FACT SHEET

Building Entrepreneurship Excellence And Developing Economic Enterprises (BEEADEE)

FOSTERING SUSTAINABLE GROWTH THROUGH ENHANCED ENTREPRENEURIAL ENVIRONMENT

To address Palestinians’ economic challenges and broaden the reach and effectiveness of existing entrepreneurship programs, the United States Department of State is sponsoring the Building Entrepreneurship Excellence And Developing Economic Enterprises (BEEADEE) project. BEEADEE is a three-year, $1.5 million project carried out by Indiana University’s (IU) Kelley School of Business, in collaboration with Bethlehem University (BU). The goal is to foster sustainable growth by enhancing the entrepreneurial environment in the West Bank.

This program addresses the need to close the economic and entrepreneurial gaps outside of Ramallah, especially in Bethlehem and the southern portion of the West Bank. Designed to facilitate linkages and increase access for entrepreneurs across a broad constituency, special attention is given to women and youth (15-29) to access the Bethlehem Business Incubator (BBI) for practical business training services, workshops, and networking.

CREATING ENTREPRENEURSHIP PROGRAMS TO SUPPORT NON-ICT BUSINESSES

BEEADEE project will bolster key entrepreneurial types and sectors that include necessity-based entrepreneurs (NBEs); micro-, small, and medium-sized enterprises (MSMEs); and higher-potential non-ICT start-ups to increase the number of active, successful entrepreneurs.

Housed in the Bank of Palestine-Bethlehem Branch, BBI serves Bethlehem and the southern portion of the West Bank and offers the following:

- Training sessions & professional business events for public
- Connections to entrepreneurs to angel investors and mentors
- Seed funds up to $10,000 each to 10 businesses*

*BEEADEE Project will have funded 10 businesses in total by the end of the three-year term, selected through a robust selection process
INCREASING ACCESS TO START-UP RESOURCES & TRAINING MATERIALS

BEEADEE will also work to drive public entrepreneurial training and activities with local target communities at high schools, women’s organizations, NGOs, and community-based development centers.

In order to increase the capacity of high-potential youth entrepreneurs coming out of universities, IU will work with BU and the local community to collaborate on the following initiatives:

- Design an Entrepreneurship Center of Excellence program for BU
- Share IU’s world-class entrepreneurship program and faculty to assess, create, and/or update the curriculum and program
- Recruit BU students as interns for BBI to conduct entrepreneurial workshops and apply practical business skills
- Utilize BU students to engage in various local target community events (i.e. town hall speeches, school visits, etc.) to share entrepreneurship knowledge, importance, values, and benefits

GET INVOLVED

Are you interested in getting involved with the BEEADEE project and BBI? Please refer to the following and identify your potential role and take the next step to make a positive difference and impact in the West Bank!

**Potential Partner/Sponsor**
We’re always looking for more collaboration, whether it be for training sessions or financial support.

*Contact BEEADEE Country Director Salah Amleh at samleh@indiana.edu to find out how to contribute.*

**Interested Student/Faculty**
Do you want to practically apply your academic and technical skills? We could always use those expertise.

We offer internship opportunities, as well as free training and workshops. Stay tuned for our upcoming events and openings!

**Prospective BBI Client**
Do you have an innovative business idea/pitch? Are you passionate about starting your own business? Are you ready to redefine your community’s business climate?

Apply during our client selection period. Finalists gain access to helpful business training and services, plus $10,000 seed funding to start their dream businesses!

**Contact us:**
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