

 **PRESENTENSE | 2021**

IMPACT REPORT

Growing diversity, inclusion, equity & belonging
via entrepreneurship

Why entrepreneurship? What's the difference between Presentense and other organizations working in the periphery?

These are just some of the questions we are asked daily, and our answer- Equity and belonging for all underrepresented communities in Israel.

"Equity aims to ensure the fair treatment, access, equality of opportunity and advancement for everyone while also attempting to identify and remove the barriers that have prevented some groups from fully participating. Equity promotes justice, fairness and impartiality within the processes, procedures and distribution of resources by systems or institutions. To tackle equity, people need to understand the root causes of outcome disparities in society."

Linda Rosencrance, TechTarget.

More and more companies in Israel understand the benefits of diversity and inclusion and choose to invest in diversifying their teams. We at Presentense

have been focusing for the past 8 years, alongside diversity and inclusion, on equity and belonging, to create deep, lasting change and promote justice, fairness and impartiality in the economy in Israel. Our expertise is entrepreneurship: leadership, innovative, business and growth best practices, made accessible to diverse audiences, working locally with underrepresented communities, and building a bridge to the entrepreneurial ecosystem in Israel.

By creating access to entrepreneurship and an equality of opportunities and advancement, we have been generating diversity, equity, inclusion and belonging in Israel since 2013.

Over 1500 underrepresented founders participated in our accelerators, launched social, business and tech startups. Each startup launched is a new potential local employer, each founder is a role model and an inspiration for their community and the industry.



In 2021, despite all challenges, our programming and reach grew by 28%. We are proud of the impact we've achieved; we aim to continue growing our impact and reach in 2022. We thank our partners for the trust and support in creating reality altering change.

Sincerely,

Ariella Rosen & Khoulood Ayuti

Co-CEOs, Presentense

ENTREPRENEURSHIP GROWTH DEVELOPMENT

Leading acceleration programs, bringing innovation and entrepreneurship best practices to pre-seed underrepresented founders and bridging to the industry

6

accelerators

77

underrepresented founders

53

tech, social & business startups



Haifa



Jaffa



South TLV



Lod



Ashkelon

REALIZING INNOVATION

Equipping future entrepreneurs with the New World's best practices and soft skills

6

entrepreneurship Courses

75

entrepreneurs

69

ventures



INSPIRING LOCAL COMMUNITIES

Exposing peripheral, diverse communities to the StartUp Nation, Hi-tech and entrepreneurship opportunities

72

meetups & workshops

1,017

participants



Haifa



South
TLV



Jaffa



Al-Quds

INSPIRING THE NEXT GENERATION

Providing the future generation with an introduction to the StartUp Nation, Hi-tech and entrepreneurship opportunities

150

startup school workshops

1,078

high school students



Haifa



South
TLV



Jaffa



Al-Quds

IMPACT MULTIPLIERS

Creating sustainability with Entrepreneurial Train the Trainer programs for local change agents

14

Innovation Training Workshops

74

Education Leaders



Jaffa



Al-Quds



Jerusalem

PORTFOLIO SUPPORT

Continued training, mentoring and networking for Presentense alumni in the launch and scale of their startups



25

meetups & workshops



502

alumni



2

post-acceleration programs



29

underrepresented founders

THOUGHT LEADERSHIP

CTECH



Study reveals majority of Arabs are **blind to Startup Nation**

FULL ARTICLE

TBN ISRAEL



Presentense Co-CEOs, Ariella Rosen & Khoulood Ayouti, on TBN Israel

FULL ARTICLE

TheMarker



חולוד חרוב עיוטי ואריאלה רוזן, נבחרו ל**40 מתחת 40 הצעירות והמבטיחות של דה מרקר**

FULL ARTICLE

Forbes



Can Israeli Startup Culture Close The Growing Divide Between Israeli Arabs And Jews?

FULL ARTICLE

TheMarker



64% מהחברה הערבית לא שמעו על תחום היזמות; **78% לא מכירים עובד היי-טק**

FULL ARTICLE

כאן 11



המנכ"לית המשותפת של פרזנטנס, הגב' חולוד עיוטי, בראיון לתכנית 'חדשות הלילה' בערוץ כאן 11

FULL ARTICLE

גלובס



הייטק בבתי הספר? סכנה להעמקת הפערים אריאלה רוזן בטור דעה לגלובס

FULL ARTICLE



NEW IN 2021

In partnership with the Tel Aviv-Jaffa municipality, we piloted a coding & programming course for refugees and asylum seekers in South Tel Aviv

16

participants

10

graduates

2

employed in Hi Tech

The success of the pilot led to a second cohort with **23 participants**

הרציף בנווה שאנן





The course gave me access and practical training on Front-end and Back-end technologies. When I finished the course I started an internship at Real Time College and today I'm working there as a Junior QA Engineer.

Sidiki Kone

Sidiki Kone, alumnus and QA Junior Engineer



We launched Moveup to address the need of early stage founders in the move from Proof of Concept to Go-to-Market.

Moveup provided underrepresented founders with go-to-market practices, UX, pitching and storytelling, business model and business development, mentoring and connections to investors and the industry.

\$1.9M

raised since program

12

tech founders



Citi Foundation





Through PresenTense's Post Accelerator, I realized how important networking and collaborating is for managing and maintaining sustainable startups

Peter Siman

**Peter Siman, MoveUp Post Accelerator alumnus,
Founder and CEO of IntraGel Therapeutics**

PRESENTENSE IN THE PRESS 2021

TECH-IL



פרזנטנס מסכמת את עונת התוכניות ומאיצי היזמות

FULL ARTICLE

הארץ



מצאנו את ההבדלים: בביקור של אנגלה מרקל גם נשות הייטק נכנסו לפריים

FULL ARTICLE

TECH-IL



ארגון פרזנטנס משיק את עונת תכניות היזמות בפריפריה הגיאוגרפית-חברתית

FULL ARTICLE

THE JERUSALEM POST



Arab-Israeli entrepreneurs get boost, mentorship program

FULL ARTICLE

3ן רשת



יסמין באבאטונדי בתאגיד השידור 'כאן' לקראת השקת תכנית MOVEUP

FULL ARTICLE

אנשים ומחשבים PC



על גג העירייה: פרזנטנס סיכמה את עונת תכניות ומאיצי היזמות

FULL ARTICLE

אנשים ומחשבים PC



פרזנטנס מקימה את MoveUp – פוסט-אקסלרטור חדש ליזמים מהחברה הערבית

FULL ARTICLE

DIVERS-IT #02

In 2020, Presentense's alumni inspired a new weekly column in People and Computers Magazine: Divers-IT - a segment highlighting underrepresented innovators and entrepreneurs; 6 founders, of Presentense alumni were featured in 2021

אנשים ומחשבים PC



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](#)



MARUAN SATEL FARHITY
CEO of Farhity

[FULL ARTICLE](#)

COMING UP IN 2022



In partnership with The Galilee Society and supported by MEPI, we decided to focus on getting the Arab talent from the lab and into impactful startups. In March 2021, we will be launching Scientechnology, a pre-accelerator for science based startups led by Arab founders.



As part of our mission to promote underrepresented founders, we will be launching ConnectTech- a tech founders club for Presentense alumni for networking, professional development, connection to corporate, investors and more.



OUR PARTNERS

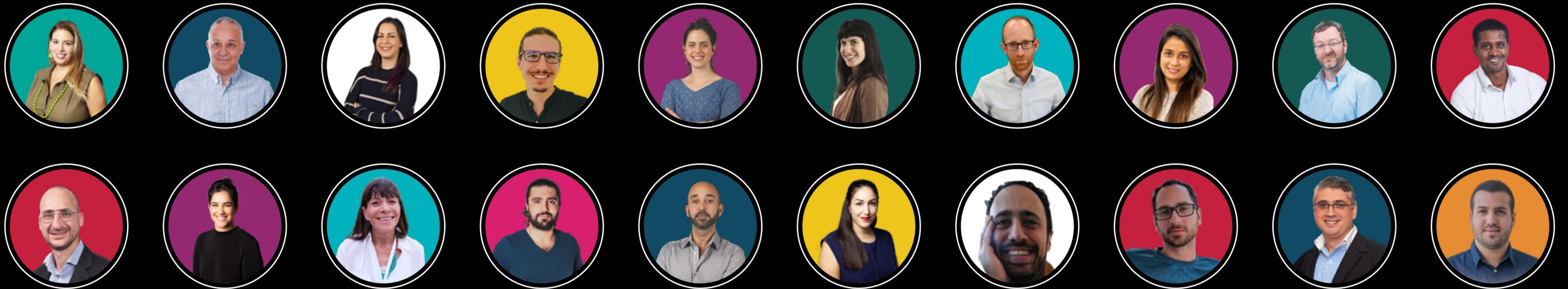
PresenTense is grateful to our partners and organizations who enable us to close socio-economic gaps and build a stronger and more equal society via entrepreneurship training and activities. Whether supporting us through charitable donations, public grants, in-kind contributions, or with time

and know-how, our partners have been invaluable to the success of 2021 and have captured the spirit of our organization's commitment to an equal society through knowledge-share and collaboration. We give our heartfelt gratitude to our generous supporters for demonstrating the strength of working together towards our cause.





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

✉ communications@presentense.org

