

**MATANEL FOUNDATION**  
**ACTIVITY REPORT (INCLUDES EVALUATION REPORT)**  
Program: *Maag'olot* - Year:2024

Name of the Program: *Maag'olot*

Year of activity: 2024

Name of the report's writer: Yaelle Ifrah

Function of the report's writer: Founder of the program

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Website / Facebook address of the organization: Facebook and instagram : @maagolot

Number of active participants in the program: 15

Estimated number of impacted participants: 15

Give the actually state of the program We concluded the semester with an evening gathering of all the participants from the past 4 years.

In September, some women will continue their personalized business and marketing follow-up, and the support group will remain active until the end of the year.

Maag'olot 4 is a success for us regarding the feedback of the participants and the evolution of the project of every participant.

Satisfaction rate of the participant in 2024

***“How likely would you be to recommend this program to other women entrepreneurs?”***

96% of “yes very likely” or “totally.”

***“Did you find the program well organized?”***

100% of yes very likely or totally.

***“Overall, how satisfied are you with the program?”***

91% of very satisfied

We managed to create a **very solid group of women** who spent the last six months helping each other to grow their business.

The tools we offered them (business coaching, finance, marketing workshops etc) gave them **self-confidence** and generated concrete actions and planning of launch or advancement of their projects.

Among the 15 projects :

- 6 project were at the early stage :
- 2 of them ran a market study and tested the idea among peers and potential clients and realized there was no market, so they are pivoting.
- 2 of them started in beta and are ready for a global launch
- 2 are still in the preliminary market

And 9 were already launched and all of them grew in business : the program helped to redefine their services and offer and to grow their customers and revenue significantly.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

We ran the program on 15 shortlisted women participants. Priority was given to women directly affected by the war: wives of reservists, displaced families from the north or south...

We organized **10 sessions and meetings** between February and July 2024 :

- Two 90 minutes sessions to review the current state of progress, invite the mentors and exchange views on the progress of each of them. One of these meetings was a physical session held in Tel Aviv where participants could mingle and network on a one to one basis with potluck dinner.
- One Instagram marketing workshop
- Two finance workshops
- Two marketing workshops
- One accounting/ tax workshop
- One “Master your elevator pitch” workshop
- One Party to celebrate the end of the program in July.

In addition to the group sessions:

**Fifty hours** of individual business coaching were provided on demand according to the advancement of each project so that every entrepreneur received between one and five hours of personal coaching.

Each participant also benefited from 1 to 3 personal marketing session according to their needs.

### **French media**

March : Qualita, a very popular french media broadcast Founder's interview at the beginning of the program.  
<https://www.facebook.com/watch/?v=3349525018634206>

Also last year, i24 News did a fairly comprehensive item on Maag'olot including shooting of a marketing session and interviews of Yaelle Ifrah and a number of participants. The story was broadcasted in prime time.  
[https://drive.google.com/file/d/1DNEjNLgWbHgdIWj0ZxbJg5eL-j8wVjAL/view?usp=drive\\_link](https://drive.google.com/file/d/1DNEjNLgWbHgdIWj0ZxbJg5eL-j8wVjAL/view?usp=drive_link)

Actualite Juive french jewish newspaper

<https://drive.google.com/file/d/17FpAD821SScggDYu8WpZQZZOh0ShHR8T/view?usp=sharing>

### **Achievements**

- Generating feelings of sorority, empowerment and support to **break the isolation** created by aliyah.
- **Support during war**: some of the participants have reservist husbands, and the program has provided them with both support and care.
- Creation of a **strong self-help community** among these women with few connections in Israel
- Teaching the **key skills** needed to launch an entrepreneurial project to a population that does not have easy access to this kind of knowledge
- Witness the **public launch** of projects that were still in the minds of their creators just a few months ago.
- Help projects to develop solidly by **bringing income** to entrepreneurs through a better definition of their audience or their business model.
- Among them, **8 increased their revenues significantly**

Some answers given by participants to the question : ***“What has the program contributed most to your success?”***

- “- A superb support network for women entrepreneurs - A panel of experts I'd be happy to refer to later if need be - Key information on different areas of business”
- “Understanding of different aspects of entrepreneurship and project management, which I didn't have access to before.”
- “Positive energy, confidence in my project
- “Beyond the information and resources, it was the peer group that helped me so much!”

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

Thanks to Matanel, we were able to provide more workshops and sessions and more hours of individual coaching to the creators, every woman got more personal support and attention for her business.

Thanks to feedback from last year, we were able to reinforce the points that were most important to the participants.

At their suggestion, we created a “Elevator pitch” workshop and a focus workshop on Instagram marketing. We've extended the duration of the program to allow women to take their time with their market research and launch their product at the right time.

Thanks to the feedback received this year, our ambition is to create more opportunities for participants from previous years to network (alumni group being set up. We also aim to provide more resources for participants. More one-to-one sessions, and more specific resources

- More one-to-one sessions on specific topics
- Workshops about sales and import / export to add in the toolbox

We would like to create a website with the enlightening of our mission and our participants.

Provisional guidelines for the advancement of the program in the next year:

2025 will be the 5th cohort of the program

The recruitment will start in November-December 2024. We will be looking for 15 French women who need help with their entrepreneurial project. We already received a number of requests.

The French media and the end-of-the-year party we organized with journalists put Maag'olot in the spotlight and a consequent number of candidates are already interested to join.

The program is aimed to start in January 2025 for 6 months.

We will continue to develop the dynamic with the alumni with a new meeting with all the Maag'olot since the creation.

**Quotes of the participants about the program :**

*“I started from nothing and am now self-employed and earn a living from my business..”*

*“I learned skills from Maagolot that helped me redefine my project. I now have a much more clearly defined and supervised route that will allow me to come up with a financially viable and structured project. ”*

*“I've started from a business in my living room for my family and friends to a professional and viable business. ”*

Feedbacks were shared by participants in a video

[https://drive.google.com/file/d/1YVAILyI-q2CRLIQ2zRbRHkYm5q7wPEHS/view?usp=drive\\_link](https://drive.google.com/file/d/1YVAILyI-q2CRLIQ2zRbRHkYm5q7wPEHS/view?usp=drive_link)

Pictures of events, zooms and sessions, plus portraits of each participant can be found on the instagram page of the program :

<https://instagram.com/maagolot>

check the i24 news videos we translated in hebrew

[https://drive.google.com/drive/folders/1cWmT-aSMI-XN2asDHxoeM\\_j00jQbfqKg](https://drive.google.com/drive/folders/1cWmT-aSMI-XN2asDHxoeM_j00jQbfqKg)