

ANNUAL REPORT 2022



50:50
Startups

EQUAL PARTNERSHIPS

In 2022, 27 young Palestinians and Israelis went through 50:50's startup acceleration process, culminating in seven ventures pitching at 50:50's annual Demo Day. 50:50's program was effective in helping participants build entrepreneurial skills and cross-border relationships and creating real ventures that demonstrate positive cooperation and have the chance to become businesses.

In August, 50-50 was able for the first time to bring it participants to Boston for a fully-funded summer entrepreneurship program at Northeastern University – partly taking place online and partly in Boston, MA



”

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.

2022 in numbers

80

APPLICANTS

29

PARTICIPANTS

12 Palestinians from the West Bank, 9 Arab-Israelis, 8 Israeli-Jews

7

GRADUATING VENTURES

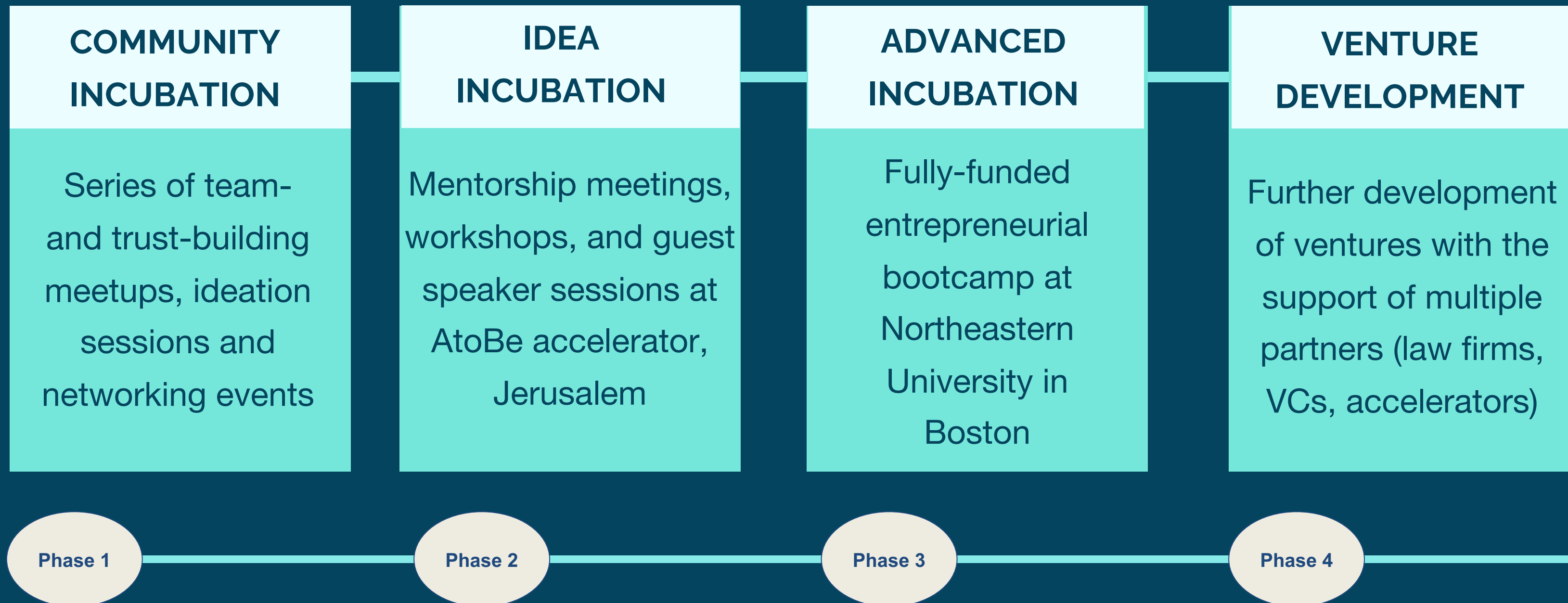
18

SPONSORS & PARTNERS

43

VOLUNTEERS & MENTORS

THE ENTREPRENEURS' JOURNEY





Phase 1. Community Incubation





Phase 1 Community Incubation

For 10 weeks, the 50:50 aspiring entrepreneurs had the chance to meet each other, exchange ideas and create partnerships.

Amongst the sessions we had:

- Leadership training
- Ideation session
- Design Thinking Sprint
- Product to Market Fit
- Team-Building workshop
- Arab and Israeli Ecosystem
- The investor's Perspective



Phase 2. Idea Incubation

Lectures, Guest
Speaker Sessions

Initial Deck



Starts at AtoBe
Accelerator

Prepare a
One-Pager

Teams Create A
Business Deck



Phase 2. Idea Incubation

- April 14, we launched the second phase of 50:50 Startups at AtoBe of Azrieli College of Engineering. For 10 weeks, on a weekly basis, 50:50 entrepreneurs gathered to learn the basics of entrepreneurship:
 - Ideation and Creative Thinking
 - Product to Market Fit
 - Market Research, Lean Startup Tools and Skills
 - Testing, Road Map, MVP
 - Legal Aspects of Building a Start-up
 - Product Development, Product Differentiation/Competitive Analysis
 - One Pager Workshop
 - Budgeting Basic for Businesses
 - Israel Startup Culture Presentational Skills
 - Fundraising Strategies



Phase 3. Advanced Incubation



Phase 3 Advanced Incubation Northeastern University

In August, 50-50 was able for the first time since the pandemic to bring its participants to Boston for a fully-funded summer entrepreneurship program with Northeastern University – partly taking place online and partly in Boston, MA.

- The program was part of a formal academic course (ENTR4414: Bridging Conflict, Creating Diversity) and involves Northeastern faculty and students.
- [Watch our summarizing NU clip!](#)





Phase 4. Venture Development



DEMO DAY



- On September 28 we celebrated the 3rd Demo Day event at Azrieli College of Engineering Jerusalem, ending the 2022 cohort with a total of 9 ventures.
- 7 ventures pitched their ideas
- 2 ventures won a \$17,000 prize as pre-seed investment, *My FamilyApp* and *Abe's events*.

Demo day 2022 at Azrieli College in Jerusalem

[Demo Day Video](#)

ALEPH COURSE FOR 50:50 ALUMNI

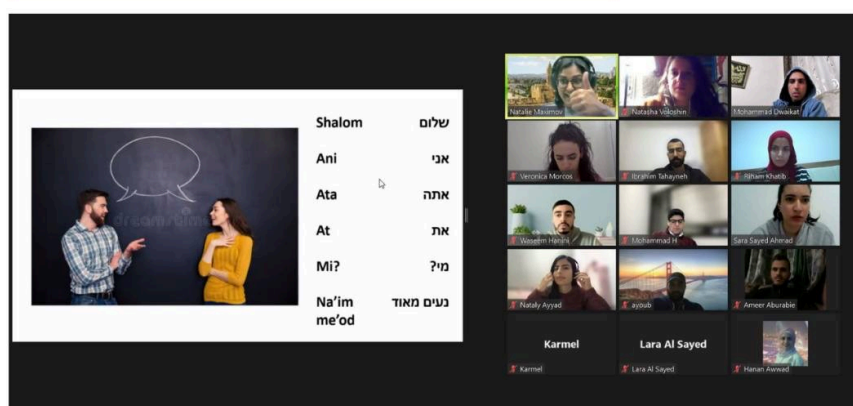
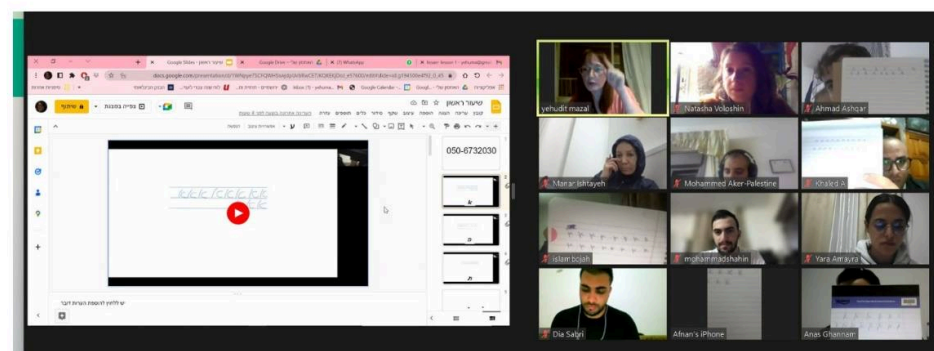
Course Aleph

קורס אלף
دورة ألف



2 beginner's level Hebrew
courses on Zoom

2 קורסי עברית למתחילים בזום
2 دورات اللغة العبرية للمبتدئين
في زووم



A beginner's Arabic course at the
YMCA in Jerusalem
קורס ערבית למתחילים בימקא
בירושלים
دورة اللغة العربية للمبتدئين في
YMCA في القدس

In 2022 we began to offer Hebrew and Arabic language classes to our alumni, jointly with Lissan, MEET, and PIP, thanks to the kind support of B8Hope. The classes are taking place on Zoom and in-person in Jerusalem.

2022 TESTIMONIALS

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

"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."

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

"The 50:50 Startups program gave me the opportunity to **meet the other side** and realize we can **dream together**"

"Would like to thank 50:50 that allowing me personally to participate in this great program, and **will be happy to participate again** if possible, I am advising everybody with respect to other programs to participate in this great program"

"50:50 provided me with **new ways of thinking** about diversity and **teamwork**"



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**

Our Partners



Kingdom of the Netherlands



Tech2Peace
Where peacemaking and technology meet



Northeastern University

AtoBe
engineer your dreams

Microsoft



innovesta

takwin



Palestinian Internship Program

TADMOR LEVY



הרשות לפיתוח ירושלים

THE JERUSALEM DEVELOPMENT AUTHORITY

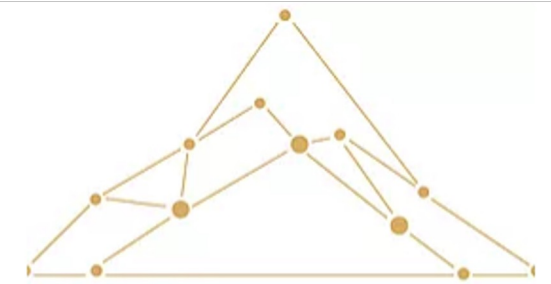
Google for Startups



Azrieli
College of Engineering
Jerusalem



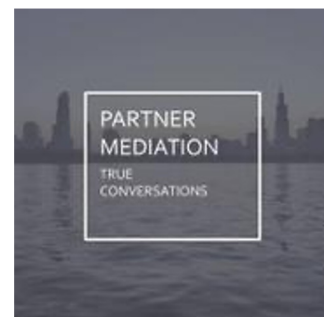
Joy Ventures
Innovating Neuro Wellness



DANA



U.S. Embassy Jerusalem



HAC

המכללה האקדמית הדסה ירושלים
Hadassah Academic College Jerusalem

אקדמיה מובילה בעולם משתנה