

**November 2024**

## **Terms and Conditions of MAOF Business Support Services in Coworking Space**

### **1. General**

1.1. The Small and Medium-Sized Business Agency (SMBA) works to promote the small and medium-sized business sector in Israel by providing Business Support Services and tools for managing the business and maximizing its growth potential. Municipalities play a central role in developing local economy and in creating a business environment that encourages entrepreneurship and business operations.

1.2. In order to help municipalities develop businesses in their communities, strengthen the business environment and enhance the profitability of businesses operating in the municipality, the SMBA will provide Business Support Services in coworking spaces.

### **2. Business Support Services in coworking spaces:**

2.1. "Municipal Business Promotion" program, as outlined in Section 4.

### **3. Threshold conditions for receiving Business Support Services:**

3.1. If you wish to apply to the Business Support Services, please sign the "Declaration for Receiving Business Support Services from the Small and Medium-Sized Business Agency" (Appendix I to the Terms and Conditions of MAOF Business Support Services – municipality version).

3.2. The scope of Business Support Services is subject to there being a budget and to the restrictions of an approved budget by the Ministry of Finance.

### **4. "Municipal Business Promotion" program**

#### **4.1. Program Objective**

4.1.1. Provide the municipality with support in developing businesses within its community, strengthen the business environment, and enhance the profitability of businesses operating in the municipality.

#### **4.2. Eligibility criteria**

4.2.1. SMBA approval of your application to participate in the program in accordance with the points detailed below.

#### **4.3. What's included in the program?**

4.3.1. The municipality shall receive **strategic support and consulting** in one or more

of the following areas:

- 4.3.1.1. Business development consulting: marketing and advertising; establishing an online platform for buying or advertising businesses; increasing the municipality's procurement by way of local businesses; implementing technologies.
- 4.3.1.2. Consultation in developing the municipality's services: information center for businesses; means of transferring information to businesses; creating new services; preparing a work plan, establishing a business community.
- 4.3.1.3. Organizational consultation: defining the role of the person responsible for the businesses in the municipal; managing the entities that interface with businesses: information flow, division of labor, remotely managing a team of employees; building a work plan for emergency management.
- 4.3.1.4. Consultation in additional relevant areas to be approved by the SMBA.

4.3.2. **Facilitating professional meetings or joint forums** for the municipality and business owners in the following areas:  
establishing and managing business communities and forums, developing strategic plans for local economic growth, streamlining business licensing processes, improving the municipality's service to businesses, promoting local procurement from local suppliers, promoting commercial/industrial zones, increasing consumption from local businesses, and so forth.

4.3.3. **Professional seminar (conference)** for businesses.

4.4. **Scope of support and its cost:**

- 4.4.1. A municipality with up to 50,000 residents - up to 100 hours of consultation/support.
- 4.4.2. A municipality with 50,000 residents or more - up to 150 hours of consultation/guidance.
- 4.4.3. A municipality's hourly participation fee for consultation is 80 NIS plus VAT. The participation fee will be transferred directly to the consultant.

4.4.4. The cost of lecturers or facilitators in forums, professional meetings and seminars only is funded shall be funded by the SMBA.

4.4.5. The work of service providers (consultants and lecturers) shall be subject to SMBA procedures and the SMBA's supplier database.

4.4.6. Expenses associated with the requested Business Support Services (e.g. refreshments, location, management, etc.) shall be covered by the municipality.

#### 4.5. **How to apply to the program?**

##### 4.5.1. **Submitting an application:**

4.5.1.1. A municipality that wishes to apply to the program should submit its application to the SMBA's email: [Rashuyot@economy.gov.il](mailto:Rashuyot@economy.gov.il). The form to be submitted can be obtained at this email address.

4.5.1.2. Each municipality's application will receive the maximum eligibility it is entitled to, in one application or multiple applications, each of which will be examined in accordance with the order in which they are received.

4.5.1.3. The program to be submitted will present the initial planning for the use of resources (consulting/support hours).

4.5.1.4. The program will present which services the municipality chooses to use and the scope of hours it is entitled to.

4.5.1.5. For each service a municipality chooses, it must specify the following:

4.5.1.5.1. The need for the requested service, the type of businesses to which the service will be directed, the criteria for selecting the businesses that will actually receive support from the service, the scope and type of businesses expected to use the service, additional

partners, if any, implementation schedules, and any additional relevant information.

4.5.1.5.2. What are the success indicators for the program, and how will they be measured: e.g. participant satisfaction, number of participants in the event, writing a strategic plan for the municipality, solution to a common problem, etc.

#### **4.5.2. Application review and approval:**

4.5.2.1. Applications will be reviewed in the order they are received until the approved budget for each operator is completed.

4.5.2.2. As part of the application approval, the SMBA will approve the application in whole or in part and determine the scope of assistance to which the applicant will be entitled in relation to the specific application being reviewed.

4.5.2.3. The SMBA will approve or reject the application in writing.

4.5.2.4. The service mix in an approved program can be changed once during the eligibility period within the hours approved to the municipality. The application must be resent to the SMBA, indicating the reason for the change in the program mix, to the designated email address and a new approval must be obtained.

4.5.2.5. A program must be realized by a municipality up to one year from the date of program approval. A municipality that, due to exceptional circumstances, has not realized the program within the aforementioned period, may submit a request to the SMBA to extend the program period, which will be examined in light of the circumstances.

#### **4.5.3. Additional points:**

4.5.3.1. The work process must include the following components:

4.5.3.1.1. The municipality head will appoint a representative to lead the program.

4.5.3.1.2. After receiving the SMBA's approval, the municipality

representative will participate in a kick-off meeting with a MAOF representative.

4.5.3.1.3. The municipality representative shall set up a local working team that will include the MAOF representative.