



2025 IMPACT REPORT

Equal Partnerships

We believe that truly **equal partnerships** are a powerful force that can drive socio-economic change in the Middle East.

We're on a mission to create **change** through venture partnerships that lower barriers, **foster** creativity and mutual respect, and **drive** economic prosperity in the Israel-Palestine region.

”

OUR MISSION

50:50 STARTUPS IS BUILT ON THE IDEA THAT THE PALESTINIAN-ISRAELI STATUS QUO CANNOT BE SUSTAINED AND THAT PEACE MUST START IN THE HEARTS AND MINDS OF INDIVIDUALS – THROUGH MEANINGFUL CONNECTIONS IN VENTURE CREATION AND TECHNOLOGICAL INNOVATION.

50:50 Startups Impact

950+

APPLICANTS

380+

PARTICIPANTS

55+

GRADUATING VENTURES

70+

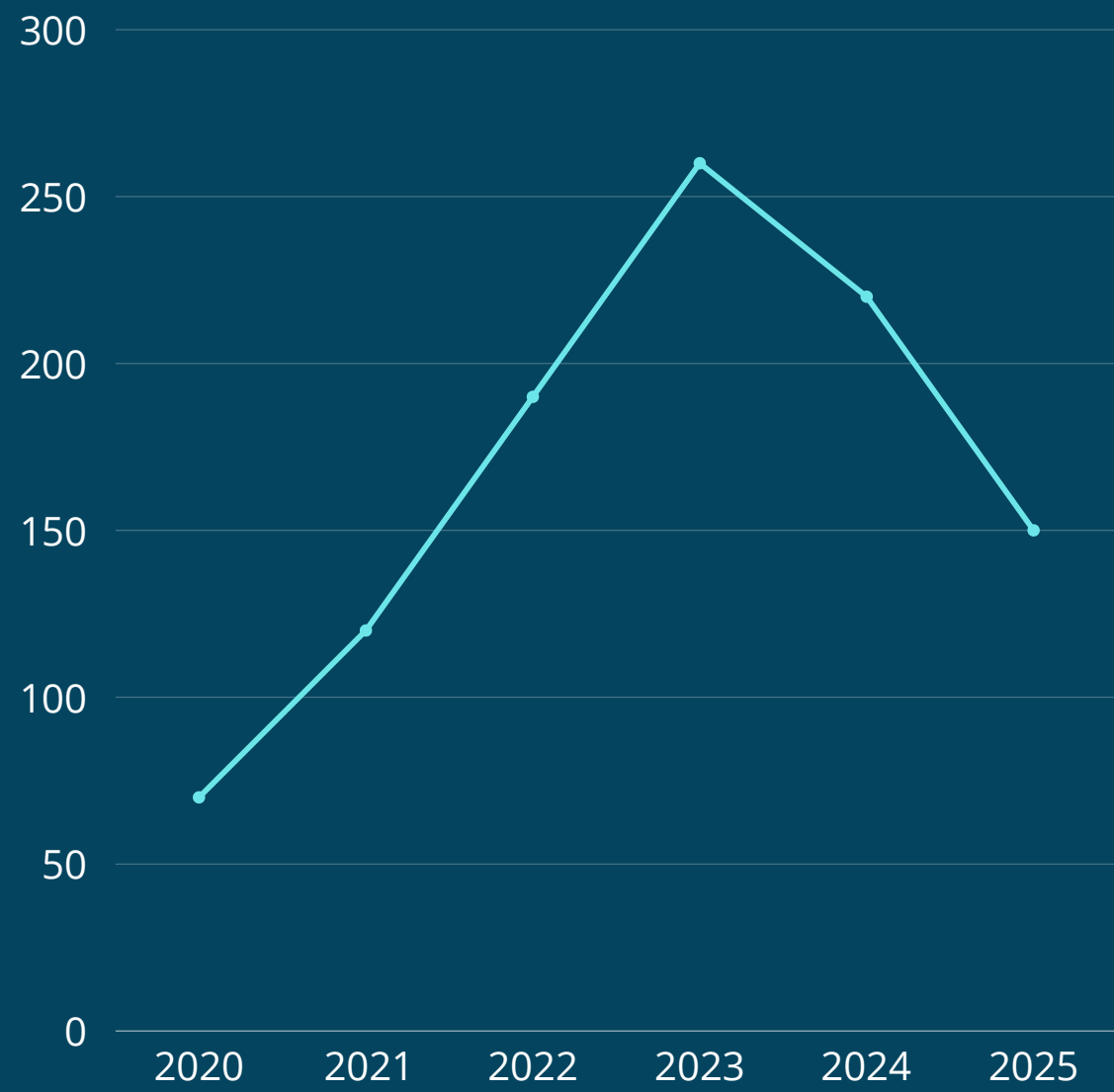
SPONSORS & PARTNERS

105+

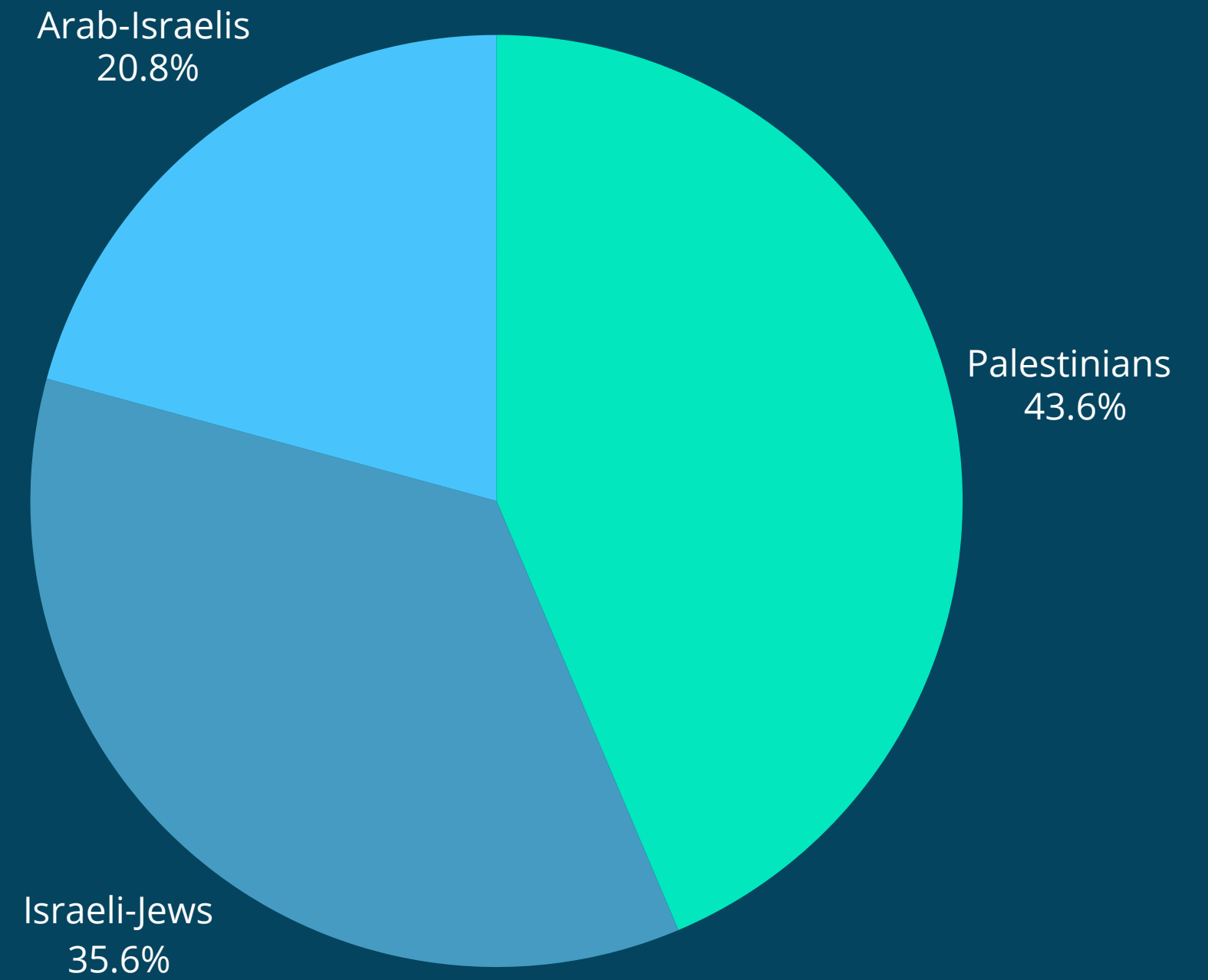
VOLUNTEERS & MENTORS

8

NUMBER OF COHORTS



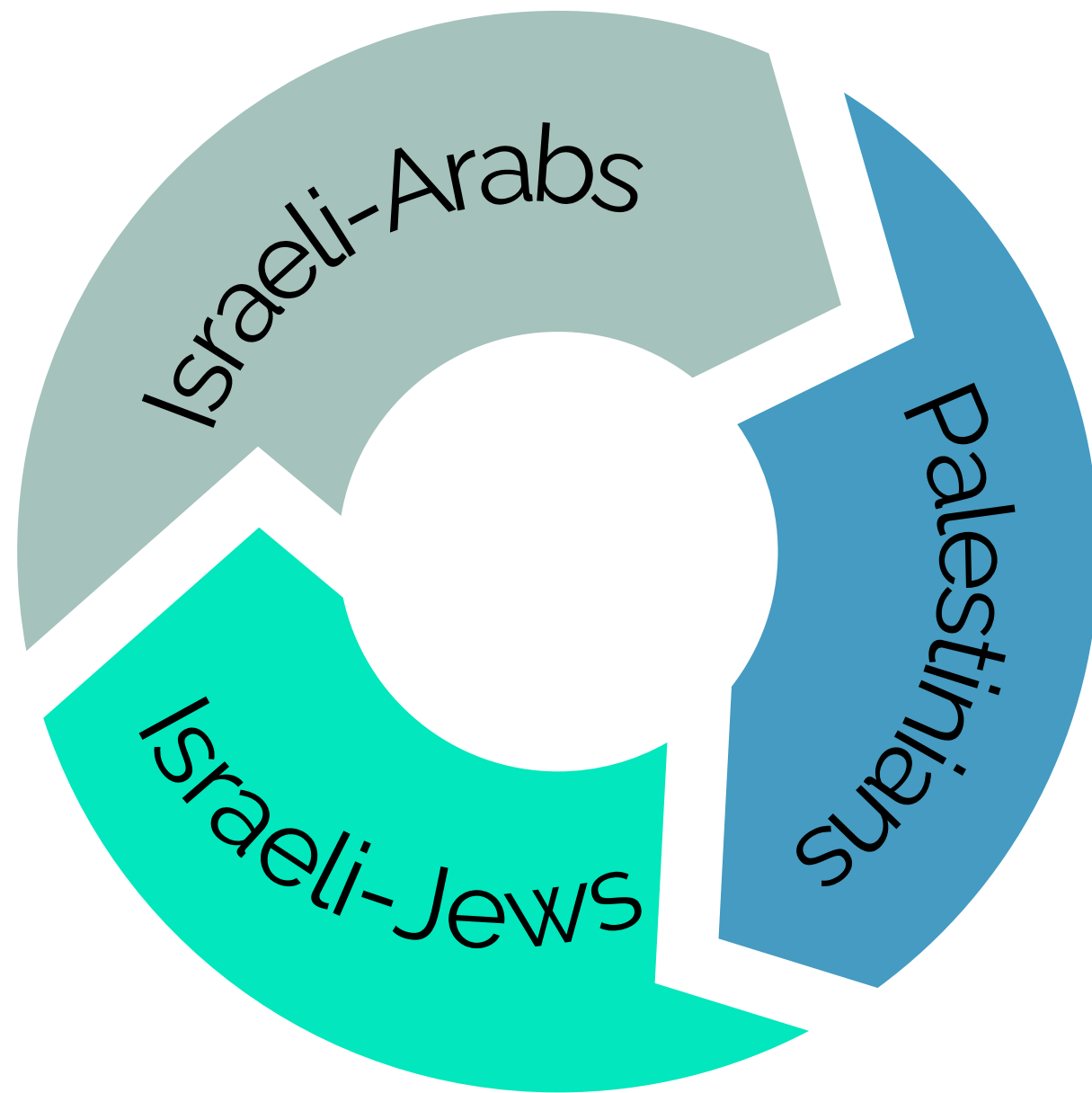
Application Volume



Participant Allocation

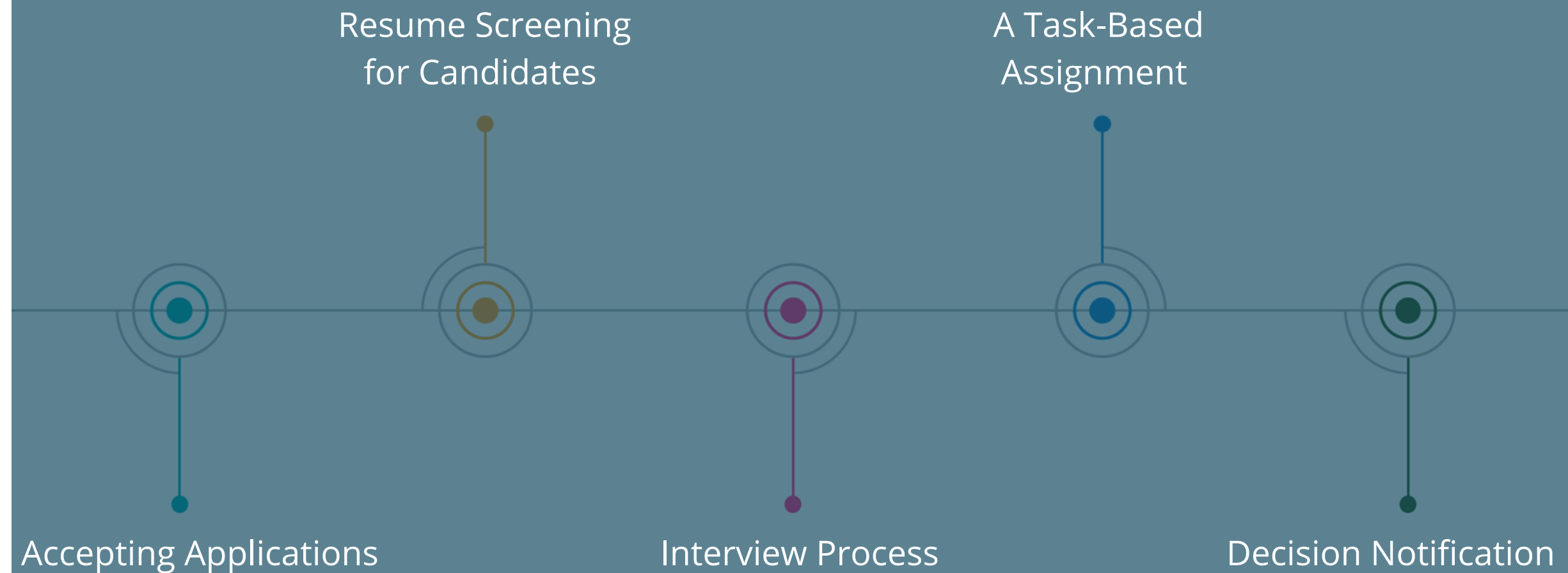
PROGRAM LIFE CYCLE





Recruiting Process

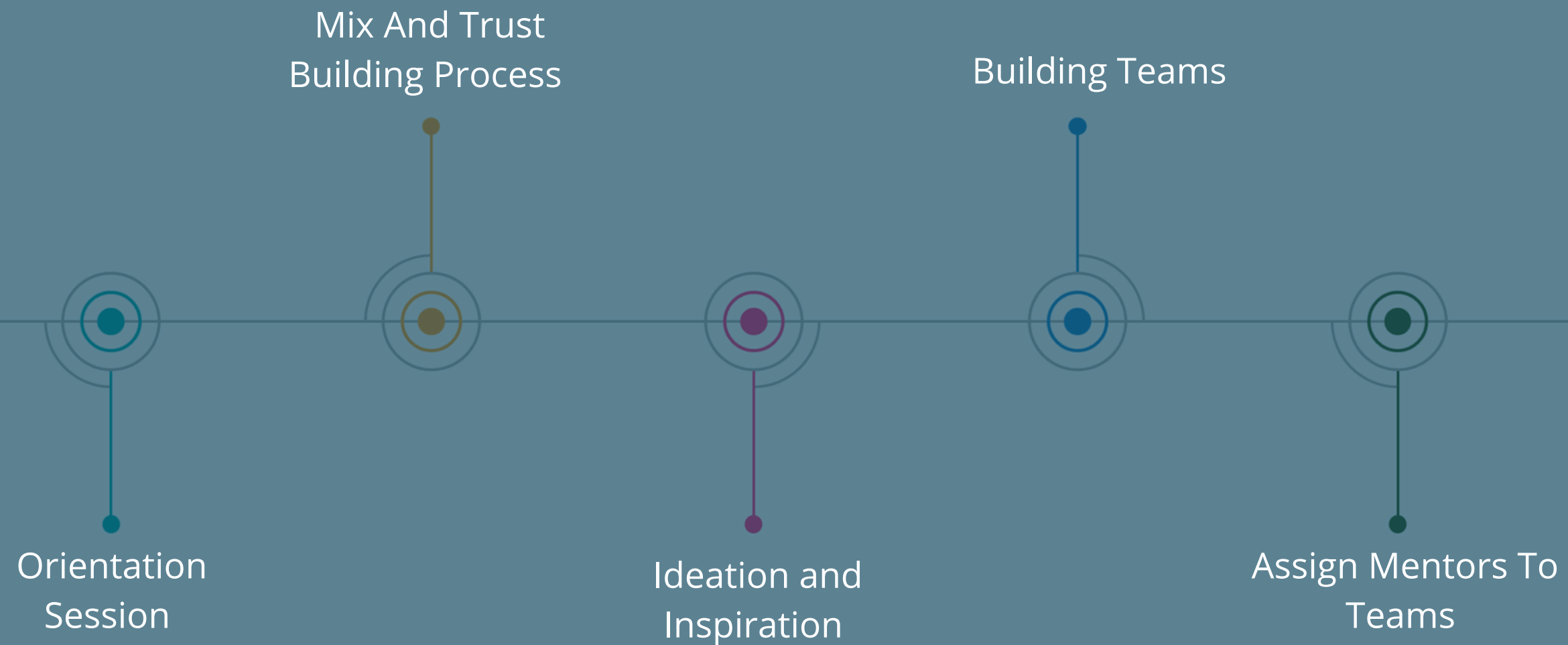
FILTERING AND SELECTING CANDIDATES

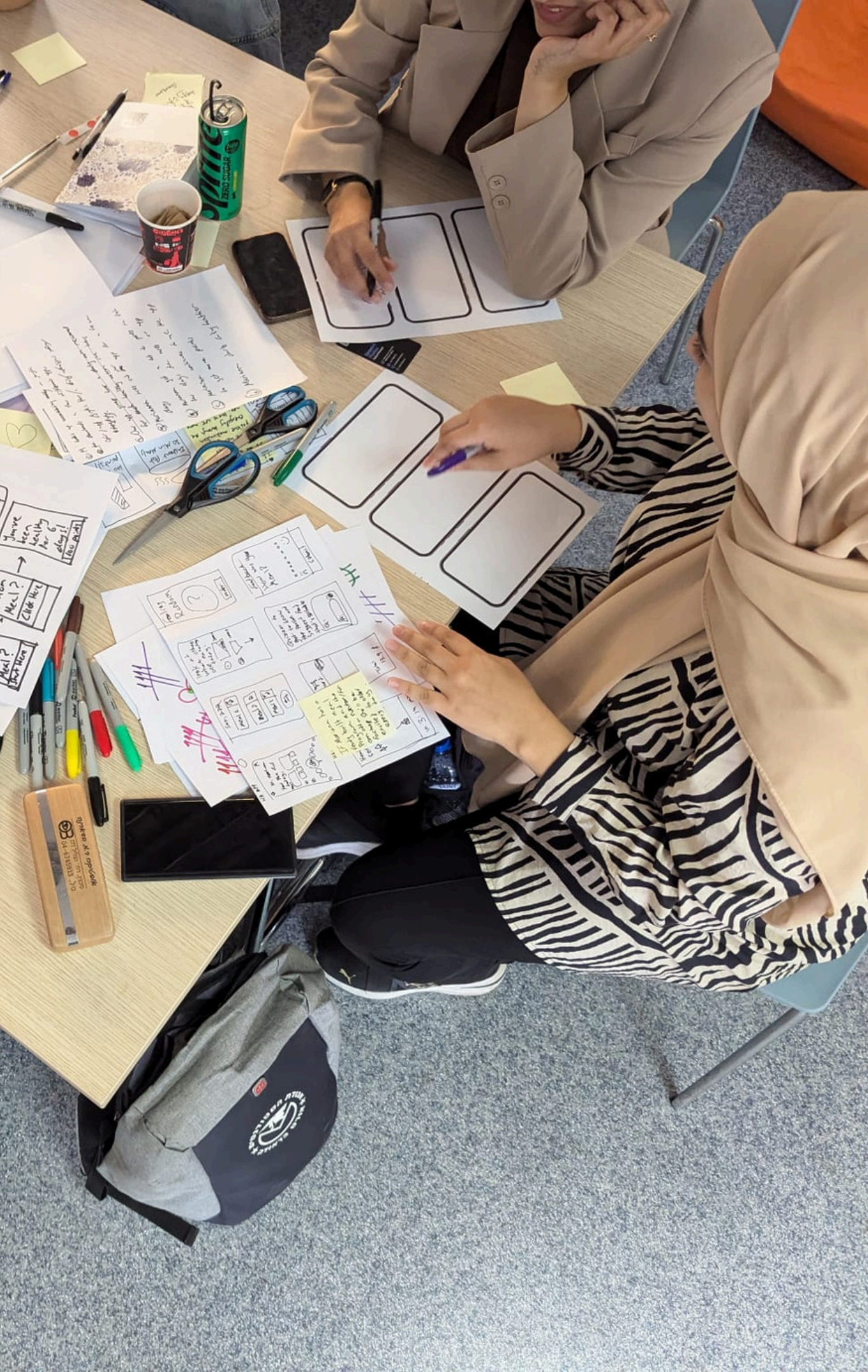




Phase 1. Community Incubation

TEAM-BUILDING & MENTORING





Phase 2. Idea Incubation

Lectures, Guest
Speaker Sessions

Teams Create A
Business plan

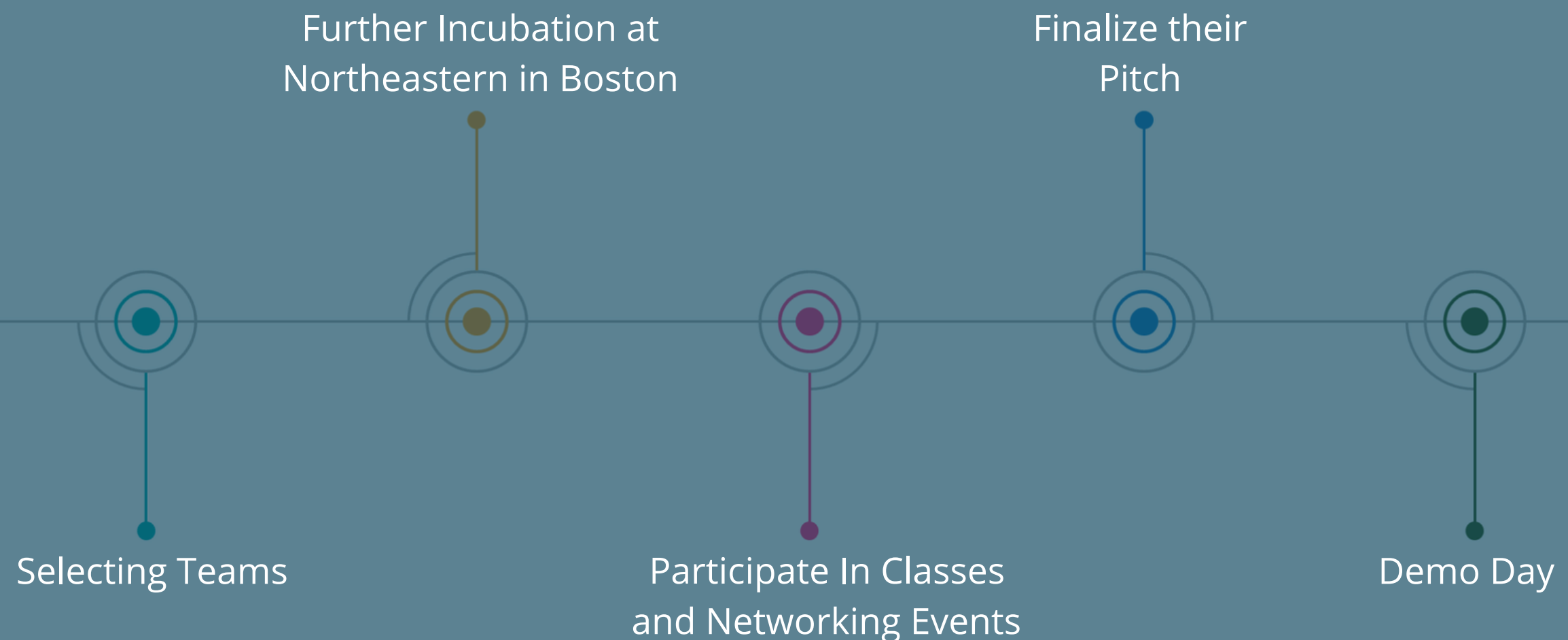
Phase Launch

Prepare a One-Pager
& Initial Deck



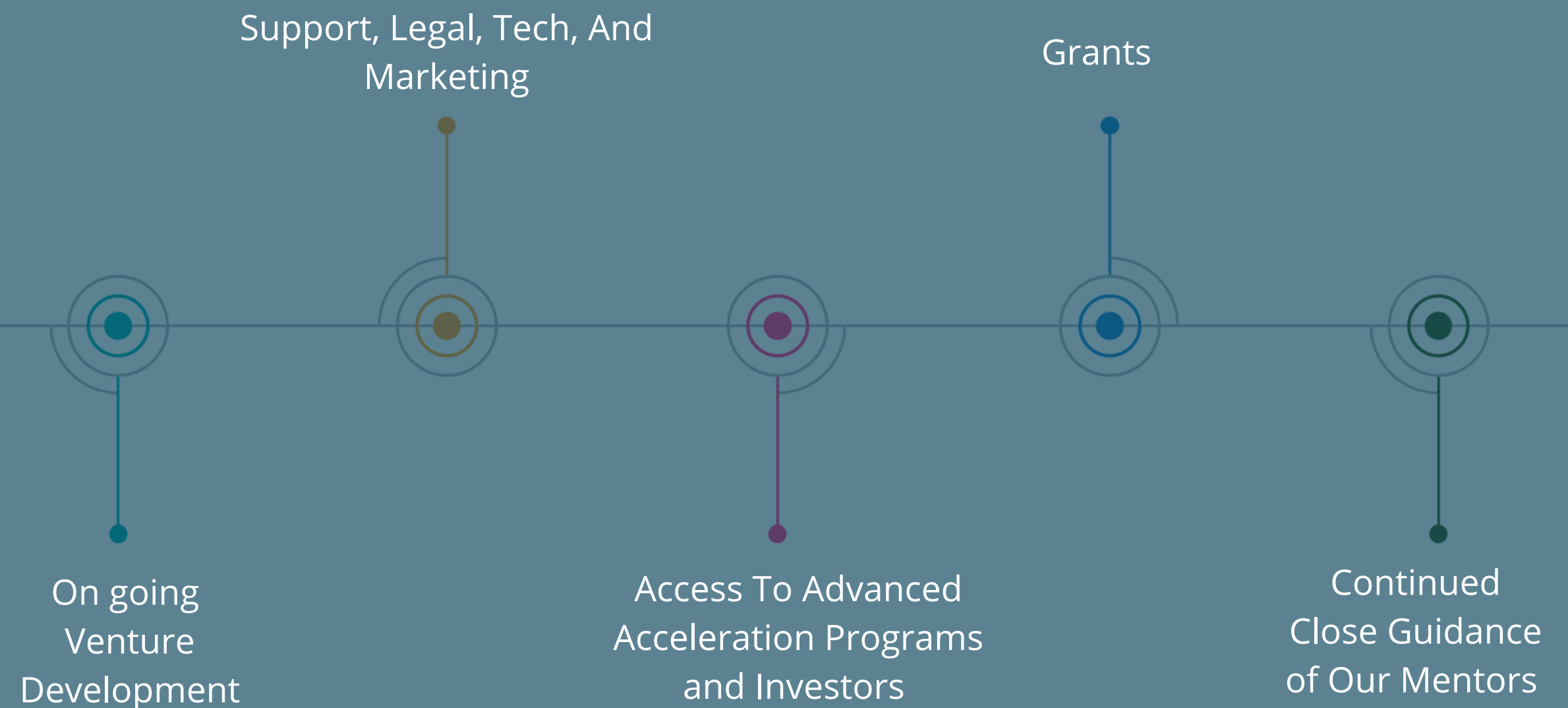
Phase 3. Advanced Incubation

IDEA VALIDATION AND NETWORKING





Phase 4. Venture Development



Our Program in 2023



In the summer of 2023, 50:50 Startups partnered with Tel Aviv University's jumpTAU accelerator and Northeastern University in Boston.

Demo day 2023 at Tel Aviv University

Our Program in 2024



The partnership between 50:50 Startups and SocialTech Lab in the summer of 2024 created a dynamic platform for cross-border collaboration in Cyprus. Through an intensive two-week incubation program, entrepreneurs received hands-on mentorship, training, and networking opportunities, equipping them to build sustainable businesses.

Cyprus Incubation Program 2024

Our Program in 2025



HUJI Incubation Program 2025

- This year, the partnership between 50:50 Startups, HUJI Innovate - The Hebrew University Entrepreneurship Center has played a crucial role in supporting entrepreneurs from diverse backgrounds. In response to current challenges, Palestinian participants have joined the university's sessions virtually, alongside those attending in person. This approach ensures inclusive participation and reflects the commitment to overcoming obstacles while fostering innovation.

50:50 Startups' ventures

Active Ventures 2020 - 2025

2020

Fluxir.
eVisa Web App & API

2021



LINDS™

2022



mY Family aPPS

2023

swiftalign
Fast. Stable. Effective.

maiman
growing energy

XALS
Pioneering treatment for
motor neuron disease

2024

LAZMAK
Local courses, centralized

HUSH



TOREACH
SMART SCHEDULING



2025

FOCUZ

Blue Filter
— الفلتر الأزرق —

Zaytounic

Be.
www.belife

LTD

Inactive/ Pause Ventures 2020 - 2025

2020

Av^{deem}

BLOCKIT

Yalla
أبوة

2021

SPORTII

QFI



FoodChain
To give is to receive. Literally.

2022



Cloe
Healthy life accessible for everyone



2023



TG
TOTALGRID

CarzBase

Vlinderz
Right skills • Right now



2024



2025



SE
SMARTEDU

Empower



ALUMNI & PARTNERS TESTIMONIALS

2022-2023



Co-founder, BlockIT
50:50 Startups

"Creating a **diverse** team was a very meaningful experience" Gal



Co-Founder, Journey.
50:50 Startups

"We **learned** a lot and feel as **motivated** as ever to **make our project a reality**," Micha



Co-Founder & COO
Food Chain



Co-Founder & CEO
Food Chain

"Thank you, 50:50 Startups, for **connecting** us with all these amazing **people, mentors, investors**, etc. We will never forget all the amazing things you did for us." Yousef & Ditsa

2024-2025



Ibraheem Ganayim
Dogo - Co-Founder & CTO

"50:50 Startups connected me with brilliant minds and career-defining opportunities. Their ongoing support gave me the confidence and tools to grow and thrive"



Almaza Faris - HUSH
CEO & Co-Founder

"50:50 Startup provided a truly special environment that helped us refine our idea, gain clarity, and move forward confidently"



Saleh Abdeen CEO
- FOCUZ



Irina Ditiatovskaia
CMO - FOCUZ

"50:50 Startups' experience was a powerful journey of learning, collaboration, and lasting impact. What stood out most were the fellow participants who became lifelong friends and dedicated lecturers who generously shared their expertise. Together we created an environment where we felt part of something greater than ourselves"

Partners Testimonials



"50:50 Startups is a symbolic and pragmatic initiative. It involves an inspiring vision for a better Middle East through entrepreneurship"

Eyal Waldman **Chairman of Waldo Holdings**



"Supporting 50:50 Startups was an easy decision for us as it promotes values and priorities we believe in, including equality and innovation. We hope these would contribute to a meaningful, just, and lasting collaboration and peace between Israelis and Palestinians"

Jean-Daniel Ruch **Previous Ambassador of Switzerland to Israel**



"The togetherness of Palestinians and Israelis in entrepreneurship seems so obvious. I hope that it will also lead to a broader togetherness between the two people"

Dita Bronicki **Co-founder of the Ormat group of companies**



“It is a pleasure to partner with 50:50 Startups. Their work is inspirational.”

Michael Mizrahi - **Head of Entrepreneurs & Startups Department at the Israel Innovation Authority**



“It is an honor to help support 5050 Startups in its quest to connect the Israeli and Palestinian startup communities and contribute to the creation of shared value by strengthening business acumen and enhancing technical capacity.”

Michael A. Glaros - **Principal Program Manager, Microsoft Cloud for Industry ISV and AI at Microsoft**



“We were proud to partner with 50:50 Startups to expand our impact by supporting Arab-Jewish social ventures that aim to create meaningful change in our region and globally.”

Orit (Shoshani) Sagi - **Outreach and Communities Manager at ASPER-HUJI Innovate**

Areas Of Success



Acceleration & Incubation Programs



Mentorship & Expert Guidance



Capacity Building Workshops.



Market Access & Pilot Opportunities



Cross-Border Team Collaboration



Alumni Support and Engagement.



Inclusive Innovation Commitment

Participants Surveys

Demographics and Findings for our last program

Total Survey Participants: 43

Age:23-38

**Nationalities: Israeli-Arabs 9.52%,
Israeli-Arabs - East Jerusalem 19.05%
Palestinians 38.10%, Israeli-Jews
33.33%**

Most of the participants in this program were at the Validation and Prototype stages of entrepreneurship. These stages involve refining ideas, gathering feedback, and creating working models to demonstrate proof of concept.



3.94/5

Average
Satisfaction Rate

Based on our latest survey, participants found the lectures rich in engaging content, marked by a high level of professionalism, and offering a great opportunity for entrepreneurship.

Alumni Surveys

Common Survey Responses



Response Trends

- Interest in joining a diverse community
- Emphasis on value added from working with different mindsets/backgrounds
- Appreciative towards content, mentorship, and program structure

Participants have indicated an interest in working in an environment where they can **collaborate** with individuals with similar **motives**, but also have different **backgrounds**, **perspectives**, and **experiences**

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**OUR COMMUNITY HIGHLIGHTED
ACTIVITIES AND MEDIA**

Cyprus 2024



Networking



Traditional Cuisine



Inspire Sessions



Cultural Sites Trip



Meeting with Investors



Company Visits

Alumni Engagement Highlights – 2025



Microsoft, Boston



Reflect Festival, Cyprus



Northeastern University, Boston



International B2B Software
Vienna, Austria



ChangeNow confirance, Paris

50:50 Startups in Media



[D'Amore-McKim School of Business at Northeastern University.](#)



[Forbes - Innovation Unify Across Divides.](#)



[StartupItalia - Ask about startups in Israel and Palestine.](#)

Management Team



SHAI FRIEDMAN, CEO



MARWAN MEQBIL, DIRECTOR

Board of Directors



Amir Grinstein, PhD.
Prof. Northeastern
University



Eran Heyman
Founder, Ericom
Software



Ruud Kronenburg
Prof. ICD (Paris) &
Birzeit University



Ely Sandler, Fellow,
Harvard University



Areen Salman
R&D Manager at Nokia,
a mentor and an advisor



Yousef Khalidi
Yousef Khalidi is a Corporate
Vice President at Microsoft.



Liz Cohen
Head of Marketing at
Hetz Ventures



Hans Shakur
A Tech and Social
Entrepreneur.



Inbal Shenfeld
CEO, NickNack



Ghada Abu Ta'a
Founder – Managing Partner
of Elevation Ventures Inc



Alit Wiel-Shafran, PhD.
Sustainability Manager,
Azrieli Group

Summary of Impact

50:50 Startups has enabled 55 **unique startups** to develop through the aid of:



Programmatic efforts and community building



Financial support from sponsors and donors

Our Partners

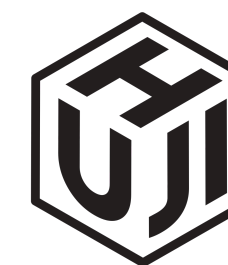


Kingdom of the Netherlands



Northeastern
University

AtoBe
Engineer your dreams



ASPER-HUJI
INNOVATE

מרכז החדשנות והיזמות של האוניברסיטה העברית
The Center for Innovation and Entrepreneurship
مركز الابتكار وريادة الأعمال



takwin



Austrian
Embassy



TECH2
PEACE

Morgan, Lewis
& Bockius LLP
C O U N S E L O R S A T L A W



Microsoft



Azrieli
College of Engineering
Jerusalem

רשות החדשנות
Israel Innovation
Authority



Financial Impact

USE OF PROGRAM FUNDING

- Providing entrepreneurship programming, guest speakers, networking events, and industry professional mentors
- Funding the program at Northeastern University
- Offering grants to help our teams get their startups off the ground
- Extending monetary support for venture development to enable startup expansion and revenue generation



Thank You!

GET IN TOUCH

50:50 STARTUPS, INC.

<https://www.5050startups.org/>

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