



הקרן לירושלים
THE JERUSALEM FOUNDATION
مؤسسة صندوق القدس

And the Winner Is...

Easy Start Jerusalem, an entrepreneurship contest and an initiative of the Dan David Foundation, the Jerusalem Foundation, the Jerusalem Business Development Corp (MATI) and The Marker, comes to an exciting end.

May 22, 2012 - Jerusalem, Israel: Four new businesses in Jerusalem were awarded between 200,000 to 400,000 NIS to invest in their own operations.

Assaf Goldstein and Ofir Barouchi, two young entrepreneurs and engineering graduates of the Hadassah College, won first prize of 400,000 NIS for creating Touch Wood Designs, wooden gifts that are made from natural raw materials manufactured by laser cutting technology. Touch Wood Designs works with SHEKEL (Community Services for People with Special Needs), training the special needs population to prepare these unique designs which are delivered in flat packaging and are assembled at home, like a puzzle.

Second place went to Elchanan and Chaya Wasserman, a young ultra-Orthodox couple that started a company called "Babytech" creating a baby bottle that is for one time use and is biodegradable.

Third place went to Adi Talmor who will open a coffee house in SHEKEL in Talpiot which provides vocational training for the disabled. The coffee house will employ the special needs population of SHEKEL and SHEKEL's own gift store will also be located in the same space.

Lior Chai piloted a toy rental service where, once a month, a package of age appropriate toys arrives at a child's home for use until the next package arrives. The package includes family friendly games that encourage 'family time' between parents and children.

Second, third and fourth place winners each received a 200,000 NIS grant.

The Easy Start Jerusalem contest commenced about 3 months ago in order to advance business innovation and entrepreneurship in Jerusalem. Of the 93 applications submitted, only 15 advanced to the final round, before a panel of judges. It was the last project supported by the philanthropist Dan David before he passed away in September 2011. The program was run by the Jerusalem Foundation and in partnership with Jerusalem Business Development Corp (MATI) and The Marker.

The panel of judges included Dan Halperin, Chairman of the Board of MATI, with other academic and business representatives.

The prizes will be awarded to the winners on May 28, 2012, at 17:00 p.m., at the Cinematheque, by Mayor Nir Barkat, the Jerusalem Foundation president Mark Sofer, chair of the selection panel Dan halperin, and representatives of the Dan David Foundation.

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