

## **Maag'olot 2023 :**

### **Who are the participants and what were their achievements during the program**

#### **Talia Cywiak**

Talia lives in Tel Aviv and is a glass artist - She launched a Judaica company and creates wedding souvenirs with the personal glass fragments of the customers (mostly young couple) . (glass from the Chuppa is transformed into mezuzot or frames). In the course of the program, she opened an Etsy store and her own website called talia-c.com. Her sales went up significantly and she even hired her first employee.

#### **Rivka Afriat**

Lives in Maale Adumim. Mother to a severely allergic child, after experiencing several incidents in which adults taking care of her child weren't informed or conscious of the allergy and unknowingly put her child in danger, she developed a silicon bracelet containing an NFC chip with all the important info concerning a child's allergy, in order to prevent accidents. A simple scan of the bracelet gives informations about the allergy, location of the EpiPen syringe and instructions on giving first aid. Rivka is preparing to launch in France and in Canada and has made first contacts with the medical community in Israel in order to prepare a local launch next year.

#### **Malka Weil**

She lives in Jerusalem. She is a slow fashion adept and her aim is to provide styling and colour wardrobe consulting to women, adapted to their morphology and lifestyle. She defines her services as "holistic fashion styling, timeless, elegant and sustainable" She started to give wardrobe workshops and is planning to expand and develop her own collection.

### **Sandrine Fleischer Elkouby**

She lives in Jerusalem. She is developing an internet platform to securely optimize private transportation for people according to pre-defined preferences. For example, a shared commute to the train station for people taking the same train in the morning or a shared commute for afternoon extra school activities so the parents don't have to pick up kids every day and can share duties. She is currently testing the process and its viability.

### **Myriam Sebanne**

She is the owner of Barilibox, a catering service in Netanya where she lives. She provides a balanced, fresh and healthy meal service, delivered to the home or workplace, particularly for people wishing to rebalance their diet or simply eat healthy. During the program she moved to a professional lab and got a kashrut certificate and is planning to develop collaborations with businesses and education institutions.

### **Cindy Goeta**

She lives in Jerusalem and has a successful company of Judaica painting by number, sold in Judaica stores in Israel, the US and France. The program helped her optimize her portfolio of products and rationalize her client management.

### **Lisa Dahan**

She lives in Raanana and she is a naturopath. She has developed a business of giving conferences and general wellness checkup to high-tech company employees and is currently developing a seasonal business with tourists.

### **Evelyne Merran**

She lives in Jerusalem and wants to create a bridal preparation studio in the heart of Nachlaot Jerusalem. After following all the sessions and performing a market study, Evelyn has determined that the demand for such services isn't as high as she thought it would be and is considering pivoting to another project.

### **Myriam Koffler**

She lives in Tel Aviv and she is a ceramic artist. She hosts pottery classes and events in a magical place (a rooftop in the heart of Tel Aviv).

She started special events like pottery during the full moon (full night event) and sells her art during a large exhibition once a year. She is looking to develop artistic exchanges with African countries.

### **Laurence Sevy**

She lives in Tel Aviv. she is the owner of a design studio called Quietly. It's dedicated to creating good, healthy residential spaces that contribute to the physical, mental and emotional well-being of their inhabitants. She brings and holistic approach draws on concrete research (neuroscience, biophilic design, circadian rhythms...) to create simple, soothing spaces with natural or circular materials, for the mutual benefit of people and planet. During the course of the program, Laurence hosted a successful webinar that led to signing her first client for a bug renovation.

### **Yael Benhaim**

She lives in Jerusalem. Her project is reconnecting women with themselves and with Israel : Get women out of their daily lives by inviting them to outdoor spaces connected to the Land of Israel, around different themes (coaching, positive psychology) to enable them to connect to their full potential in all areas of their lives, and to live a life of meaning, ideals and serenity. Yael pivoted during the program and is now developing coaching programs for women.

### **Claire Margolis**

She lives in Tel Aviv. She wants to create a personal development wellness platform accessible to all, combining Israeli and French speakers. She just graduated as a massage therapist and is starting to give treatments and massages during the workday to the employees of a well known high tech company.

### **Diane Chemouni**

She lives in Netanya. Her project is to create a website/application that makes it easy for parents to find a tutor for their child. There's a shortage of maths and English teachers and during the program she managed to find students and retirees to teach these subjects.

### **Natacha Prezman**

She lives in Jerusalem. She launched a monthly home delivery box containing an activity to strengthen the parent/child bond, while awakening children's curiosity. She is already selling via whatsapp and Facebook groups, has planned the next months boxes, has started to work with an associate and is developing at a fast pace.

### **Simha Bellaiche**

She lives in Jerusalem. She started a business of balloon decorations for different events (bar mitza, brit mila etc...). During the program, she enlarged her portfolio of services and offers her customers gifts as souvenirs of the smahot.