



# PROJECT REPORT

## INCUBATION CYCLE 02

September 2019 - August 2020

DEVELOPED BY:



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي

*Game*

FUNDED BY:



Danish-Arab  
Partnership Programme



# TABLE OF CONTENTS

**02** Introduction

**03** Street Sports Incubator - Second Cycle 2020

**04** Street Sports Incubator in numbers

**05** Winners - Start-Ups

**08** Winners - Initiatives



# INTRODUCTION

## Street Sports Incubator is the brainchild of the collaboration between JYIF and GAME

SSI works towards equipping youth with needed skills and knowledge to facilitate entrepreneurship opportunities and enhance their employability. SSI project provide seed funds to projects related to sports, which gives the chance for youth to achieve their dreams and promote a healthy lifestyle.

# Street Sports Incubator - Second Cycle

## Year 2020

The second cycle of Street Sports Incubator was a great success, and full of achievements and growth. This cycle had shown a considerable progression and development, based on experience and learnings gained from the first cycle. The second cycle took place between Sep-2019 and Aug-2020, incubating nine groups of ambitious and inspiring participants. The "Attract" event was held in V-Business Centre in September 2019, marking the beginning of a life-changing journey. More than 43 participants contributed in that event, coming from various governorates of the kingdom. The participants were able to improve their business projects ideas and presented their proposals to the judging committee, which consists of exhilarating entrepreneurs and businessmen. The judges nominated nine projects for incubation (6 start-ups and 3 initiatives).

Later on, the selected participants went through six months of intensive training, improving their business knowledge in various areas such as, finance, marketing, IT and legal issues. In addition to social skills, leadership and interpersonal skills, in this way, participants gain not only business knowledge, but also soft skills that enable them to lead in the market with more self-awareness. Furthermore, the participants went through one-to-one mentorship sessions, to develop their business plans and align their projects to the UN Sustainable Development Goals, to assure the implementation of the projects is eco-friendly and green.

Accordingly, it enabled the participants to develop their ideas in a more professional and competent way. At the end of the training period, the participants presented their refined project ideas with a more detailed business plan in front of the judges, for evaluation.

The judging committee agreed upon the winning projects which were, 2 initiative and 3 start-ups to celebrate their outstanding efforts and to hand them their well-deserved seed fund, which were \$5000 to each winning project, to boost the beginning of their journey in entrepreneurship world. The celebration ceremony was held under the patronage of Her Royal Highness Princess Lara Al- Faisal and Mr. Andreas Thulstrup, senior advisor and head of Danish program office in Amman. Also, the winners were given an insightful manual to support and guide them through solving any upcoming financial problems in their businesses. Hoping for more success in the future, supporting youth achieving their dreams to improve their communities, with the opportunity to generate profits and contribute to an economic growth.

# STREET SPORTS INCUBATOR IN NUMBERS

Percentage  
of females  
participated in  
Attract Event



49%



43



Participants in  
Attract Event

START-UPS



03

INITIATIVES



06

09



Teams winning First  
Pitching for Incubation

Teams winning Final  
Pitching for Incubation



05

03



START-UPS

02



INITIATIVES



# START-UPS

TEAM LEADER:

**Abrar Afaneh**

PARTICIPANTS:

**Rahmeh Afaneh  
Mohannad Afana**

PROJECT NAME:

**Hang It**

SEED FUND:

**\$5000**

“

**Yoga, from luxury  
to accessible for all**

PROJECT DESCRIPTION:

Hang It aims to provide healthcare by offering curative and preventive services that include athletic rehabilitation services and aerial yoga training.

PROJECT GOALS:

- To spread an enjoyable and therapeutic health-care culture.
- To transform aerial yoga from a modern and luxurious sport to an easy and reachable one and in various places.

EXPECTED RESULTS:

Hang It project will result in an increase of access to aerial yoga to all individuals inclusively, which will empower women and enhance their engagement and participation.

SOCIAL IMPACT ON COMMUNITY:

Ensure healthy lives and promote well-being for everyone at all ages, to provide better quality of healthcare. In addition to that, encourage and empower females to be engaged and participate.



TEAM LEADER:  
**Rania Haddad**

PARTICIPANT:  
**Zaid Haddad**

PROJECT NAME:  
**Rania Store**

SEED FUND:  
**\$5000**



**Sport at every home**

**PROJECT DESCRIPTION:**

Rania Store provides all kinds of sports equipment and tools, whether in wholesale or as a retail for individual selling.

**PROJECT GOALS:**

- Encourage and motivate individuals to practice sports for a healthy life.
- Enhance the local economy through sports industry.

**EXPECTED RESULTS:**

Rania Store can result in an increase of locals practicing sports, through the easier and more affordable access to sport's equipment. Also, the sales can cause an economical growth in the sports industry.

**SOCIAL IMPACT ON COMMUNITY:**

Rania Store can lead to a healthier and more active lifestyle for Jordanians.

TEAM LEADER/PARTICIPANT:

**Saeed Eleisah**

PROJECT NAME:

**Skylight**

SEED FUND:

**\$5000**



**Learn  
through  
fun**

**PROJECT DESCRIPTION:**

Skylight offers basketball training for children in less advantaged area, providing safe areas for practices and efficient coaches. Also, maintain guide and support for physical and mental health of the children, as well as extracurricular activities that can improve children's social and analytical skills.

**PROJECT GOALS:**

- Basketball practices for kids from less advantaged area, in safe fields.
- Maintain and supervise children's mental health and well-being.
- Improve levels of education.
- Enhance children's social and interpersonal skills through fun and active approaches.

**EXPECTED RESULTS:**

Skylight is a significant step forwards, towards children supported to assure their well-being. Additionally, increase participation of less advantaged kids, in sports activities.

**SOCIAL IMPACT ON COMMUNITY:**

Educating children to be more accepting of others despite differences, as well as essential cultural values such as respect and integrity.

# INITIATIVES

TEAM LEADER/PARTICIPANT:

**Raghad Almallah**

PROJECT NAME:

**RCT (Raghad Cycling Trips)**

SEED FUND:

**\$5000**



**Bicycles for sustainability and better society**

## PROJECT DESCRIPTION:

RCT offers cycling rides to visit amazing local sites, providing all required safety equipment and a specialized tour guide. The ambitious 16-year-old aspires to motivate locals to use bicycles more, as this can raise awareness about an environmental issue caused by excessive use of cars, also as healthier substitute. Additionally, she seeks to create a supporting environment for girls and increase the social acceptance of girls biking.

## PROJECT GOALS:

- Promoting domestic tourism in Jordan.
- Increase social interaction between individuals.
- Enhancing physical and mental health of Jordanians
- Change the community's perception of girls cycling through blogs that are posted through YouTube channel.
- Decrease the impact of cars on the environment, by encouraging bikes riding.

## EXPECTED RESULTS:

RCT can boost levels of domestic tourism by encouraging people to explore Jordanian sites. Also, the project provides an interesting approach that can increase numbers of Jordanians cycling, which can positively enhance their health.

## SOCIAL IMPACT ON COMMUNITY:

Create a supportive society for Jordanian females cycling and introducing a healthier, more sustainable lifestyle for Jordanians.



TEAM LEADER/PARTICIPANT:  
**Ibrahim Mehyar**

PROJECT NAME:  
**Play**

SEED FUND:  
**\$5000**



**Sports are  
not luxury**

#### PROJECT DESCRIPTION:

Play aims to build public park for street sports (calisthenics, Boxing & Conditioning), and organize classes that aims to achieve equality in terms of gender and physical ability with affordable memberships prices for more inclusivity.

#### PROJECT GOALS:

- Provide safe public space for street sports.
- Train youth to be sport leaders and role models.
- Raise awareness about healthy lifestyle and well-being among youth.
- Youth Inclusion.
- Enforce equality between genders and disabled.

#### EXPECTED RESULTS:

Establishing safe practicing fields at affordable prices, will result in an increase in the numbers of Jordanians practicing sports. Also, increase Jordanian females' participation in street sports. Additionally, providing disabled individuals with a compatible sports area, can also increase their engagement in sports exercises.

#### SOCIAL IMPACT ON COMMUNITY:

Engaging youth from both genders in street sports activity will improve gender equality and empower women. Promote a healthy lifestyle among the society, and improving mental health and well-being through sports.



@SSIncubator



STREETSPORTSINCUBATOR.ORG