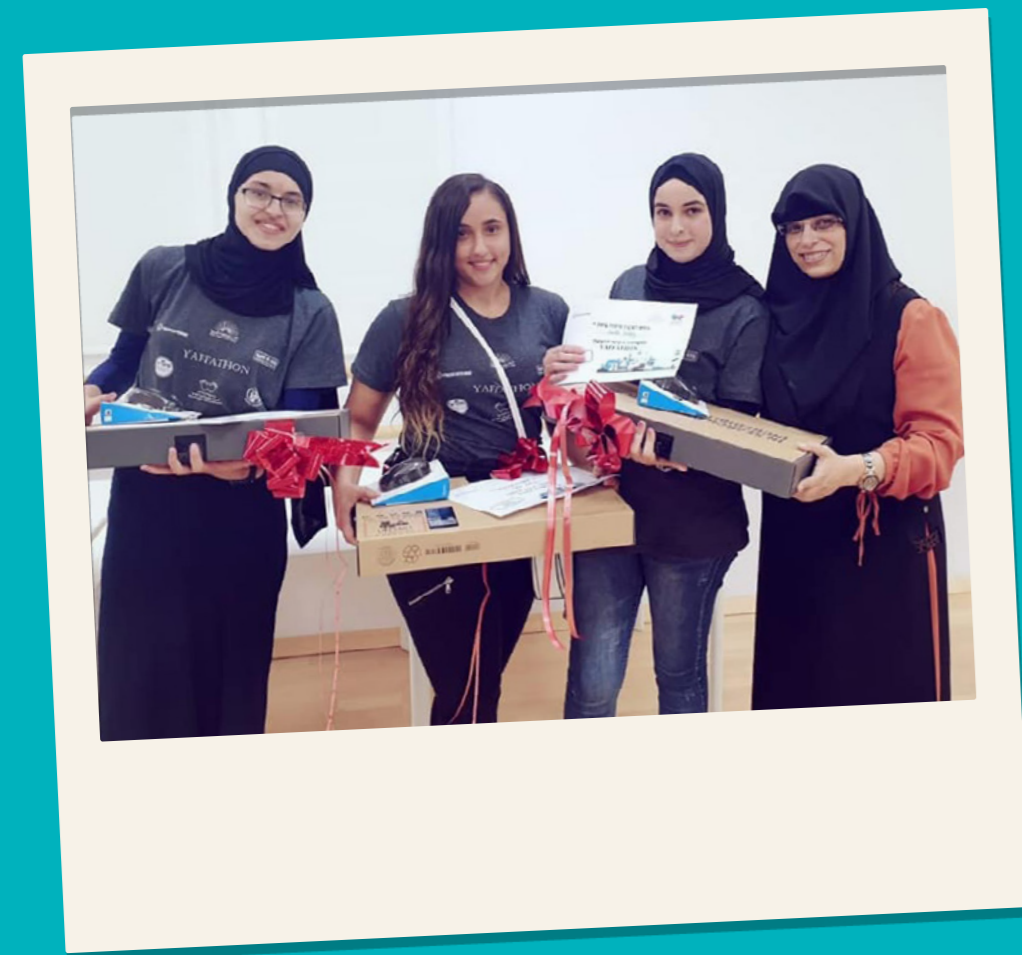
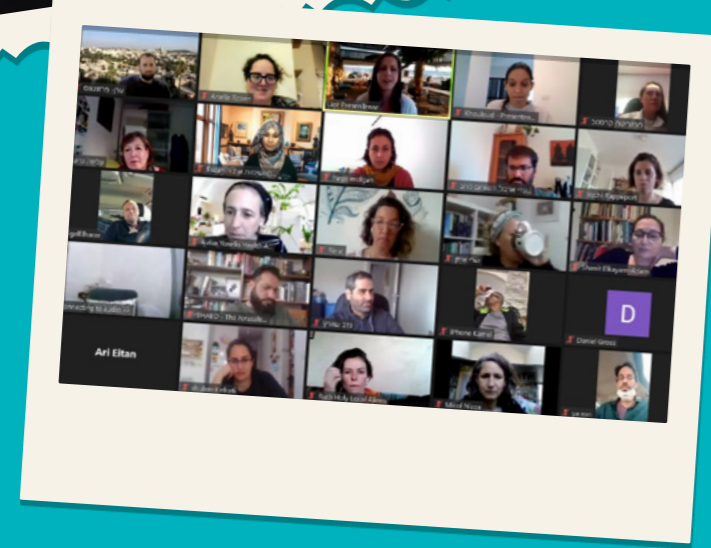
Founder & owner of
DeYaffa, Made in Jaffa Alumna

**ENGLISH
ARTICLE**



**HEBREW
ARTICLE**

CORE INITIATIVES



PresenTense reached and supported over 1,000 young entrepreneurs in 2020 through a variety of well-established, ongoing programs.

Empowering marginalized youth and young adults to participate in Israel's vibrant startup ecosystem by providing them with the skills to effectively approach real-world problems, lead their own initiatives, or develop ideas was a central element of our impact in 2020.



Accelerators

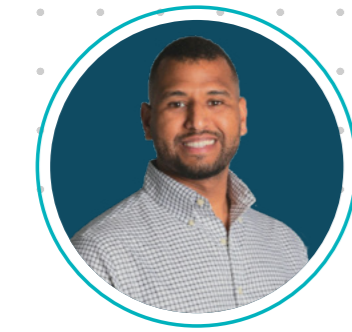
Presentense accelerators serve young entrepreneurs from diverse backgrounds who intend to live and grow their businesses in the peripheral communities that we target. Each cohort features training on startup fundamentals such as lean management, strategy, and customer learning, as well as hands-on mentoring from field experts, and coaching on fundraising.

This year, we hosted accelerators in 5 locations, recruiting 72 participants and resulting in the establishment of 55 ventures by a diverse group of founders.





“Made In” Stars on the Rise



A big part of overcoming the challenges that I experienced was participating in the accelerator, which provided me with substantial tools to confront the obstacles I felt insecure about. I also created meaningful connections & networks.



SHAMS FAHOUM

Founder of Jaffa Foodie, a platform supporting Jaffa’s small & mid-sized culinary businesses.



We came to a conclusion that we need to focus on the real & most important cause. We understood the value of our product. We did extensive research & improved our financial management with the help of the 'Made in Lod' staff who gave us all the tools we needed & connected us with the ecosystem.



AVI COHEN & ELIOR TABEKA

co-founders of Linkpad, an easy-to-use landing page generator for businesses & content creators.



Take part in Presentense’s Accelerator & the Hybrid Program provided us numerous tools for business, finance & marketing. We learned how to tell our story, and we met interesting people that supported & guided us in the development of our idea & helped us to improve our professional level.



BASIL HAWARI & AFAF SHEHAB

Co-founded Figzi, an interactive community platform for pet lovers to get location based recommendations on pet supplies & services, share their experiences & connect.



At Presentense, we received many tools that are assisting us today. 2 key takeaways were learning about modeling & pivoting, which were crucial in the Corona crisis. Modeling enabled us to ask the right questions & focus on what our business represents, while pivoting helped us to continue our activities during this period.



ITZIK LEVY & ELON RAM

Co-founded Flytrip, a website that centralizes all essential travel services, including flights, hotels & practical information about destinations & travel news.



StartUp School

Initiated in 2017, Presentense 'Startup Schools' plant the seed of entrepreneurial thinking and action, developing teens through multi-session training in 11 high-schools throughout Tel Aviv, Jaffa and Haifa. With the generous support of the Citi Foundation and F5 Networks, alongside the cooperation of the municipalities of Tel Aviv-Jaffa and Haifa, this comprehensive program catapults students aged 15 to 18 into Israel's entrepreneurial ecosystem through entrepreneurship training, expert workshops, hackathons, virtual meetups and site tours with representatives from leading tech companies such as Google, Wix, Facebook and more. This year, these meetings also provided a space for the social

interactions that are crucial for emotional wellbeing among this age group, who were unable to receive in-person instruction for most of the 2019-2020 school year due to the pandemic. In 2020, we were able to accurately discern the scope of our impact through the help of researchers from the Federmann School of Public Policy and Government at the Hebrew University of Jerusalem who determined that a substantial majority of program participants reported increased interest in STEM careers and education following their completion of the program.



It was really interesting for me to learn more about how a solution is made. The Hackathon was a great experience for me. It's the first time I participated in something like this and learned about what entrepreneurship really is.



LYN, MADE IN JAFFA
Youth Hackathon Participant



11

high schools in low income areas of Tel Aviv, Jaffa & Haifa



520

students served



180

hours of entrepreneurial training



210

'Startup School' students participated in youth hackathons in Haifa & Jaffa



86%

of participants reported interest in STEM careers post-program



ISMAIL KHAROUB & MUHAMAD ARAR,
Founders of GameVision

Ismail & Muhamad led a 5-week computer programming course for 15 women in Jaffa.



Train the Trainer

We trained 72 local change agents who are making waves that help close socio-economic gaps.

Presentense's Train the Trainer programs focus on imparting entrepreneurial skills and tools among teachers, local leaders, change agents and other community organizers and influencers throughout South Tel Aviv, Jaffa, and Haifa, becoming ambassadors for entrepreneurship in their communities, transferring the know-how they gained through Presentense to others while inspiring them to generate their own initiatives for advancing themselves and their communities thus enabling continuity, and lasting impact.



When you're passionate about something you can make a real change, but you still need a community to support you. That is why I decided to begin my venture. I hope to be the support that young people need to move forward.



NASSER ZIEBAK,
Manager of the Yefet 83
Community Center in Jaffa

Nasser used his training to create & implement an online entrepreneurship & job skills course for 25 low-income youths living in Jaffa.



New in 2020

ALUMNI NETWORK

2020 witnessed the ingathering of **434 Presentense alumni** for our first nation-wide virtual meetups. These meetups provided an invaluable opportunity for our entrepreneurs to enhance their network, share their experiences, discuss how to channel their resources into target communities, and apprise our organization of their progress. **Over 70% of Presentense alumni improved their employment and/or run a sustainable venture.**



NEW IN 2020

GETTING A START IN HI-TECH

Presentense delivered preparatory computer programming and web development training for **20 asylum-seekers** residing in South Tel Aviv in partnership with ARDC and The Platform.



FULL ARTICLE

WOMEN TO WORK

Presentense partnered with The Women's Courtyard NPO to deliver personal finance and entrepreneurship training to **15 Arab domestic violence survivors.**

New in 2020



PRESENTENSE IN THE PRESS

Getting Noticed & Making Waves



THE JERUSALEM POST

nocamels
ISRAELI INNOVATION NEWS

GLOBES

TheMarker

CALCALIST

אנשים ומוחשבים PC

ISRAEL HAYOM
This is where we stand

Ariella Rosen & Khoulood Ayouti, Calcalist, Sep. 22, 2020

In September 2020, PresenTense caught the attention of six publications, including Algemeiner Journal, Calcalist, New Tech Magazine, and The Jerusalem Post, with the award of nearly \$500,000 from Citi Foundation to expand its programming for Arab Israelis. “Especially during these times of social issues and unemployment, we are witnessing entrepreneurship’s power to reduce socio-economic disparities and promote inclusion alongside bridging the gaps between the diverse communities in Israel”.



FULL ARTICLE



nocamels
ISRAELI INNOVATION NEWS

TEL AVIV CODES HOPE FOR THE FUTURE AMONG ASYLUM SEEKERS

A coding and entrepreneurship course for African asylum seekers and refugees groups.

[English] December 01, 2020

The media took note of PresenTense's new initiative to bring asylum-seekers in South Tel Aviv into the high-tech ecosystem in November and December of 2020, receiving mentions in the tech-focused website No Camels, The Jerusalem Post, and Israel Hayom.

FULL ARTICLE



Entrepreneurship is the 21st century's superpower that enables individuals and communities to take part in exponential economic growth.



**ARIELLA ROSEN,
CO-CEO**



[FULL ARTICLE](#)

Co-CEO Ariella Rosen shed light on the staggering gaps in underrepresented communities' participation in the startup ecosystem in her October 2020 op-ed for The Jerusalem Post, "Giving 'StartUp Nation' new meaning - analysis".

Thought Leadership for the 21st Century



Co-CEO Khoulood Ayouti appeared on i24 News in October 2020, where she explained how Presentense entrepreneurship training is closing the gaps in Israel's startup ecosystem, specifically noting the ripple effect that Presentense's Startup School graduates are making by creating programs in their communities.

PRESENTENSE ALUMNI IN THE NEWS



SOON YOUR SMARTPHONE WILL KNOW YOU HAVE CORONA BEFORE YOU DO

Globes, Israel's leading business and economics newspaper, Globes, featured Vocalis Health, a healthtech startup founded by Presentense alumnus Shady Hassan, for its innovative developments in screening for coronavirus via cellphone microphone.

[Hebrew] March 23, 2020

[FULL ARTICLE](#)

GLOBES



ISRAELI STARTUP TUNEFORK BRINGS IN \$1.5 MILLION

Economics magazine Calcalist reviewed the recent investments made in Presentense-backed startup, Tunefork, which provides personalized audio enhancement via smartphone for the hearing impaired.

[Hebrew] June 4, 2020

[FULL ARTICLE](#)

CALCALIST



A NEW AND INTRIGUING SPOT FOR ARAB CUISINE

Made in Jaffa alumnae Safa Younes' restaurant, DeYaffa, was praised on the news site Mako for bringing the authentic Jaffa dining experience to the public. Mako averages around 17 million unique visits per month.

[Hebrew] June 14, 2020

[FULL ARTICLE](#)

CALCALIST



People & Computers Magazine published over a dozen closeup reports (in Hebrew) on Presentense founders and their companies in a weekly segment called Divers-IT, which was inspired by Presentense's efforts to diversify Israel's startup and tech ecosystems.

אנשים ומחשבים PC



ISMAIL KHAROUB
Co-Founder & CTO at Avenews-GT

[FULL ARTICLE](#)



HAREL WEITZ
Founder & manager of Eco-Chai

[FULL ARTICLE](#)



RANA AWADI-MUHAREB
founder & manager of Umnia

[FULL ARTICLE](#)



KARIN BIBAS
founder of Bibas Projects & Ridik

[FULL ARTICLE](#)



JAMIL MAZAWI
founder & CEO of Optima Design Automation

[FULL ARTICLE](#)



HAYA AMZALEG BAHER
CEO and CTO at Digmatech

[FULL ARTICLE](#)



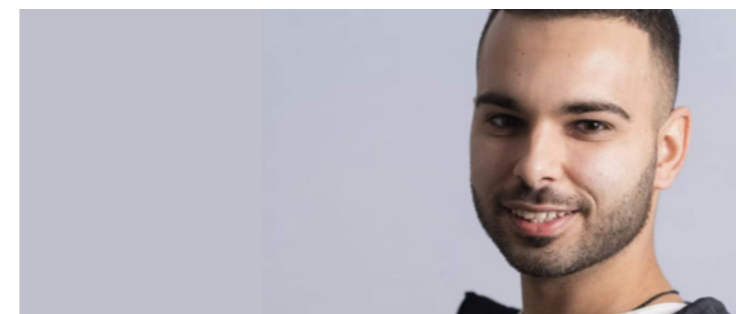
IGAL ELHARRAR
Founder of Live Trip

[FULL ARTICLE](#)



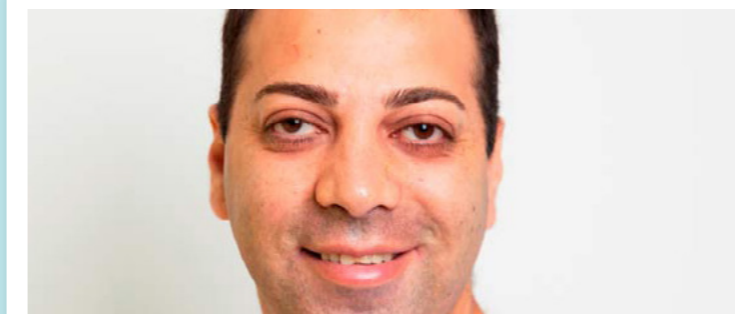
ORIT COHEN
CEO of Mootag

[FULL ARTICLE](#)



ITZIK LEVI
Co-Founder & CEO of Flytrip

[FULL ARTICLE](#)



AVI MUALEM
Founder & CEO of Solved Vision

[FULL ARTICLE](#)



RAMI SHACOUR
Co-Founder of Innosphere

[FULL ARTICLE](#)



SHAMS FAHUM
founder of Yaffa Foody

[FULL ARTICLE](#)



SAFA YOUNES
Founder & CEO of De Yaffa

[FULL ARTICLE](#)



HAZAR GRABLY
Founder & CEO of Hazura

[FULL ARTICLE](#)



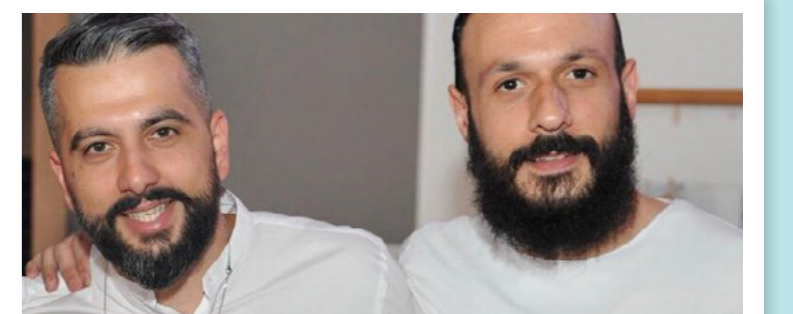
ISRAEL KUSHMERSKI
Co-Founder & CEO of Abiya

[FULL ARTICLE](#)



AYALA DANINO
Founder&CEO of the Female Business Hub

[FULL ARTICLE](#)



AVI COHEN & ELIOR TABEKA
Co-Founders of Linkpad

[FULL ARTICLE](#)

2020 IMPACT IN NUMBERS

Since its establishment in 2009 and until today, Presentense has been a pioneer in bringing the skills and opportunities of entrepreneurship into various underrepresented communities within Israel. Among our trailblazing efforts are Israel's first accelerators for Arab and ultra-Orthodox founders, the first accelerator aimed at developing assistive technologies for people with disabilities, and the first organization to bring entrepreneurial programming to marginalized youth and young adults at an age where it can impact them most.

In 2020, we reached thousands of people in nine communities, adding to our decade-long track record of uplifting marginalized communities through entrepreneurship.





72

Entrepreneurs



55

Ventures
founded



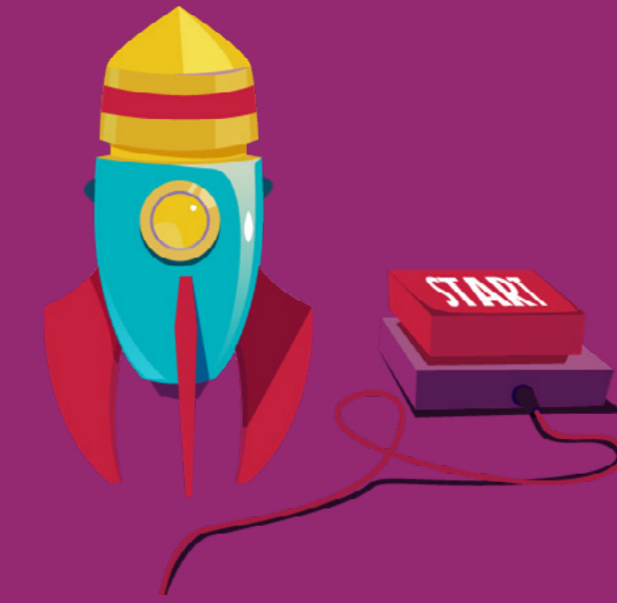
\$25M

Funds raised
by alumni



300

Innovation
events



520

'Startup School'
alumni



434

Alumni
ambassadors

WHAT'S NEW IN 2021?

We are already working on the launch of **new programs and the expansion of our core initiatives and partnerships**



MoveUP:
BY PRESENTENSE

With thanks to the generous support of the Citi Foundation and our fruitful collaboration with UK Israel Tech Hub, the MoveUp post-accelerator aims to advance startups led by underrepresented founders.



EXPAND OUR REACH



Backed by Bader Philanthropies, the Rayne Trust and F5 Networks, Presentense will replicate the 'Startup School', accelerator, and entrepreneurial community building models that have proven successful throughout Israel to a challenging new environment: East Jerusalem. These programs will expose the community to entrepreneurship, inspire and provide tangible skills, and create a viable pipeline of burgeoning entrepreneurs for the accelerator.



VENTURE UPWARD & ONWARD

Through a combination of our self-sustaining entrepreneurship education programs, the continued support of existing donors, and the anticipated addition, we look to upscale our existing programs and partnerships, and test pilots in new target communities.

ACTIVATE ALUMNI AMBASSADORS

Presentense aims to harness its 5K strong alumni network to further awareness of entrepreneurship, entrepreneurship training and other community initiatives in the alumni's communities. Alumni will serve as the face of entrepreneurship in their communities, familiarizing underrepresented populations with this ecosystem and providing direct channels for other community members to access it.



OUR PARTNERS

We give our heartfelt thanks to the many organizations who enable us to close socio-economic gaps and build a stronger and more equal society throughout Israel via entrepreneurship training and activities. Whether supporting us through charitable donations, public grants, in-kind contributions, or with time and know-how, our generous partners and supporters have been invaluable to our success in 2020 and have captured the spirit of our organization's commitment to fostering an equal society through knowledge sharing and collaboration.





**THE PEOPLE
WHO MAKE IT
ALL POSSIBLE**

CONNECT WITH PRESENTENSE

If you would like to request more information on a particular program, give feedback, or simply learn how to get involved, please feel free to contact us at



✉ contact@presentense.org

