



# PROJECT REPORT

## INCUBATION CYCLE 01

March - September 2019

DEVELOPED BY:



Jordan Youth Innovation Forum  
الملتقى الأردني للإبداع الشبابي

*Game*

FUNDED BY:



Danish-Arab  
Partnership Programme



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- 05 ● 1<sup>st</sup> Place: \$5000
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- 07 ● 3<sup>rd</sup> Place: \$2000

### Winners - Initiatives

- 08 ● 1<sup>st</sup> Place: \$3000
- 09 ● 2<sup>nd</sup> Place: \$2000
- 10 ● 3<sup>rd</sup> Place: \$1000



# INTRODUCTION

**Street Sports Incubator is the achievement that resulted from the effective collaboration between JYIF and GAME.**

SSI aims to equip youth with the required business knowledge and life-skills, in order to boost their journey towards entrepreneurship and enhance their opportunities of employment. Further, SSI project provides seed funds to projects related to sports, which gives the chance for youth to achieve their ambition and foster a healthy lifestyle.

# Street Sports Incubator -First Cycle Year 2019

The first cycle of the SSI was indeed a great success and an indicator to its significance, taking into consideration it is the first project of its kind in the middle east. Further, the SSI project has been selected as one of the 29 shortlisted out of more than 300 entries worldwide to Awards Beyond Sport Global Awards 2019 in the "Sport for Decent Work and Economic Growth Award" category. The first cycle took place between March 2019 and September 2019, incubating 16 projects of the overall participants.

The "Attract" event was held in ZINC-King Hussien Business park starting from 21st-23rd of March, marking the beginning of a life changing milestone. This great event hosted 45 participants coming from different governorates of the kingdom. The participants got the chance to improve their projects ideas and presented their proposals to the judging committee, which consists of exhilarating entrepreneurs and businessmen. The judges selected sixteen projects for incubation (8 start-up and 8 initiatives).

As for the chosen participants, they went through six months of intensive training sessions and seminars to improve their knowledge and skills in business, such as finance, marketing, IT and legal aspects to help them manage their businesses effectively. Besides, the participants also got to learn about leadership and interpersonal skills to develop their soft skills and social

skills, to empower them building and maintaining relations. Further, 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.

At the end of the training period, the participants presented their developed project's ideas based on the learnings they gained through the training session, presenting a more detailed business plan in front of the judges, for evaluation and selection. The judging committee has chosen six projects among the presented ones, which were 3 initiatives and 3 start-ups. The winners of the initiatives celebrated their success under the patronage of his excellency the minister of the youth Dr. Mohammad abu-Romman and his excellency minister of digital economy and entrepreneurship Eng. Muthanna Al-Gharybeh for the start-up's winners.

The winners also received their seed funds to boost the beginning of their journey in entrepreneurship world. 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



40%

45



Participants in  
Attract Event

START-UPS



08

INITIATIVES



08

16



Teams winning First  
Pitching for Incubation

Teams winning Final  
Pitching for Incubation



06

03



START-UPS

03



INITIATIVES





# 1<sup>ST</sup> START UP

NAMES OF PARTICIPANT(S):

**Omran Saimeh**

PROJECT NAME:

**Allympia Courts**

SEED FUND:

**\$5000**



**The best court booking  
app in Jordan**

#### PROJECT DESCRIPTION:

Allympia Courts is an online platform where you can connect with players around you with the same sports interests. You can then book a court together and play your favorite sport with them.

#### PROJECT GOALS:

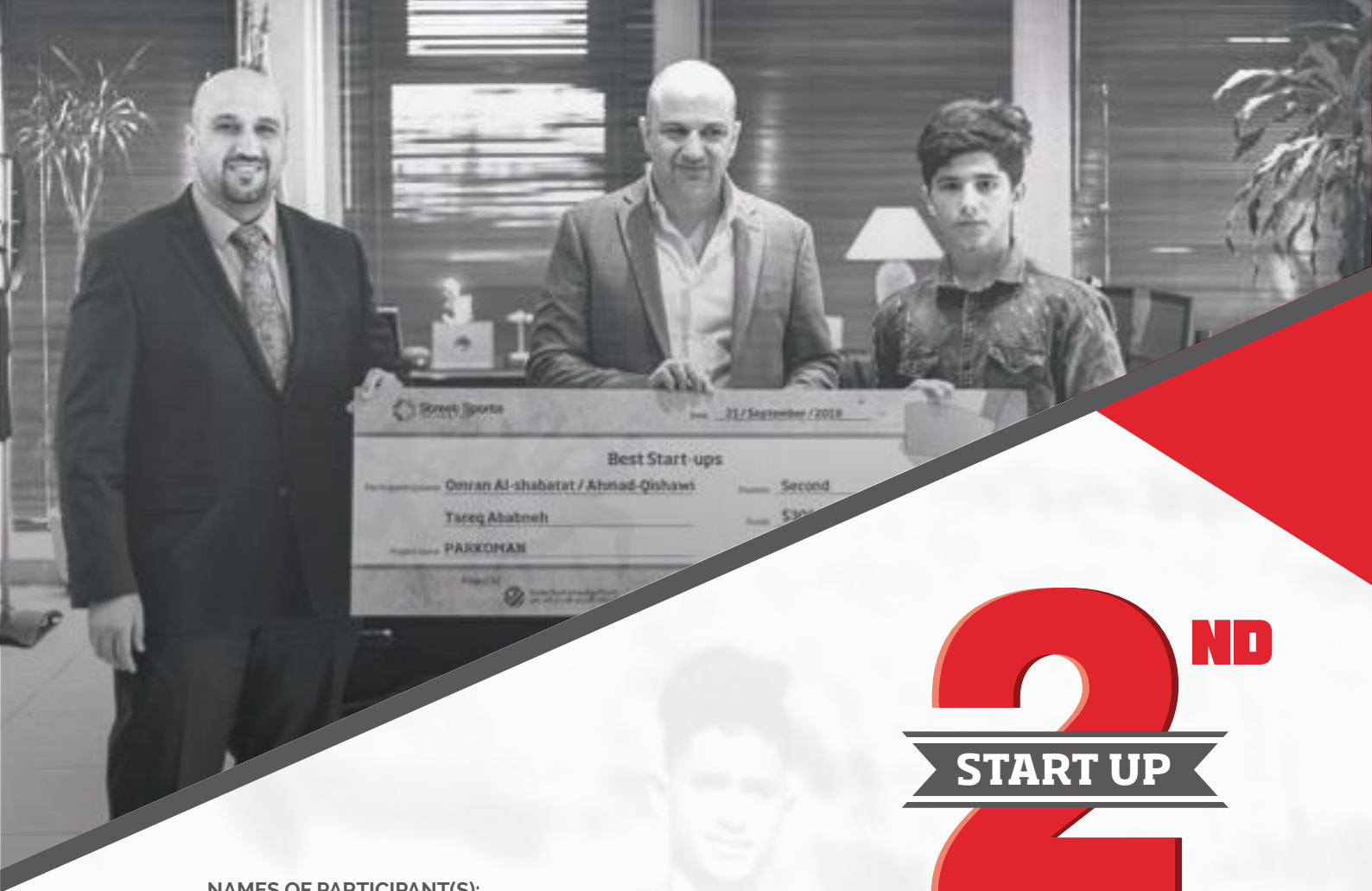
The goal of this start-up is to connect people with the same interest to play their favorite sport. Locals and companies can create teams and tournaments can be organized. Any player can also follow their statistics on the app.

#### EXPECTED RESULTS:

In the first year, around 40,000 downloads are expected leading to the creation of ca. 300 teams which are hoped to have 70 courts at their disposal. The app is expected to cover the following provinces: Amman, Irbid, Jerash

#### SOCIAL IMPACT ON COMMUNITY:

The success of this start-up will also cause social change as it increases sport awareness, connects friends and co-workers and strengthens the community. The app also allows meeting new people and connect them through common interest in sport.



## 2<sup>ND</sup> START UP

#### NAMES OF PARTICIPANT(S):

**Omran Al-shabatat**  
**Ahmad-Qishawi**  
**Tareq Ababneh**

#### PROJECT NAME:

**PARKOMAN**

#### SEED FUND:

**\$3000**

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**Parkour is a safe sport for  
those who love it and need it**

#### PROJECT DESCRIPTION:

PARKOMAN is a project for teaching Parkour and calisthenics sports. The foundation of qualified clubs, starting in Aqaba Governorate, providing locations for teaching this sport.

#### PROJECT GOALS:

The main aim of this project is developing parkour and calisthenics sport in the Kingdom of Jordan. After the establishment of the first club in Aqaba, the goal is to open more clubs and spread the idea and the sport widely across Jordan.

#### EXPECTED RESULTS:

This project is expected to spread across the country and encourage a large number of children and young people, ages between 6 to 30, to participate into parkour and calisthenics.

#### SOCIAL IMPACT ON COMMUNITY:

This start-up hopes also to have social impact by increasing the number of sports centers and their diversity in the community. Individuals will learn about new types of sports and participate in local and global activities related to those sports. Lastly, it also attracts tourists to come to areas where these sports are popular.





NAMES OF PARTICIPANT(S):  
**Mohammad Ashraf**

PROJECT NAME:  
**Yalla Sport**

SEED FUND:  
**\$2000**

**PROJECT DESCRIPTION:**

This start-up creates videos of tourist places for people who have street sport skills. These videos highlight the right places to do sports and are meant to motivate viewers to practice in the right places.

**PROJECT GOALS:**

This project's goal is to motivate people to do more sports in the appropriate places. It also aims for these videos to spread out and reach many people in order to influence them.

**EXPECTED RESULTS:**

As a result of these videos, it is expected that sports in the mentioned, appropriate places increases. Additionally, people will interact with sport content on social media. Viewer numbers and numbers of sport enthusiasts are expected to be high. Followers are expected to reach 10,000 on Facebook and more than 1,000 on Instagram.

**SOCIAL IMPACT ON COMMUNITY:**

By motivating people through videos and challenges, sport activities will increase and create a social impact.





# 1<sup>ST</sup>

## INITIATIVE

NAMES OF PARTICIPANT(S):

**Anas Sayl Mohammad Zayadneh**

PROJECT NAME:

**Hajareen**

SEED FUND:

**\$3000**

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**From Street  
to Stadium**

### PROJECT DESCRIPTION:

Situated in Jaresh Governorate, Jordan, the Hajareen initiative aims to provide a safe place for children (ages between 7 -14) with the interest and passion for sports, specifically football. This project builds on the concept of gender equality and emphasizes the children's right to participate in sport activities.

### PROJECT GOALS:

This project's goal is to raise awareness about gender equality issues in sport and the promotion of competition and social inclusion.

### EXPECTED RESULTS:

By the means of this project, it is expected to see a rise in the children's appreciation for sport and the importance of female participation. Children will gain a better understanding of a healthy lifestyle. Lastly, the project is expected to increase the harmony between local and refugee children.

### SOCIAL IMPACT ON COMMUNITY:

The results of this project will also cause significant social impact. An increase in gender equality is generated by giving children an understanding of the concept early on. Improved health conditions through the provision of healthy habits, information about a healthy lifestyle and sports will increase general well-being of these children.



NAMES OF PARTICIPANT(S):

**Qais Fakhri Mohamad Jaber**

PROJECT NAME:

**Peace From Little Feet**

SEED FUND:

**\$2000**

**Peace is  
non-exclusive**

#### PROJECT DESCRIPTION:

This project aims to provide a safe space for underprivileged children in AL-zarqa'a governorate, Jordan. This is done by creating public, outdoor sports areas for children. The focus will be on the following three sports: Football can be played on dirt courts, while table tennis and self-defense can be practiced in safe yards of licensed associations in the area. Additionally, sports tournaments will be organized.

#### PROJECT GOALS:

The goal of this project is to create safe areas for all children and at the same time promote sports culture among children. Additionally, the project aims to highlight the children's sport talent.

#### EXPECTED RESULTS:

It is expected to create 5 different sports spaces in different areas and see more than 200 children benefit from the created spaces after 6 months already. Good partnerships will be established with the associations and civil society institutions and together they will give the children a sense for sports culture.

#### SOCIAL IMPACT ON COMMUNITY:

The outcome of this project will also add social value through added experience and opportunities for children. The collaboration of involved associations and institutions will increase the appreciation for safe spaces and the importance of sports to increase well-being. Lastly, the community benefits from the promotion of sports culture.





**NAMES OF PARTICIPANT(S):**

**Amani Attallah Ibrahim Al-shabattat**  
**Rania Attallah Ibrahim Al-shabattat**  
**Ikhlas Attallah Ibrahim Al-shabattat**

**PROJECT NAME:**

**Integration of sports in disability centers**

**SEED FUND:**

**\$1000**

**PROJECT DESCRIPTION:**

This project works towards Societal inclusion of disabled people through sport activities. This project introduces sport in disability centers. There is currently a lack of sports options for disabled people. These efforts are mainly directed at male and female children ages between 6 - 18.

**PROJECT GOALS:**

The goals of this project are two-fold. Firstly, parents should be encouraged to sign their children up for centers that offer suitable services and activities. Secondly, the project aims to achieve inclusion. Disabled children learn to take part in sports activities which enables them to experience integration through sport with non-disabled people. Including them into sport events will reduce barriers and limitations for disabled youth and enhance their engagement in the community. Additionally, the community's acceptance of disabled people increases.

**EXPECTED RESULTS:**

This project is expected to result in an increased self-confidence and perseverance of disabled people and thus increases their participation in activities. It is also expected to increase prosperity and participation of disabled people in sports events in their communities.

**SOCIAL IMPACT ON COMMUNITY:**

Closing the gap between society and people with special needs will lead to a more inclusive community. Especially for disabled people, this project will increase their well-being through physical activity and integration, and in sports particularly.



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