



### Project name

**Startup Istanbul  
Networking Event**

### Region Palestine



### Implemented by

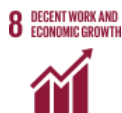


**MENACatalyst**

### Duration

**4 days**

### Contribution to SDGs



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### Financed by

**Leaders International**

## CHALLENGES/CONTEXT

### About the project:

20 of the most promising idea-stage startups participating in Leader's Palestinian Start-up Support Program (PASS) had the great opportunity to travel with MENACatalyst to Turkey to attend Startup Istanbul: The Startup Event Connecting East & West. Startups received an all-inclusive pass to Startup Istanbul and gained instant access to pitching and mentorship sessions from business enablers, investors, and top executives from around the globe.

**Target Audience:** Participants of Leaders International Palestinian Startup Support Program (PASS)

## APPROACH

Entrepreneurs were flown to turkey to join Startup Istanbul and participate in a series of conferences, pitching competitions, and networking with some of the region's leading business enablers, industry partners, and fellow innovators from around the global.

## MENA CATALYST EFFECT

### DEVELOPMENTAL ORG

We are reducing barriers and fostering dynamic cross-border collaborations by enhancing the technical competencies of emerging professionals, innovators, and young changemakers to create a more equitable and resilient socioeconomic future for all across the MENA region.

### MISSION & VISION

MENACatalyst (MC) is an impact-driven nonprofit with the vision of creating the conditions necessary for the marginalized to rise up and become leaders of positive social impact and effect lasting economic growth across the MENA region.

To fulfil our mission, our multifaceted integrated approach includes a range of interconnected programs that empower our communities with the tools, resources, in-demand skills, and networks of support needed to overcome structural inequalities and catalyze far-

### PRIVATE SECTOR APPROACH

All our programs incorporate the Market Systems Development (MSD) Approach which has proven to be an effective tool that fosters resilient local and regional economic ecosystem development by tapping into the resources of the private sector to generate inclusive market-based opportunities in which no one is left behind.

### EXPECTED ACHIEVEMENTS

- 20 Palestinian entrepreneurs participate in Startup Istanbul.
- 20 Palestinian entrepreneurs benefit from increased exposure and explore potential partnership and expansion opportunities on a regional scale.



### LESSONS LEARNED

#### What worked well:

**Access:** Entrepreneurs were able to learn what it takes to integrate into some of the most in demand global market.

**Networking:** Palestinian entrepreneurs were able to connect with global entrepreneurs, business enablers, industry partners and investors to discuss growing market trends and potential partnerships.

#### To be improved:

Creating more quality networking and market access opportunities that brings together leading business enabler, industry partners, and investors from across the globe.

Help local startups tailor their pitch decks to address the focus of investors.

### LEARN MORE OR CONTACT US:

Please visit: <https://www.menacatalyst.org>

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