



Israel's Agency for International
Development Cooperation
Ministry of Foreign Affairs



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

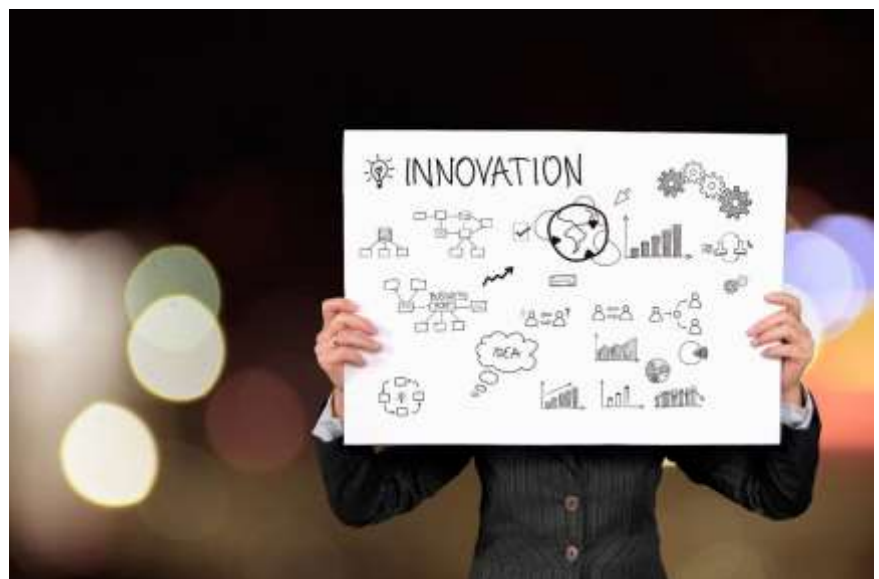
MASHAV - Israel's Agency for International Development Cooperation

invite professionals
to participate in the

International Course:

“Startup Accelerators for Emerging Entrepreneurs”

August 22nd – September 1st , 2016



About the Course

Background

A business accelerator program is an entity and framework that enables ventures to accelerate their "time to market" and to develop their business model. It offers new ventures the opportunities for fund raising and for reaching investors.

In brief, business accelerators offer practical help from mentors and advisers in the field and provide resources for needed capital. They also supply a network of experienced entrepreneurs, and sometimes even co-working space, and give entrepreneurs required contacts and tools to take a startup from concept to market more quickly and effectively than if they do it alone. Participating in an accelerator provide ventures with the possibility to validate their company's product or service, by learning and applying professional tools, acquiring new contacts and connections and by attracting new investors. 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 workshop is offered.

Since an accelerator program by itself is a startup, it is essential that the accelerator manager has a certain mindset in order to do well and succeed. Managers running an accelerator require excellent managerial, interpersonal and communication skills. In addition, innovative thinking and the ability to see the big picture are important.

Accelerators measure their success by using several key performance indicators (KPI) which vary depending on the nature of the accelerator.

For example:

- Percentage of entrepreneurs that completed the business accelerator program successfully
- The satisfaction level of the financing sponsor, and their willingness to continue and finance the following accelerator round
- Success by the new venture to evolve and grow in terms of revenues, users or other KPI (traction)
- Percentage of ventures that succeeded to raise money
- Number of new jobs created

Aims

This very practical course will provide participants with skills and knowledge on how to start and manage a business accelerator program. Suggested modules for the training are:

- ✓ Introduction to Business Accelerators and Business Incubators
- ✓ Screening process management
- ✓ Ecosystem building and development (building a network of partners and investors)
- ✓ Community building and development (steering committee, mentors, pro-bono advisers).
- ✓ Sites visits to several accelerators with possibility of participating in a hackathon
- ✓ The know-how and experience in marketing and sales as they are promoting the accelerator constantly

Main Subjects

- ✓ Professional lectures in topics such as:
business model, pitching, customer development, market research and eco-system analysis, product / market fit, finance, legal issues, fund raising, networking, negotiations, etc.
- ✓ Meetings held with a variety of successful business and social accelerators in Israel including: IBM, Microsoft Ventures, Startup Nation Central, Presentense, The junction, 8200 The Social Program, AtoBe.
- ✓ Getting to know several key performance indicators (KPI) for measuring the accelerator success

Application

Application Requirements

The Course is designed for women and men alike, entrepreneurs and managers of accelerators, as well as those working in governmental institutions and SME support agencies, private sector support systems for entrepreneurs, NGOs dealing with small business support and development. Candidates should hold an academic degree in related disciplines, and have at least five years of professional work experience in related fields. **A full command of English is required.**

Application forms

Application forms and other information may be obtained at the nearest Israeli mission or at MASHAV's website: <http://mashav.mfa.gov.il/MFA/mashav/Courses/Pages/default.aspx>.

Completed application forms, including the medical form, should be sent to the relevant Israeli mission in the respective country no later than June 20, 2016.

Two additional copies of the application must be sent to:

Ms. Sarah Wilner at MCTC: sarah@mctc.org.il

Completed application forms, including the medical form, should be sent to the relevant Israeli mission in the respective country **no later than June 20, 2016.**

General Information

Arrival and Departure

Arrival date:	21.8.16
Opening date:	22.8.16
Closing date:	1.9.16
Departure date:	2.9.16

Participants must arrive at the training center on the arrival date, and leave on the departure date. Early arrivals/late departures if required, must be arranged by the participants themselves, directly with the center, and must be paid for by the participant him/herself.

Location and Accommodation

MASHAV awards a limited number of scholarships. The scholarship covers the cost of the training program including lectures and field visits, full board accommodation in double rooms (two participants per room), health insurance (see below) and transfers to and from the airport. Airfares and daily allowance are not included in the scholarship.

Health Services

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care and eyeglasses. Health authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years. Subject to the full binding policy conditions. Participants are responsible for all other expenses.

The course will be held at The Golda Meir Mashav "Carmel" International Training Center, situated in Haifa. Participants will be accommodated at MCTC in double rooms (two participants per room).

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.

www.mashav.mfa.gov.il

www.facebook.com/MASHAVisrael

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 54 years of MCTC's existence, almost 20,000 women and men from over 140 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.

For further information, please contact:

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

12 David Pinsky street, POB 6111, Haifa 31060, Israel

Tel: +972-4-8375904

Fax: +972-4-8375913

Email: Sarah@mctc.org.il

Website: www.mctc.org.il