

Subject: Chill Project - "Hackaveret" program graduate

"Hackaveret" is the social hub of Israel, founded by the leading social service development organizations in Israel—Joint Israel, and the Israel National Security Insurance Funds. The "Hackaveret" is a home for encouragement and development of social projects that provide solutions for social challenges among disadvantaged populations, from the seed stage to the possibility for wide-scale systemic impact, including as a national governmental service (see www.hackaveret.org for more information).

The acceleration program is the main track of activity at the "Hackaveret". The program is designed to support social projects on their way to having a major impact, after the initial development stages of development. Under the acceleration program, projects receive support in formulating an operating model, building an extensive set of services, funding to run a pilot, and making connections with relevant partners in the government, the third sector, and the business sector. The first cycle of the acceleration program took place from November 2017 through February 2018.

The projects submitted for the first cycle underwent a rigorous screening process that included an extensive application form and an intensive two-day entrepreneurial workshop. From over 170 applications, only 17 projects were accepted for the first cycle.

One of them was Project Chill, which presents a highly innovative solution to a difficult and painful problem, with a potentially wide-spread impact. During the program, Chill's founders formulated a work plan and constructed a growth strategy for the project, and were clear entrepreneurial leaders throughout. At the program's conclusion, the project received one of the highest ratings from the "Hackaveret"'s grants committee, and was awarded NIS 200,000 in funding for a pilot and expansion of the project, based on our belief that we should help this innovative social project reach more people, and help save lives under the capable leadership of the entrepreneurs Reut Dror and Eran Drukman.

The success stories already resulting from this project are proof of its necessity. Chill's founders have entrepreneurial capabilities of the highest level, and we have no doubt that this project is destined for implementation throughout the country, and even around the world.

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