



**Project name**  
Mapping Platform:  
Palestine's  
Entrepreneurial  
Ecosystem

**Region**  
Palestine



**Implemented by**



**MENACatalyst**

**Duration**  
2 months

**Contribution to SDGs**

5 GENDER  
EQUALITY



8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**Financed by**

GIZ (Deutsche  
Gesellschaft für  
Internationale  
Zusammenarbeit)

## CHALLENGES/CONTEXT

**About project:**

Contracted by the GIZ to develop Palestine's first-ever interactive entrepreneurial ecosystem mapping platform. The platform was designed to help emerging self-starters learn and connect with the key actors in their local ecosystems.

**Target Audience:**

Fresh graduates; emerging self-starters; Entrepreneurs

## APPROACH

Identify key ecosystem stakeholders based on city and services offered. Create and distribute a survey to said stakeholders to learn more about the services they offer to targeted youth. Afterwards, develop a desk review to analyze collected data and begin preliminary work on the digital platform. Finalize and launch digital platform featuring identified ecosystem stakeholders.

## 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

- The launch of Palestine's first ever digital entrepreneurial ecosystem navigational platform for fresh graduates, emerging self-starters, and entrepreneurs.



### LESSONS LEARNED

#### What worked well:

Palestine's first entrepreneurial ecosystem mapping: Helped fresh graduates and self-starters navigate their local entrepreneurial ecosystem.

The mapping platform empowered local stakeholders with the support system needed to improve their visibility and outreach on a local and national level.

#### To be improved:

Ensure that local stakeholders are aware of the platform and work with them to create profiles and keep them updated.

Ensure that relevant public sector institutions are fully integrated on the platform and fresh graduates have access to the latest information regarding entrepreneurial support services.

### LEARN MORE OR CONTACT US:

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