

**hasoub** Startups**LAB**  
Accelerator

*Powered by*

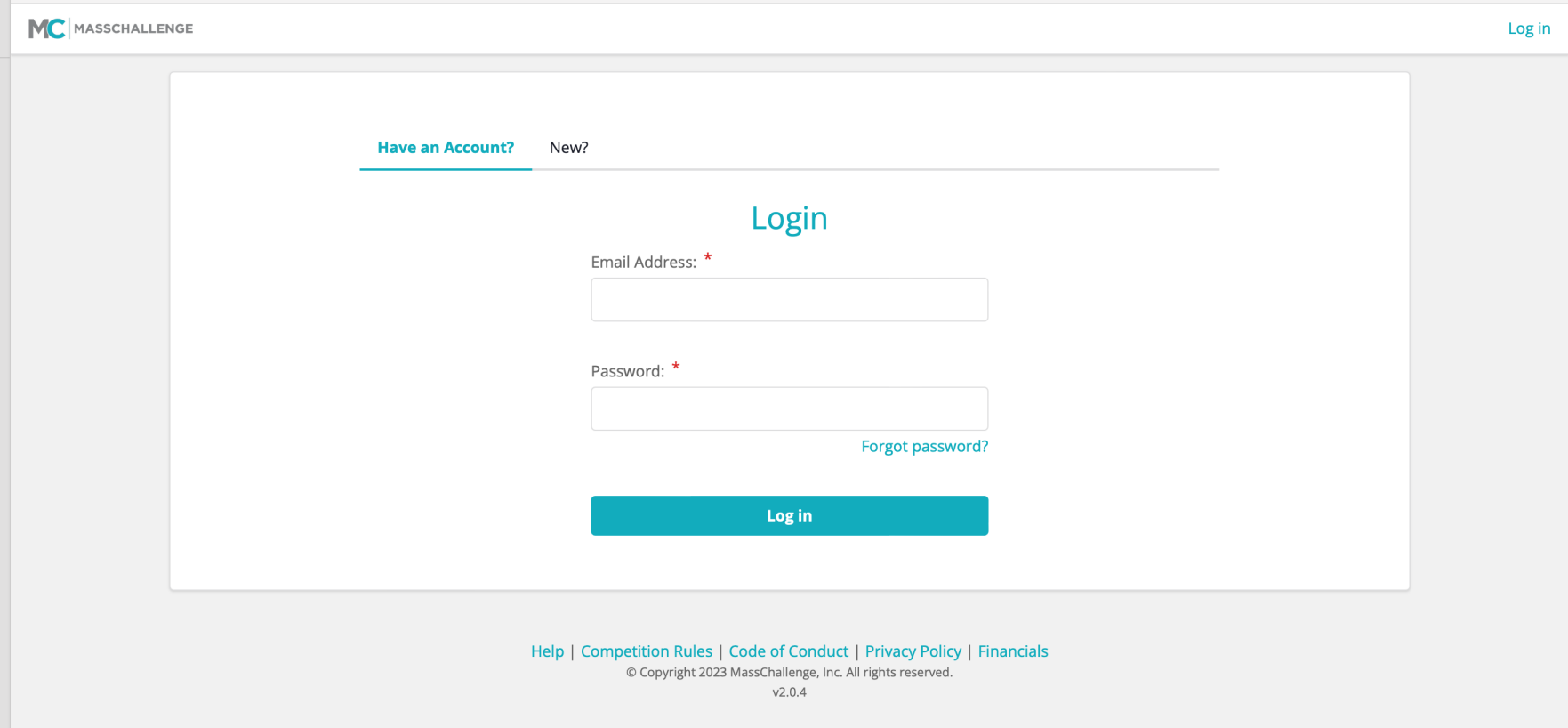


# 2024 HasoubStartups Lab Application Guide

- Please note: All questions must be filled out in **English** on the application.
- Direct link to the application: Here is the direct URL to the application:  
<https://accelerate.masschallenge.org/program-wizard/?wizard=startup&program=199>.
- If you have a problem or a question at any stage of the application - reach out to us at  
[israel@masschallenge.org](mailto:israel@masschallenge.org)

Here is the direct URL to the application: <https://accelerate.masschallenge.org/program-wizard/?wizard=startup&program=199>.

- Once you click on it you will arrive at this window:



The screenshot shows the MassChallenge login interface. At the top left is the 'MC MASSCHALLENGE' logo, and at the top right is a 'Log in' link. Below the logo, there are two links: 'Have an Account?' (underlined) and 'New?'. The main heading is 'Login'. There are two input fields: 'Email Address: \*' and 'Password: \*'. Below the password field is a 'Forgot password?' link. A teal 'Log in' button is centered below the fields. At the bottom, there is a footer with links for 'Help | Competition Rules | Code of Conduct | Privacy Policy | Financials', a copyright notice '© Copyright 2023 MassChallenge, Inc. All rights reserved.', and the version number 'v2.0.4'.

- **If you've already applied to a MassChallenge program in the past**, use the same account to apply and **continue to slide 9**. If you aren't sure what your previous account was, reach out to [Israel@masschallenge.org](mailto:Israel@masschallenge.org).
- **If this is your first application** click New?

## Join the MassChallenge Community

First name \*

Last name \*

Email \*

Mobile Phone/SMS/Text \* ?

Password \*

Retype Password \*

### Participation

Select a role that fits your interests right now. You can change this at any time ! \*

- I'm interested in applying to a MassChallenge Program  I'm interested in advising or evaluating startups.

Select a program(s) that fits your interests right now. You can change this at any time ! \*

- 2023 Switzerland Accelerator: Industry Agnostic.** | **Program Dates: June 26 - October 27, 2023** **Applications Open Now** [Learn more](#)
- 2024 HasoubStartupsLab Accelerator.** | **Program Dates: December 17 - March 03, 2024** **Applications Open Now**
- 2023 U.S. Alumni Awards.** | **Program Dates: December 18 - December 24, 2023** **Applications Open Now**
- 2024 MassChallenge FinTech.** | **Program Dates: February 13 - June 13, 2024** **Applications Open Now**
- 2024 Israel Accelerator: Industry Agnostic.** | **Program Dates: February 28 - July 01, 2024** **Applications Open November 01, 2023**

- Make sure to mark that you are interested in applying to a MassChallenge Program and that you are interested in the 2024 HasoubStartupsLab Accelerator.

- 2024 HasoubStartupsLab Accelerator. | Program Dates: December 17 - March 03, 2024 Applications Open Now
  - 2023 U.S. Alumni Awards. | Program Dates: December 18 - December 24, 2023 Applications Open Now
  - 2024 MassChallenge FinTech. | Program Dates: February 13 - June 13, 2024 Applications Open Now
  - 2024 Israel Accelerator: Industry Agnostic. | Program Dates: February 28 - July 01, 2024 Applications Open November 01, 2023
  - 2023 MassChallenge Mexico Accelerator. | Program Dates: June 05 - October 31, 2023 Applications Closed
  - 2023 Bridge to MassChallenge Japan. | Program Dates: August 01 - November 30, 2023 Applications Closed [Learn more](#)
  - 2023 Habismart - Sustainable Proptech Accelerator. | Program Dates: September 05 - February 15, 2024 Applications Closed
  - 2023 Human Potential Sprint. | Program Dates: October 02 - November 07, 2023 Applications Closed
  - 2023 BlueTech Sprint Accelerator. | Program Dates: October 03 - November 17, 2023 Applications Closed
- I confirm that I have read and I understand the [Privacy Notice](#).
- I agree to the [Competition Rules](#), [Anti-Harassment Policies](#), [Site Terms of Use](#) and the [Expert Agreement](#).

Join Now

- You must mark the last 2 boxes to continue the process of opening your profile.
- Click on Join Now one you've finished.

Thank you for registering. Don't forget to activate your account! ×

## ALMOST FINISHED!

### Check your email...

If you did not receive the activation email from [no-reply@masschallenge.org](mailto:no-reply@masschallenge.org), please get in touch at <https://masschallenge.org/contact>.

Open the email and click the link to activate your account (and so we know you aren't a robot)!

### If you did not receive an email:

- Check your spam or junk folder
- Ensure that the email address you entered during registration is the correct address
- Contact us at <https://masschallenge.org/contact>

- An email has been sent to the email account you listed on your profile to activate your account.
- Go into your email account to activate your MC Account. Make sure to check your spam and other folders as well for the email.








## YOUR ACCOUNT IS NOW ACTIVE

Thank you for registering with MassChallenge! Your account is now active.


You may now [log in](#) with the username and password you selected.

LOG IN

- Once you click on the activation link in the email you will see this window.
- Click on Log In

-  Home
-  Profile
-  Community
-  My Companies
-  Programs
-  Judging
-  Mentoring

---

-  Help

For over a decade, MassChallenge has been a leader in the entrepreneurial ecosystem. And you're a part of it.

Let's get started.

## Startups

Applying for an accelerator program is easy and only takes a moment.

1

### Browse our Programs

Choose from our rich catalog of programs, one that resonates most with your startup area of focus.

2

### Kickstart your application

Start your application for open accelerator programs by clicking **Get Started** >> **Apply As Startup** navigations on **Programs** page and a wizard would guide you through the rest. You may also express interest in future programs through this.

Choose program and apply >>

## Judges and Mentors

Applying for an accelerator program is easy and only takes a moment.

1

### Create your Community Profile

Share your background and the roles you'd like to play.

2

### Volunteer for a role and program

Select an accelerator program on the **Programs** page to be considered. MassChallenge staff will pair you with the right role based on your background and interests.

Choose a role >>

Choose a program >>

- This is the window you will see. **Do not continue on this page.**
- Click on this link instead - <https://accelerate.masschallenge.org/program-wizard/?wizard=startup&program=199>

[Have an Account?](#)

[New?](#)

## Login

Email Address: \*

Password: \*

[Forgot password?](#)

Log in

- Log in with your account.



- You have now started your application. Please note: each of the 5 sections you will need to complete is a separate section so please make sure to answer accordingly and stick to the topic.

- Note the top bar where you can see your progress.

## Application Wizard - 2024 HasoubStartupsLab Accelerator



### About Yourself

We want to get to know you! Please use this section to share your basic information so we can update you on application updates and the next steps. Finally, we want to know more about you as a person. Your bio information can be used to tell us about your interests and expertise.

First Name \*

Yael

Last Name \*

Rosenfeld-Cohen

Email \*

bobo27012@gmail.com

Mobile Phone / SMS / Text \*

+972 54 211 8721

Bio \*

### Helpful info

Let's get to know you

- Home
- Profile
- Community
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- Programs
- Judging
- Mentoring

Help

- A red star marks mandatory fields throughout the application.

- In the Bio field please tell us about your professional background, no need to refer to your company at this stage.



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# Application Wizard - 2024 HasoubStartupsLab Accelerator



**Bio \***

This field is required.

**Demographic Information**

**Ethno racial identification \***

This field is required.

**Gender identity \***

This field is required.

**Birth Year \***

This field is required.

- Click on the arrow to open the drop down menu and select your choice. Click again to close th dropdown menu.

Home

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My Companies

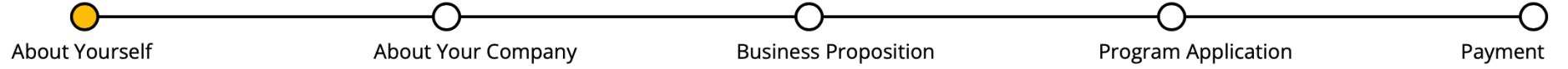
Programs

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# Application Wizard - 2024 HasoubStartupsLab Accelerator



**Birth Year \***

--- Select one of the following options ---

This field is required.

**Education Level \***

--- Select one of the following options ---

This field is required.

I give MassChallenge permission to share my ethnographic or gender information with MassChallenge community



Save and Finish Later

Once you've completed a section, the circle on top will turn green and the next section will appear.

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## Application Wizard - 2024 HasoubStartupsLab Accelerator

Progress bar: About Yourself (green circle), About Your Company (white circle), Business Proposition (white circle), Program Application (white circle), Payment (white circle).

Male x

Birth Year \*  
2003

Education Level \*  
Associates degree (for example: AA, AS)

I give MassChallenge permission to share my ethnographic or gender information with MassChallenge community


Navigation: Up arrow, Down arrow, Save and Finish Later

**About Your Company**

- At the end of each section there is a button to save and finish later. Make sure to click it before you exit the window if you'd like to take a break and come back to it later.

 My Companies

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## About Your Company

From industry information to your company background and expertise, we want to know more about your company. Sharing an overview of your company's plan, vision, and mission is a great way to start building a solid presence in the MassChallenge network. Think of this as a way to give potential investors information highlighting what makes your company unique.

Startup profiles are required for application to MassChallenge Accelerator programs. Select a startup profile from the list below if you already have one otherwise, you can quickly create a new startup to continue your application.

### MY COMPANIES

You have no startup associated with your profile. Please click the button below to create one.

[Create a New StartUp](#)

A startup is an early-stage company, usually with its founding team in place, seeking further development within the MassChallenge community. Startup profiles are required for application to MassChallenge Accelerator programs. [Learn more about being a MassChallenge startup.](#)

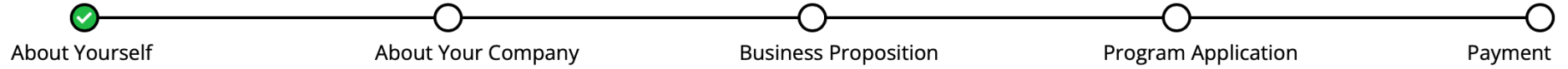
- If this is the first program you are applying to on the MassChallenge platform or you are applying with a new company click Create a New Startup.
- If you are applying with a company you've applied with in the past, it should appear automatically. If it doesn't appear please email us at [israel@masschallenge](mailto:israel@masschallenge).

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---

- Help

# Application Wizard - 2024 HasoubStartupsLab Accelerator



## MY COMPANIES

You have no startup associated with your profile. Please click the button below to create one.

[Create a New StartUp](#)

A startup is an early-stage company, usually with its founding team in place, seeking further development within the MassChallenge community. Startup profiles are required for application to MassChallenge Accelerator programs. [Learn more about being a MassChallenge startup.](#)

Company Name \*

Primary Industry \*

Date Founded \*

Invalid date

## Helpful info

Tell us about your company and what makes it special

## Company Logo

A rectangular area for uploading a company logo. It contains a partial view of the MassChallenge 'MC' logo in grey and teal, followed by a black refresh icon (two vertical arrows pointing in opposite directions).

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# Application Wizard - 2024 HasoubStartupsLab Accelerator



Country \*



Any png or jpg up to 2MB. Ideal dimensions: 600 x 400 pixels.

Company Email

Company Website

Short Elevator Pitch 140 characters \*

Elevator Pitch 500 characters \*

- In the short elevator pitch please give us your one liner (what you do, how you do it and why). Elaborate on this in the elevator pitch.

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# Application Wizard - 2024 HasoubStartupsLab Accelerator



### Video Elevator Pitch URL

Please note that the video pitch is NOT mandatory.

### Founders \*

- This company has a BIPOC Founder **BIPOC = Black, Indigenous and people of color (US term).**
- This company has a female or transgender Founder
- This company has a first-time Founder
- I prefer not to say
- None of the options apply

This field is required.

### Visibility and Privacy

Public

Your startup profile will be published to the entire MassChallenge community and publicly at [masschallenge.org/startups](https://masschallenge.org/startups)

Stealth

Only confirmed members of the MassChallenge community will see your startup profile. It will not be published to

### Helpful info

Company information you enter on this page is visible to MassChallenge staff. You can manage the visibility of your information for the rest of the community in this section.



- Home
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  - Community
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- 
- Help

# Application Wizard - 2024 HasoubStartupsLab Accelerator



⬆
⬇

Save and Finish Later

## MassChallenge Israel Business Proposition

This section lets you introduce your business and present your solution to potential contributors, experts, and members of the MC global network. In the same way, you think about connecting your product or service with your target audience, use this section to explain your company promise and solution to your target customer or market needs.

### PROBLEM

Customer Pain Point \*


### Helpful info

Please describe what problem you are trying to solve?

If the questions in this section (the business proposition) are not clear note that there are explanations on the left under Helpful info.

 My Companies

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## SOLUTION

Solution \*

Value Proposition / Marketing Message \*

One-Year / Five-Year Impact \*

## Helpful info

What is innovative about your solution, technology, business model etc?

What will be your messaging to users & customers and how do you plan to spread that message?

Define the 1 year and 5 year impact that you hope to accomplish including the benefit on society. What measures do you have - for example: Revenue & Profit, and CO2/Emissions removed or lives

# Application Wizard - 2024 HasoubStartupsLab Accelerator



## OPPORTUNITY

Potential Market / Addressable Size \*

## Helpful info

How would you define your potential market and what is the total addressable market size?

Sales and Distribution / Channels \*

Which channels will you likely reach your customers/users through?

Product Complements / Value Chain Partners \*

Which organizations and/or products complement your offering in the market? Do you know of and/or anticipate any value chain partners?

Key Drivers of Business Economics \*

What are the key drivers of business economics (price points, margins, etc)?

## COMPETITIVE ADVANTAGE

### Current and Future Competitors \*

### Primary Advantages vs Competitors \*

### Intellectual Property \*

### Regulatory Requirements \*

### Traction and Market Validation \*

---

## Helpful info

Which organizations compete with your current value offering and who might do so in the future?

What are your primary advantages relative to existing or potential competitors? Why will you win?

What IP (Intellectual Property) exist for your business or in your industry?

What regulatory requirements exist for your business or in your industry?

What traction have you made to date with market validation?

# Application Wizard - 2024 HasoubStartupsLab Accelerator



## TEAM

Team (Backgrounds, advantages) \*

Current or anticipated advisors or investors \*

By checking this box, I understand my business proposition data is included as part of my application. Changes to this are not included once my application is submitted \*

## Helpful info

Please share some background information on your team members and tell us what makes your team special.

Please tell us about current or anticipated advisors and investors.



This is the end of the Business Proposition Section.

Save and Finish Later

# Application Wizard - 2024 HasoubStartupsLab Accelerator



By checking this box, I understand my business proposition data is included as part of my application. Changes to this are not \* included once my application is submitted



Save and Finish Later

## Program Application

Your program application is where you can provide the details judges need to evaluate your business readiness for our program. Your application must be completed fully before the submission deadline arrives.

Select other related programs or tracks you want to apply for:

2024 HasoubStartupsLab Accelerator x

Helpful info

# Questions for 2024 HasoubStartupsLab Accelerator

## ENGAGEMENT

### Availability for Round 2 Judging \*

*Confirm that you can be available to pitch virtually (via Zoom) for one day of in-person judging (if selected). Round 2 Judging dates are: 20-21 November. This involves a 20-minute pitch but requires a 2-hour commitment. If you cannot be available during those dates, please specify why below.*

- Yes, I can be available for Round 2 Judging.       No, I am not available at all during these dates (explain below).

### Availability - Comment

*If you answered no to the previous question, please explain*

Helpful info

These questions help us learn more about your startup journey and how the program can best support you

---

**Promise to Engage \***

*Please confirm that your company will actively participate in the accelerator program, December 17-March 3, if your team is selected as a Finalist. Note that this requires physical presence and engagement at the Hasoub Garage in Ar'ara for the program and events. We expect active, consistent engagement by at least one founder, for all activities. If you may not be able to actively participate, please specify the reason below.*

Yes, I agree     No (please explain below)

**Promise to Engage - Comment**

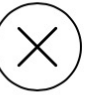
*If you answered no to the previous question, please explain*

*Content limited to 500 characters, remaining: 500.*

**FINANCIAL POSITION ELIGIBILITY****Prior Funding Eligibility \***



# Application Wizard - 2024 HasoubStartupsLab Accelerator



About Yourself



About Your Company



Business Proposition



Program Application



Payment

## FINANCIAL POSITION ELIGIBILITY

### Prior Funding Eligibility \*

*The HasoubStartupsLab Accelerator is tailored for early-stage companies, from the ideation stage to early market engagement. This generally correlates to startups that have generated less than \$2M in annual revenue and have raised less than \$1M. However, we welcome all applicants who can benefit from our program, and we realize that in some markets, startups are considered early-stage with greater initial funding. Similarly, there could be a business that is pivoting to become a startup and already generates meaningful revenue. Companies who have not yet raised funding are welcome to apply as well. What is your total Equity Funding Raised in the last 12 months:*

Less than \$500k

**Please explain below why you would still benefit from an early-stage program if the total equity raised is greater than \$1,000,000**

# Application Wizard - 2024 HasoubStartupsLab Accelerator



About Yourself



About Your Company



Business Proposition



Program Application



Payment

**Total Revenue Generated in the last 12 months: \***

\$1M-\$2M

**If you have raised funding please share Date of most recent investment**

**If you have raised funding please share company valuation**

## COMPANY BACKGROUND

**Full Time Employees \***

*Enter a number. The number of full time employees currently in your company. Enter zero (0) if you do not have any full time employees*

**This field is required.**

# Application Wizard - 2024 HasoubStartupsLab Accelerator



About Yourself



About Your Company



Business Proposition



Program Application



Payment

## PART TIME EMPLOYEES

Enter a number. The number of part time employees currently in your company.

Enter zero (0) if you do not have any part time employees \*

## Interns / Volunteers \*

Enter a number. The total number of interns or volunteers in your company. Enter zero (0) if you do not have any interns or volunteers.

## DIVERSITY

### Arab \*

*MassChallenge aims to help innovators from all backgrounds and parts of society and in order to accomplish this goal we measure this aspect of our impact as a not-for-profit organization. Hasoub Labs is the innovation hub for Arab entrepreneurs and aims to support Arab innovation in the region. Therefore, we'd appreciate your answers to the following questions. THESE ARE NOT REQUIRED AND WILL NOT BE EVALUATED BY OUR EXPERT JUDGING PANELS WHEN SELECTING STARTUPS FOR THE PROGRAM. Do you self-identify as an Arab?*

# Application Wizard - 2024 HasoubStartupsLab Accelerator



Yes  No

**Do you self-identify as a woman? \***

Yes  No

**If you believe that you are a member of an under-served demographic in the local ecosystem other than the above categories, how would you define yourself? \***

*Content limited to 500 characters, remaining: 500.*



Save and Finish Later

# Application Wizard - 2024 HasoubStartupsLab Accelerator



## Payment

Program	Regular Deadline	Program Fee	Cost
<input checked="" type="checkbox"/> 2024 HasoubStartupsLab Accelerator		\$0.00	\$0.00
<b>Total</b>			<b>\$0.00</b>
Discount			0%
Payments			\$0.00
Balance			\$0.00

**Submit Application**

Your application meets all requirements for submission.

- Don't forget to click Submit Application once you've finished!

Congratulations you've submitted your  
application!

If you have any questions feel free to reach out to  
us at [Israel@masschallenge.org](mailto:Israel@masschallenge.org)