

MATANEL FOUNDATION

ACTIVITY REPORT (INCLUDES EVALUATION REPORT) MAAGOLOT 5th COHORT

Program: Maag'olot - Year: 2025

Name of the Program: Maag'olot

Year of activity: 2025

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

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Number of active participants in the program: 15

Estimated number of impacted participants: 15

Current State of the Program

We successfully completed the 5th cycle of the program in July 2025. The planned conclusion event bringing together participants from all past cycles has been postponed to September due to security concerns during the conflict with Iran and the less favorable summer period for gatherings.

The celebration event will take place at the beginning of the new school year, creating a strong alumni network spanning 5 years of the program.

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 Cycle 5 is a success for us regarding the feedback of the participants and the evolution of every participant's project.

Satisfaction Rate of Participants in 2025

"How likely would you be to recommend this program to other women entrepreneurs?"

90% responded with the highest rating (10/10), and 90% responded "very likely" or "totally" (9-10/10).

"Did you find the program well organized?"

90% responded with the highest rating (5/5) for organization.

"Overall, how satisfied are you with the program?"

70% reported being "very satisfied" (9-10/10), with an average satisfaction of 9.2/10.

We successfully created a very solid group of women who spent the last six months helping each other grow their businesses.

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

Project Development Results

Among the 15 projects:

6 projects were at the early stage:

- 4 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 launch new services and offers within their business and to grow their customers and revenue significantly.

- 6 are already launched at the end of the program
- 3 will be in the next months

Main Achievements During 2025

We ran the program with 15 carefully selected women participants. Priority was given to women directly affected by ongoing challenges: wives of reservists and those facing particular hardships.

We organized 13 sessions and meetings between January and July 2025:

- Three 90-minute progress review sessions to assess current progress and exchange views on each participant's advancement. One physical session was held in Tel Aviv where participants could network one-on-one with a potluck dinner.
- One Instagram marketing workshop (Sarah)
- One finance workshop (Daphné)
- Two marketing workshops (Anne-Flore)
- One accounting/tax workshop (Nathaniel)
- One "Master your elevator pitch" workshop (Amalia)
- One public speaking workshop (Laura)
- One commercial negotiation workshop (Malorie)
- One Notion organization platform workshop (improvised between participants)
- One celebration party to mark the end of the program in September

Individual Support

In addition to group sessions:

- Sixty hours of individual business coaching were provided on demand according to each project's advancement, with every entrepreneur receiving between 1 and 6 hours of personal coaching with Luba
- Each participant also benefited from 1 to 3 personal marketing sessions with Anne-Flore and with Sarah according to their needs

Media Coverage and Recognition

The program continued to receive attention from French media, reinforcing its reputation and attracting new candidates for future cycles.

Key Achievements

- Generating feelings of sorority, empowerment, and support to break the isolation created by aliyah
- Ongoing support during challenging times: Many participants have reservist husbands, and the program provided both emotional support and practical business guidance
- Creation of a strong self-help community among women with limited connections in Israel
- Teaching key entrepreneurial skills to a population that doesn't have easy access to this knowledge
- Witnessing public launches of projects that were still ideas just months ago
- Helping projects develop solidly by bringing income to entrepreneurs through better audience definition and business model refinement
- Among participants, 10 increased their revenues significantly

Participant Testimonials

"What has the program contributed most to your success?"

- Karine: "A framework, an opportunity, a return"
- Dorit: "Confidence and a vision with Luba, concrete marketing, speech, Instagram and finance tools, team spirit with the group girls. Thank you for everything!"
- Sharon: "Motivation and better organization"
- Claire: "Apart from a lot of knowledge in the marketing field, the program mainly gave me keys to verify the viability of the project, in addition to giving me strength to work to make it happen. All in true humanism and extreme kindness and unfailing encouragement."
- Sarah: "Structure of my project. More clarity in market choice, target audience and strategic partners."
- Chochana: "It forced me to talk about my project, to gain confidence in myself, and to accept constructive criticism. I find this enormous because in life we are confronted with it all the time, but today even if I'm not 100% insensitive it has brought me perspective in my daily life."

Program Evaluation

Thanks to Matanel's support, we provided more workshops, sessions, and individual coaching hours to the participants. Every woman received more personal support and attention for her business.

Based on feedback from previous years, we reinforced the most important elements for participants and added new components based on their suggestions.

Improvements Made in 2025

- Enhanced the commercial negotiation workshop
- Expanded public speaking training
- Increased individual coaching hours per participant
- Strengthened peer-to-peer networking opportunities
- Developed more targeted Instagram marketing strategies

Future Development Plans

2026 will feature the 6th cohort of the program

Recruitment will start in November-December 2025. We will be looking for 15 French women who need help with their entrepreneurial projects. We have already received numerous requests. **We would be happy to receive your support as the need is here.**

The program is planned to start in January 2026 for 6 months.

Planned improvements for 2026:

- More one-to-one sessions on specific topics
- Additional workshops on sales techniques and import/export
- Enhanced alumni networking events
- Expanded resource library for participants

Alumni Network Development

We will continue developing the alumni dynamic with regular meetings bringing together all Maag'olot participants since the program's creation, fostering long-term support and business connections.

Impact Highlights

"I transformed a vague idea into a structured project with clear pricing and defined positioning." - Chochana

"From 0 to 5 workshops per week - the program gave me the structure and confidence to scale my business." - Dorit

"The program helped us structure our offer and better understand our target market. Today we only need registration to officially start selling." - Sarah & Sally

Documentation

Pictures of events, zoom sessions, and portraits of each participant can be found on the Instagram page of the program: <https://instagram.com/maagolot>