

## Fantastic – Unistream Levels the Playing Field

**"Unistream gave me the guts and confidence I needed!"**



18 year old Shai Tako from Or Yehuda, a die-hard Maccabi Netanya soccer fan and 3rd year Unistream participant, puts his training into action.

A year ago, when the local Maccabi Natanya fan club collapsed, Shai initiated and together with four friends, established the Diamond Army (the Maccabi Natanya logo incorporates a diamond). Six months later, the club is 70, fee-paying members strong and has an active online forum. The fees pay for fan equipment (flags, drums, banners, etc.) and transportation for out of town games.

How does an 18 year old like Shai have the know-how and find the drive to put such an operation together?

*"If it hadn't been for Unistream I never would have been able to do this. My time at Unistream has changed me. I have a confidence in myself that I never had before. 'Anything is possible' is no longer a nice philosophy but a way of life. Unistream gave me the tools to establish the club. I was able to organize my thoughts, set priorities and goals, put together a step-by-step work plan and do a proper financial evaluation".*

Unistream is about providing a springboard to help teenagers like Shai realize their full potential.

## A CEO is Born



On Sunday, December 13th, 2009, Unistream held its second *Young CEO Conference* at Microsoft Ra'anana. Within the framework of the conference, Unistream's young CEO's (of the companies established by their Unistream groups) took part in management workshops, took a tour of the Microsoft facilities and learned about the humble beginnings of the multinational computer technology corporation.

The conference was punctuated with a game of team bowling. Each team had to define their bowling objectives and work as a team in order to achieve them.

The day was an amazing experience for all involved. Our thanks to Microsoft Israel - we could not have asked for a better host and teacher.

## Unistream Holds its Mentor's Conference



*Thanks from Unistream!*

On November 22, 2009, Unistream held its second Mentor's Conference at its Kfar Yona Center. Unistream currently has 20 active mentors from around the country.

Mentors are members of the Unistream Friends Forum, who are among the leading business entrepreneurs in Israel with many years of business, strategic, marketing, funding, technical, and financial expertise to share. Each Unistream group is accompanied by such a volunteer mentor who acts as a guide, consultant, advisor and friend throughout the group's personal and business journey.

The role of mentor has become key in helping each group establish and develop their companies and products. Each mentor meets with their group regularly twice a month at the Centers and is fully involved in their group's business process and activities.

Presenting at the conference were Ms. Iris Reff-Ronen - Unistream's Executive Director, Mr. Dror Paul – Unistream's Deputy Director of Programming and Ms. Smadar Nir - Unistream's Deputy Executive Director. Throughout the day the mentors were given an in-depth look into the Unistream curriculum and presented with a mentor's kit which includes all of the materials needed to accompany a young Unistream group effectively. The mentors were awarded certificates of appreciation for the time they give and the amazing work they do with the Unistream participants. The day ended with an open discussion and a brainstorming session on how to make the mentor's involvement more effective. Not only was the day a huge success for Unistream, but it also enabled the mentors, successful business people from all over the country, to meet and network.

We look forward to holding our next conference in half a year.

## Global Entrepreneurship Week – 2009



Global Entrepreneurship Week is a worldwide movement of entrepreneurial people, with millions unleashing their enterprising talents. In Israel, around 100 events, sponsored by Technion University, the Hebrew University and the MIT Forum took place during the week of November 15th. Unistream's 10 Centers joined the national and global initiative and opened its doors to parents, friends and the general public for the week in order to encourage local business and entrepreneurs. During that time each Center offered an assortment of workshops given by members of the Unistream Friends Forum, a group of Israeli business executives devoting their time and skills to mentor Unistream participants. The workshops were given on a variety of business related topics such as "Financial Education for Life – Knowing is Earning" and "What is a Business Venture". The interest and turnout at the various Centers was fantastic.

At the Unistream Center in Hatzor Gililit, the Unistreamers added a more personal touch and arranged and ran a special "Venture Establishment" workshop for their parents. The first step included the parents undergoing a brainstorming session in order to come up with a business venture that would benefit their community. The second step included the formulation of a business plan. For the third and final step, the parents had to give a presentation to potential investors. This workshop provided the parents with invaluable insight regarding the value of Unistream in their children's lives.

*"We are so proud to be part of this global initiative,"* says Iris Reff-Ronen, Unistream's Executive Director, *"This was an amazing opportunity to raise awareness and encourage entrepreneurs and entrepreneurs throughout Israel".*



*From all of us at Unistream*

**We wish you a Happy Hanukkah, Eid Mubarak,  
a Merry Christmas and a Happy New Year**

Please send your tax deductible donation to:

**Friends of Unistream Inc.,**  
24 West 40th Street, 14th Floor New York, New York 10018

For individuals or organizations desiring to take an active role in empowering teenagers from Israeli's disadvantaged regions, please contact:

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