



MASHAV - Israel's Agency for International Development Cooperation

**International Online Program in Collaboration with
'AddVentures'**



Innovation and Entrepreneurship

November 15th,

18th, 22nd, 25th, 29th, 2021



**The Golda Meir Mashav "Carmel"
International Training Center
(MCTC)**



About the Program

Background

With a population of about 8 million, Israel has over 6,000 start-ups, and 1,000 new start-ups are launched every year. Being the “Startup Nation”, it is only natural to address the issue of innovations for startups and expose participants to the uniqueness of Israel’s entrepreneurial ecosystem, which includes over 100 accelerators. Israel as a leader in the entrepreneurial world, combines innovation with technology, education, academia and is comprised of various populations: men, women, youth, children, veteran Israelis, newcomers, minority groups and more.

Breaking down the name “start up nation” you will find government policies, spirit of entrepreneurship, a culture of diversity and an educated entrepreneurial community.

Israel has the proven capacity to turn ideas into innovative products and services and has many different accelerators, which have been created to support entrepreneurs in their startup ventures. It is within this framework that the present seminar is offered. In Israel’s ecosystem, you will find cooperation between private & public sectors, government programs with early stage initiatives, technological aspects transforming social issues into solutions and many more.

Aims

The goal is to create an online practical training program in the field of technological entrepreneurship, which will serve as an entry gate to the world of entrepreneurship for the wider international audience with an emphasis on entrepreneurial leaders, entrepreneurs at the beginning of their careers and those who aspire to be entrepreneurs. The Program will have an asynchronous and synchronic parts and the classes can be viewed at any time of the day.

This Program will provide participants with skills and knowledge on various points like ecosystem development, community building and entrepreneur support.

Training Modules are:

- ✓ Introduction to Entrepreneurship, formulate an idea and team building guidelines
- ✓ Patents, Legal and financial aspects
- ✓ Models of startups
- ✓ Pitch and Soft Skills, capital raising and dealing with failure
- ✓ Starting a business - marketing and management skills

Program Details:

This distinguished online program contains 5 meetings of 4 hours twice a week. (5 p.m. – 9 p.m. Israel time) Participants will need access to all the technology needed for a webinar (computer, video, microphone, speakers, and a stable internet connection) as well as have 4 free hours twice a week to participate. This is an interactive program and participants will be expected to participate fully in every task. A convenient, quiet and adequate working environment is highly important. Additionally, the Google Classroom tool will be used for providing participants with Program materials as well as assignments and follow up activities after each session.

Application Requirements

The Program is designed for women and men alike, focusing mainly on entrepreneurs and early stage start up owners. Special consideration will be given to private sector support systems for entrepreneurs and NGOs dealing with small business support and development of entrepreneurs in their communities. Candidates should hold an academic degree in related disciplines, and have at least three years of professional work experience in related fields. **A full command of English is required.**

Application forms

Application forms may be obtained at the nearest Israeli mission or by following the enclosed link:

<https://drive.google.com/file/d/1R9stWRnVI3nkkqhXRfPXAfHwpv-TUXd6/view?usp=sharing>

Completed application forms, should be sent to the relevant Israeli mission in the respective country **by October 18th, 2021**

About MASHAV

MASHAV – Israel’s Agency for International Development Cooperation is dedicated to providing developing countries with the best of Israel’s experience in development and planning. As a member of the family of nations, The State of Israel is committed to fulfilling its responsibility to contribute to the fight against poverty and to the global efforts to achieve sustainable development. MASHAV, representing Israel and its people, focuses its efforts on capacity building, sharing relevant expertise accumulated during Israel’s own development experience to empower governments, communities and individuals to improve their own lives.

MASHAV’s approach is to ensure social, economic and environmental sustainable development, and is taking active part in the international community’s process of shaping the Post-2015 Agenda, to define the new set of the global Sustainable Development Goals (SDGs).

MASHAV’s activities focus primarily on areas in which Israel has a competitive advantage, including agriculture and rural development; water resources management; entrepreneurship and innovation; community development; medicine and public health, empowerment of women and education. Professional programs are based on a “train the trainers” approach to institutional and human capacity building, and are conducted both in Israel and abroad. Project development is supported by the seconding of short and long-term experts, as well as on-site interventions. Since its establishment, MASHAV has promoted the centrality of human resource enrichment and institutional capacity building in the development process – an approach which has attained global consensus.

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About The Golda Meir Mashav "Carmel" International Training Center

The Golda Meir Mashav “Carmel” International Training Center (MCTC) was founded by Golda Meir in Haifa in 1961. MCTC was the first of its kind in the domain of women’s empowerment and since its inception has had a profound influence on both individuals and the policy arena. MCTC endeavors to provide professional women and men from developing countries and transitional societies with the necessary tools for women’s empowerment. It aims to enable women to contribute to the socio-economic development processes of their communities and consequently advance their status. To this end, MCTC conducts training activities, both in Israel and overseas, to advance women’s participation in public life.

To date, over the 55 years of MCTC’s existence, over 23,000 women and men from over 150 countries have benefited from hundreds of training activities. Today, many of them hold key positions at the local or national level, or within United Nations development agencies.