**The company**

**Idea:** Connecting Israeli companies with Palestinian manufacturers of commodity goods to promote peaceful cooperation

**Winner of:**

**Founded in:**

August 2016

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**Project of Israel Lab**

- Further analyzing idea
- Determining beachhead market
- Defining business model

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**Palestinian economy**

- Low-tech products
- Small export volume
- Relatively high quality
- Competitive prices

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**Kibbutzim Industries**

**What:** Collective communities in Israel

**Why:** 4 main reasons

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**Plan: Kibbutzim as beachhead**

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**Recommendation: Different roles for ScaleME possible**

- **Quality Check**
  - Regular checks for quality of Palestinian products
  - Guarantee for certain standards?

- **Payment guarantees for Palestinian producers**
  - Guarantee for down payments to Palestinian producers to start off
  - Financial support from external partners might be needed

- **Financial guarantees for Israeli Kibbutzim**
  - Overcome lack of trust with regard to reliability of Palestinian producers
  - Financial support from external partners might be needed

- **Trade fair/meeting coordinator**
  - Connecting Palestinian producers and Kibbutzim through fairs or meetings
  - Is Palestinian side organised enough for trade fairs?

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**Methodology**

- Market research
- Direct interviews with experts on Palestinian and Israeli side
- Benchmarking

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**Challenges**

- Potential unreliability of Palestinian producers
- Lack of trust
- Uncertainty about quality
- Unawareness about Palestinian products

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**The team**

From left to right: Noam Mordeshay (CEO), Guillaume Gerep Fragnon, Dov Weissglass (Advisor), Anna Lee, Stephan Krehl, Ran Fridman (intern), Hakim Afiri