



THE INNOVATION LAB2:1





Entrepreneurial Haredi women are at the inner circle - a community within a community within an even larger community. As such, it's not uncommon that they break through boundaries when building their own business. The joint Temech-PresenTense venture Innovation Lab recently launched for entrepreneurial Haredi women was a first of its kind experience, and source of inspiration and empowerment for women who took part. Members and business owners who attended the introductory evening event felt part of something bigger that was happening at the Temech JerusalemHub. Jewish sources depict the woman as "Eshet Hayil" or woman of valor, who is involved in everyday activities, from working in the vineyards to sewing and selling, to her heart's desire. Hence the connection between her will and the work of her hands - to create and help people while catering to her family needs - together epitomize the essence of "Eshet Hayil". The Innovation Lab sparked our drive to dream and to follow up on our dreams, and the eleven inspirational ventures cited herein serve as such examples. From the bottom of my heart, I wish you the best of success in your personal and businesses endeavors and offer you the invitation to stay connected - to each other and to the JerusalemHub community of entrepreneurs

Shaindy Babad, Temech CEO



Israel is often referred to as the "Start-up nation", largely due to the exceptional success of its hi-tech industry. Yet success and sense of accomplishment has not been evenly spread across all sectors of society; and the innovative entrepreneurial spirit has failed to deliver in solving social problems or serving local economies.

We are proud of our partnership with Temech in Yazmiot 1:1 and Innovation Lab 1:1 which allowed us, for the first time, to reach out to Haredi entrepreneurs. Temech, the JerusalemHub and our partnership in these programs showcase how entrepreneurship can be a dependable tool for developing and improving society.

Special thanks to all our team members, and partners.

Guy Speigelman CEO, Presentense Israel

The Yazamiot Accelerator is Israel's first accelerator program that is exclusively for Charedi women. The Accelerator, which is a joint project run by Temech and Presentense, offers Charedi women entrepreneurs in a wide variety of industries a comprehensive 4 month training program to assist them with developing their new business ventures and/or growing their existing business.

The first group of 11 entrepreneurs, selected by a steering committee made up largely of senior professional women in the Charedi business sector, completed the program in November 2015. The program curriculum consisted of a series of workshops on topics such as marketing, pitching and creating a business model canvas, lab time during which the participants could work on developing their ideas, two sessions with a professional business consultant and unlimited networking, idea sharing and support. At the end of the program, a special, open to the public, Launch Night event was held at which each of the participants presented her venture.

The Yazamiot Accelerator was born out of the need to help Charedi women entrepreneurs overcome the barriers they face - both social and business related - in starting and running their own business. The goal of the Accelerator is to foster the great potential of entrepreneurial activity in Charedi society and develop viable businesses.

Come meet our entrepreneurs!

Aviva Yoselis



Health Advize, an Israeli based medical advocacy and consulting company, helps you navigate the Israeli Health care system, maximize your medical benefits, and find the doctor and services that are right for you and your loved ones.

Aviva Yoselis, MPH, CEO and lead consultant of Health Advize, has 20+ years of experience in health advocacy and health system navigation. She has a broad understanding of the biological sciences, bio-statistics, epidemiology, clinical trials and current issues in healthcare. Aviva has began her career in the U.S. in health education and advocacy for low-income minority communities.

She has a master's degree from the Braun School of Public Health of Hadassah Hebrew University and is also certified in sexual health facilitation and lactation counseling. Aviva is skilled in identifying key points in complex situations, and looking at a range of possible solutions.

Aviva leads the team of trained consultants to serve each client with the same attention, dedication and knowledge.

Robin Katz



The mission of **StartUpRoots, R.A.**, is to plant seeds of financial independence, sustainability, and entrepreneurial spirit in schools through a Jewish values-based holistic, experiential, interdisciplinary approach to the miracle of clean food production and distribution.

I am also in the process of forming a for-profit sister corporation that will engineer a new technology employing vertical hydroponic farming, tailored to Israel's climate.

Robin Katz, Executive Director

StartUpRoots, R.A.

052-813-3375

Chaya Malky Aberstein



The goal of the **Chaya Malka Burn Foundation** is to benefit Israeli burn patients and educate in prevention.

Even with education, accidents still happen.

Do you know what stops the effect of the burn, minimizes pain, suffering, even need for skin grafts, and is not traumatic? To draw out the heat of the burn immediately.

Find out which items in your home do just that.

chayamalka18@gmail.com

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Yael Kaner



My business **Yael Kaner.Com** has evolved into a multifaceted business. I provide business consulting, coaching and networking advice for small businesses. In addition, I have launched a podcast "Inspi" Life Transforms You: Inspiring Stories". On my podcast I interview interesting people who have successfully navigated major life challenges and can teach valuable life lessons...in 22 minutes.

I came to Presentense with a vague and yet well thought out mind-map of how I could make an impact on the world and in the marketplace. Through the process of defining and refining my idea using the tools they provided, I gradually began to see how I would make the pieces come together.

I will always be grateful for the chance to partner with the strong and creative women in my class. It was invaluable to be able to have a sounding board and to hear how I could clearly help them with my skills. We really pushed each other towards excellence!

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Leora Gruen



Mrs. Leora Gruen is a seminary and high school teacher for over 15 years, and a certified life coach. She has encountered many women juggling numerous roles, often feeling overwhelmed or struggling with lack of self-confidence and dissatisfaction in their personal lives and productivity. In response to this need, she has developed a unique workshop combining Torah sources and life-coaching techniques which empowers women to discover their strengths and actualize their dreams. The material has been reviewed and endorsed by Rebbetzins and educators in the States and Israel.



Jody Parente

Eloquent Localization provides the translation of software, apps and WordPress websites into foreign languages. Using professional translators and specialized technical expertise, we make your single-language products ready for the global market.

For more info, contact jody@eloquentlocalization.com or visit us at www.eloquentlocalization.com



Miriam Malka Epstein

Miriam Malka Epstein cms,nlp is a certified life coach specializing in business. Her belief is that every person has a unique value and her goal is to empower women and help them develop a concrete business approach. she can be reached regarding her personal coaching or her workshops at [02-580-8214](tel:02-580-8214).



Sura Rosenberg, Aviva Yoselis



Sura Rosenberg and Aviva Yoselis - SabraYourLife.com.

Two sisters tell you what to buy and where to find it.

When I made Aliyah 5 years ago, my younger sister, Aviva Yoselis, told me about a great company that supported women in the work force. As I was reinventing myself in the role of new immigrant, I was excited to join her at the Temech conference in 2012. After that we took as many workshops as we could at the Hub. Last year we each worked on our individual businesses through the Presentense Accelerator Program. (Aviva owns Healthadvize.com a health navigation website for Anglos in Israel). It was a fantastic learning experience. This year, after a lot of soul searching and hard work, we decided to join forces to create SabraYourLife.com, a website that offers both online shopping for hard to find merchandise and tons of information in the form of blogs, podcasts and youtube videos on every aspect of expat life here in this wonderful country. By combining fantastic products and in depth knowledge we aim to make the dream of living in Israel a successful reality for all.

Raizel Shiffer



I enjoyed very much my PresentTense experience at Temech. It was inspiring and strengthening to meet other women who are so creative and entrepreneurial. The business that I was focusing on is my **RoseSpa All Natural SkinCare** products. I have been making slow but steady progress in my business as well as growing my clientele in my massage therapy clinic.



**Pircha Soloveichik,
Sharon Rottman**



Pircha Soloveichik and Sharon Rottman produce **ShemeshPhone Telephone Directory**. The information contained in the directory is translated into English to make it easier for the growing population of Anglos. In addition to providing this invaluable resource, we also host a very active community email list where members can exchange information and businesses can advertise. As the world has moved more digital we have added social media advertising as a venue for advertisers to get their message out where people are looking for them. We appreciate when residents tell businesses how invaluable the SP is and how often they turn to it for information. Those are our best referrals to increase our customer base. ShemeshPhone, keeping Bet Shemesh Connected for 20 years.



Temech is a non-profit organization dedicated to promoting the employment, entrepreneurship and advancement of Haredi women.

Since its establishment in 2005, Temech works with employers, policy makers, institutions and government agencies, leading to the direct creation of over 5,500 jobs for Haredi women. In addition, the organization has promoted the employment of more than an additional 6,000 Haredi women through various courses, workshops, conferences, job training programs, and one-on-one mentoring. Temech recently launched a unique project catering to Haredi women entrepreneurs. The Temech JerusalemHub serves as a full service supportive work environment, offering physical work space, computers, office equipment, as well as consultation on opening a new business and managing it, skills building using the latest business tools, workshops, speakers and more.

As part of its ongoing efforts and activities to promote Haredi women, Temech partnered with Presentense Israel in order to establish the first-ever Haredi Women's Entrepreneurship Accelerator and Innovation Lab programs. In this pamphlet, we proudly present the Innovation Lab project which have successfully finished the program.



PRESENTENSE
ISRAEL

Presentense Israel operates as a business accelerator to support entrepreneurial projects rising out of the community for the betterment of Israeli society.

1 Hub



600 members



2nd of 3 accelerator programs



40 participants





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