

November 1st, 2017

Status Report – Eilat region Manbeta seedbed, November 2017

“The Manbeta” is a project to accompany and promote ventures and entrepreneurs in the southern Arava, with the aim of increasing sources of employment, livelihood and intellectual challenges in this remote region in the far south of Israel.

ICA Foundation in Israel initiated The Manbeta project and, along with Eilat-Eilat Renewable Energy PBC (public benefit company) and The Arava & Dead-Sea Science Center, has undertaken to lead the Manbeta seedbed project.

The team has set up a joint steering committee of all the organizations in the Arava relevant to the field – Ardom agricultural R&D, the Arava Institute, The Arava & Dead-Sea Science Center, The Israel Oceanographic & Limnological Research Center, and Capital Nature Technology Incubator – together with ICA Foundation in Israel as the main funding body, and the Jewish Agency’s Ness Fund, to encourage the project’s progress and success.

In the 18 months since the Manbeta began operating, 15 ventures have been accepted out of more than 40 that applied to the three requests for proposals that were published. Attached is a report detailing the projects portfolio.

Of the 15 projects selected, three have ended without the anticipated product; one project succeeded in achieving a product and received further support, and is currently at the point of designing a prototype; four projects are currently active; and seven new projects have recently entered and are in the process of formulating milestones and work plans, and signing contracts.

After screening and acceptance of the ventures, a contract is signed with each entrepreneur for a period of 6 to 12 months, with clear milestones in line with the grant of \$10,000 per venture.

One quarter of the each grant is given to the entrepreneurs at the start of the project, and the remaining payments are made according to the implementation reports that are submitted.

The entrepreneurs receive professional and administrative support, and in accordance with their needs, also receive individual professional consultancy.

The Manbeta holds professional seminars in the field of development, innovation, and entrepreneurship in the kibbutzim, in order to present the

opportunity on every possible regional platform.

As part of these activities, we try to enlist as many entrepreneurs as possible in national and international competitions. We are pleased to say that three ventures have already competed in international challenges and gained recognition in international standards.

As the projects develop, we will take steps to connect them with players at the national, governmental, entrepreneurial and business levels, in order to give them the best possible platform for a breakthrough.

The acceleration process is a protracted process, in particular for a community and a region encountering this way of thinking for the first time.

We have currently also submitted an application for support in the amount of NIS 1.5 million to the Ministry for the Development of the Negev and Galilee, in order to complete this measure and turn our center into an open hub for entrepreneurship and professional training. If we receive this grant, we will be able to expand and give much more support to the amazing process that has been initiated here by ICA in Israel.

Sincerely,

Ran Sasson



Director, The Manbeta

Copies:

Hanan Ginat – Head of Eilat Council

Dorit Banet – CEO, Eilat-Eilat Renewable Energy

Zeev Miller – Executive Director, ICA Foundation

Noga Maliniak – Executive Director, Ness Fund

The Manbeta Steering Committee and Advisory Team

Attached:

The Manbeta projects portfolio