

## **The Palestinian House in Silicon Valley**

### **Leaders Organization**

Leaders is an NGO supporting entrepreneurship in Palestine since 2002. Leaders is centered around two priority programs: the Digital Entrepreneurship Program and Socioeconomic Program. Both programs harness the energies of Palestinian youth to actively engage them in the development process. Through programs like the Business Development Center, FastForward (Palestine's first accelerator), eZone (Palestine's first technology park), Palestine House in Silicon Valley, and PATENT, Leaders opens the doors to research and development, fosters the creativity of entrepreneurs, and creates business opportunities.

### **Program Overview**

The Palestinian House in Silicon Valley is a program supported by the American Consulate General in Jerusalem. It aims to increase the success potential of innovative Palestinian enterprises by developing a training program that combines short-term courses on business and technical subjects with hosted talks. Leaders will also host prominent and experienced entrepreneurs and business leaders from Silicon Valley for training and coaching to Palestinian entrepreneurs. In-house training will be delivered in Palestine by local and US experts.

The project will also arrange for a one-month visit by Palestinian entrepreneurs to Silicon Valley, the world's hub for high-tech innovation and development. During this month, participants will be hosted at different accelerators where they will be able to make connections with mentors, potential clients and investors, as well as develop their skills, allowing them to take their businesses to the next level.

### **Palestinian House Dates:**

- Interviews: April-May
- Selection: May
- Notification of finalists: May
- US/Local trainings (@ eZone): June-September
- Selection of four teams to travel to Silicon Valley: September
- Stay at Silicon Valley: September–October

\*Dates are subject to change

### **Trainings**

After the interviews, 10 teams will be selected for training. Teams will be evaluated biweekly on participation and activity in the trainings, below is the schedule of trainings:

Activity	Description
Sales/Revenue	eg: Plan for generating revenue, increase revenue by committed percentage, generated revenue.
Product Development	eg: Set dates for MVP, Beta, add-on features and public launch. Progress on the development of the product.
Pitching & Presentations	eg: Improving presentation skills, create presentation, practiced pitching independently of PHSV.
Marketing	eg: Reaching new markets, Market Analysis, strategic marketing strategies.
Team	eg: Self-improvement, supporting other startups
Mentorship	eg: Identifying new mentors, utilizing mentor network to improve business
Business Plan	eg: Completing business plan
Networking	eg: Participating & pitching at community event, building a mentor network, meeting investors and recruiting employees/partners
Financial Report	eg: Budgeting and financials projections from business.
Trainings	Attending Palestinian House Trainings and using takeaways to improve business

After each training, teams will be expected to provide an action plan with tasks that outline how they intend to incorporate what they learned towards their businesses.

During biweekly one-on-one meeting with each team:

- We will review the Weekly Tasks sheet from the previous two weeks
- We will review the Weekly Tasks sheet for the upcoming two weeks

Evaluation:

- Quality - Tasks/Activities are evaluated based on effort and attention to detail.
- Date of Completion - Evaluation on when Tasks/Activities are completed - whether tasks were completed on time, and did timely attendance during trainings.

During the evaluation, teams will be evaluated on each action plan based on date of completion and quality. The four teams with the highest values by the end of the trainings will move forward and participate in the acceleration program in Silicon Valley with the Palestinian House.