Accessible Community Based Business Ecosystem

Zika Abzuk

Cisco Israel CDA Lead

Initiated and lead the following initiatives:

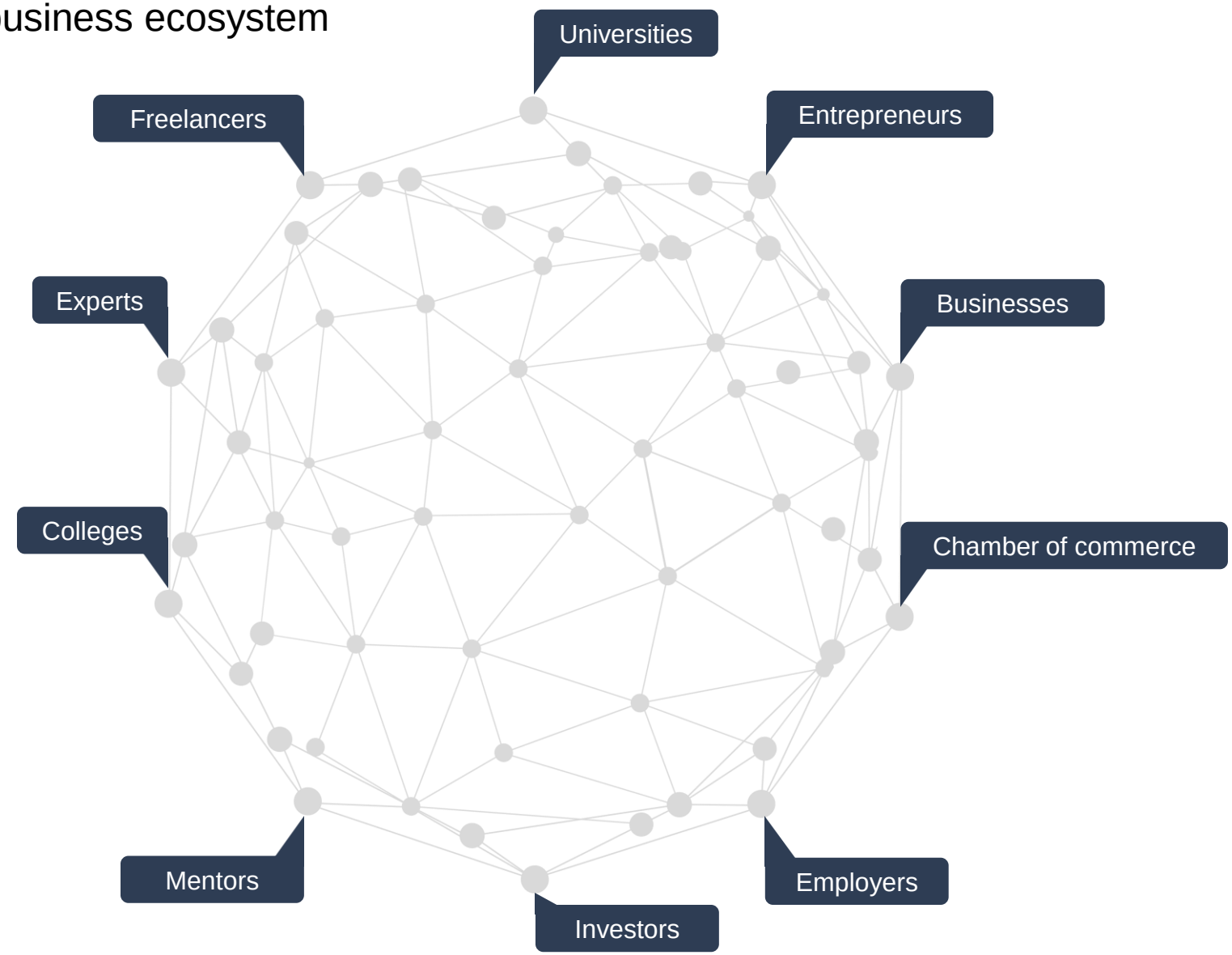
- Cisco’s investment in Palestinian Authority – to enable a new model of job creation
- Cisco’s investment in Sub-Saharan Africa – CGI – Connect the unconnected to enable medical and educational services
- Kamatech inclusion of Ultra Orthodox into the High-tech ecosystem
- MaanTech – Inclusion of Israeli Arabs into the Israeli high-tech ecosystem
- MYTecC – A Mediterranean Youth Club
- Net@ - An Israeli youth club across the country

Our Vision

Harness technology to enable a digitally accessible business ecosystem for all

The current circumstances

A closed, inaccessible, business ecosystem



The Needs — Three Pillars

The state

- Provide equal opportunity for all
- Prepare workforce for changes in global market
- Lower dependency on social services
- Economic and social stability

Businesses

- Adapt to a new and changing market
- Skilled workforce
- Employees continued development
- Grow Market share

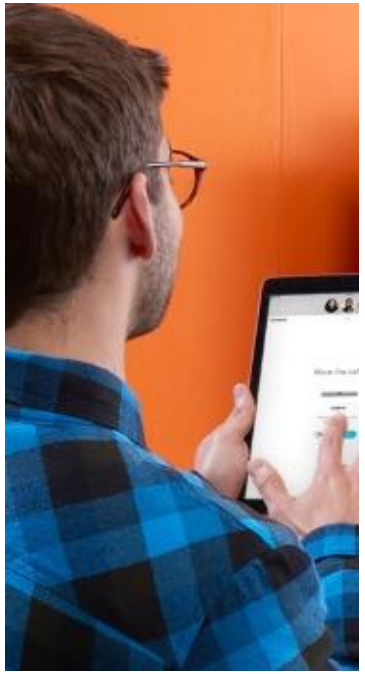
Individuals

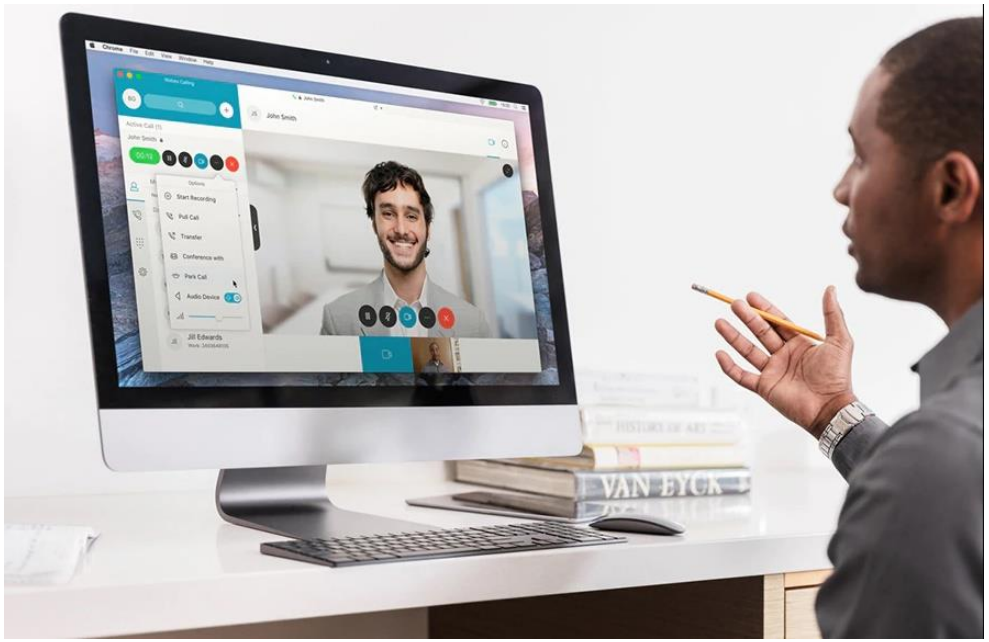
- Develop current skills to join workforce
- Network to find a job
- Learn a profession
- Get to know the ecosystem
- Develop a career path

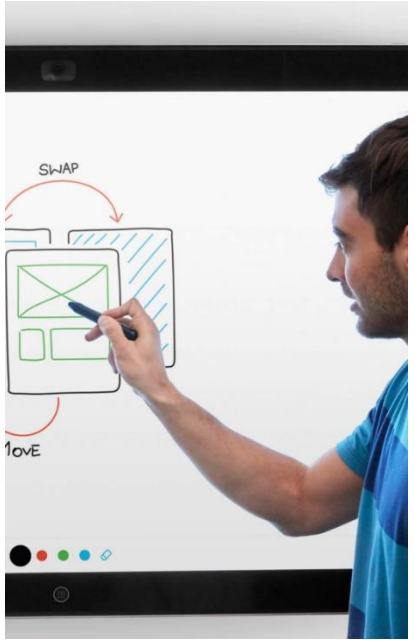
A complete solution for all

Smart Locations

- Open workspaces, including meetings and learning enabling technology
- Currently there are 30 connected smart locations across the country







Partnerships

The solution depends on the creation of meaningful partnerships with:

Content Providers

Colleges; Professional Training, Mentors

Businesses

Looking to hire

Ecosystem Connectors

Outsight (America-Israel chamber of commerce), Potential Investors; Mentors;

Communities

IT jobs; Tech companies; Businesses

Among Our Partners:

CISCO

לשכת מסחר ישראל-אמריקה
ISRAEL-AMERICA
Chamber of Commerce

See
see security technologies ltd
Cyber Warfare and InfoSec College

HIT
מכון טכנולוגי חולון
Holon Institute of Technology

OUTSIGHT
Imagine the future of work

גומא גבים
המרכז לגישור, אימון ושיתופי פעולה

IITC
الشركة العالمية لتقنية المعلومات ش.م.م
International Information Technology Co. LLC.

The Cob

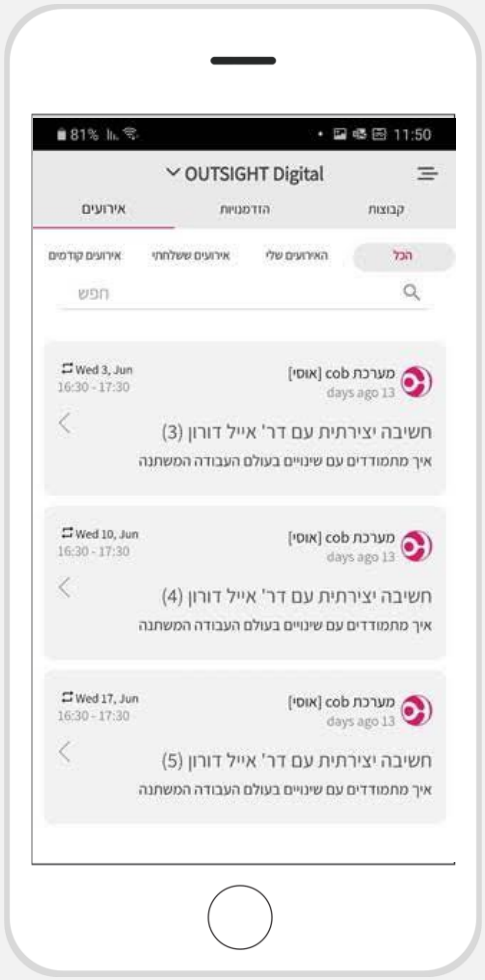
The Cob is a platform designed to grow the business ecosystem by enabling its users to connect, learn and collaborate through groups and communities

Collaborate

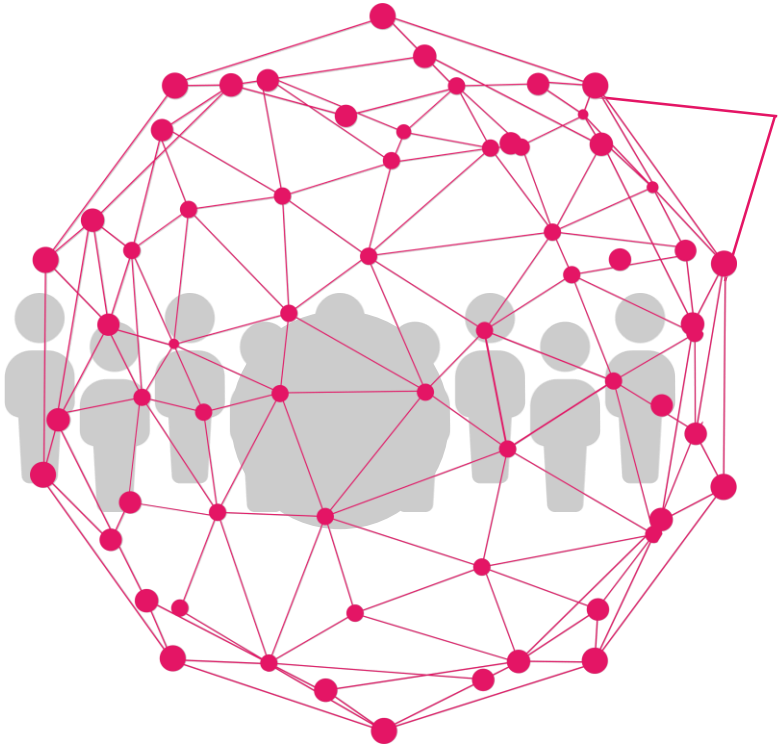
Learn

Connect

Share opportunities



The Cob



Cob connects communities to create an accessible, proactive digital ecosystem

The Cob | Communities

What makes cob’s communities different from other digital communities?

01

Business oriented, filters relevant information

02

Allows professional groups to interact

03

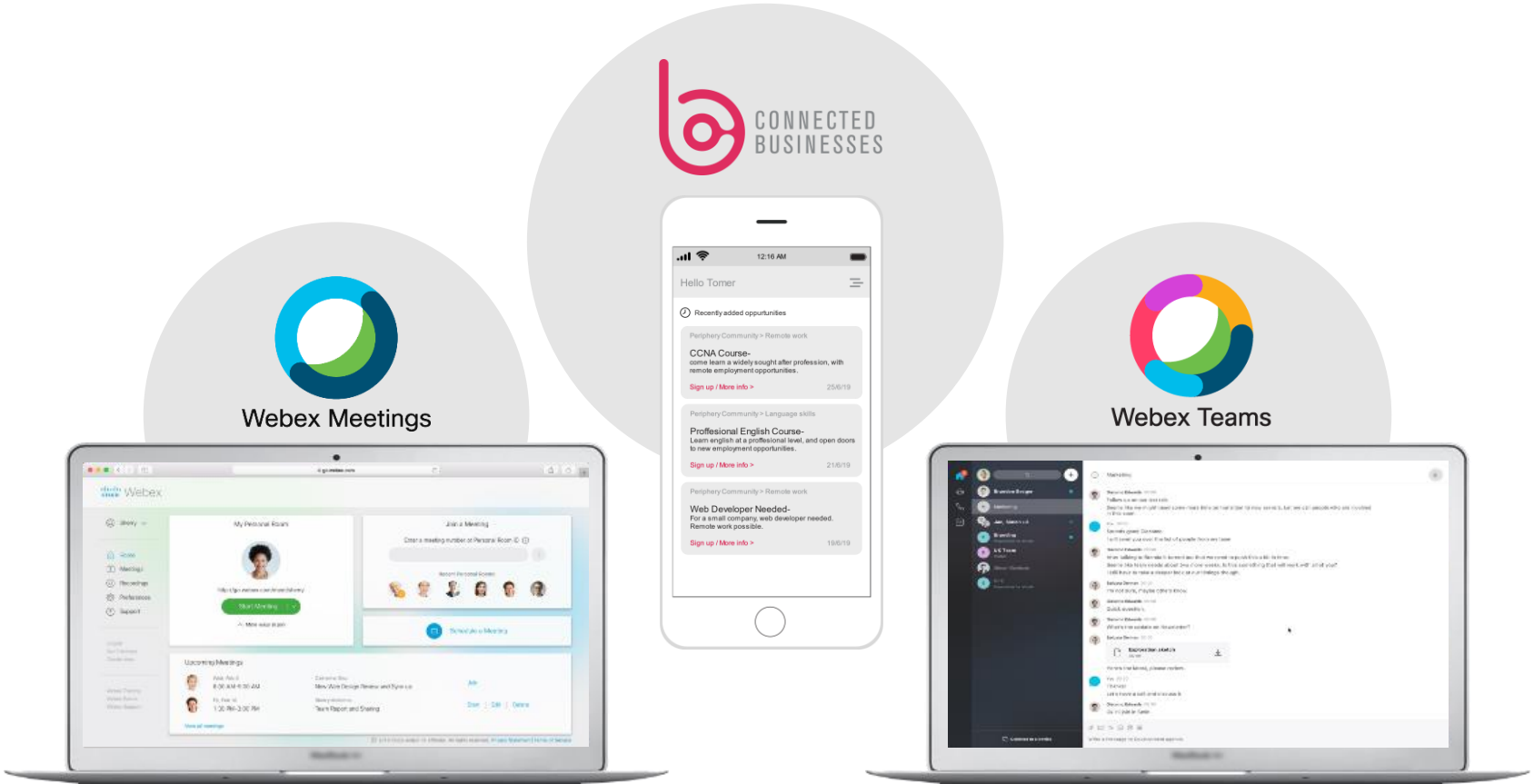
Members cannot share anything, only relevant content

04

Proactive ecosystem, which suggests possible beneficial connections

Cisco Collaboration Technology

Cisco Collaboration Technology - Webex Meetings & Webex Teams provides a secure & effective communication platform across communities



Content & Connections

Courses
Develop a career path with your peers

Job offers
Open up to member companies with open positions

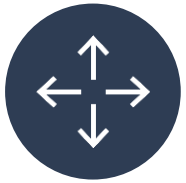
Mentors
Connect with mentors to guide the way

What has this made possible?

What has this made possible?

Effective networking between communities

Provides structure to non-structured organizations (communities)



Smooth and natural evolvement from learning to working and vice versa

Flexibility in the way you learn

Much lower cost (25% - 40% of course cost in market)

Ability to learn in local small groups in diverse remote locations & form a learning group

Access to high level and useful courses with teachers

Better and more effective community retainment

Example 1 — Klika

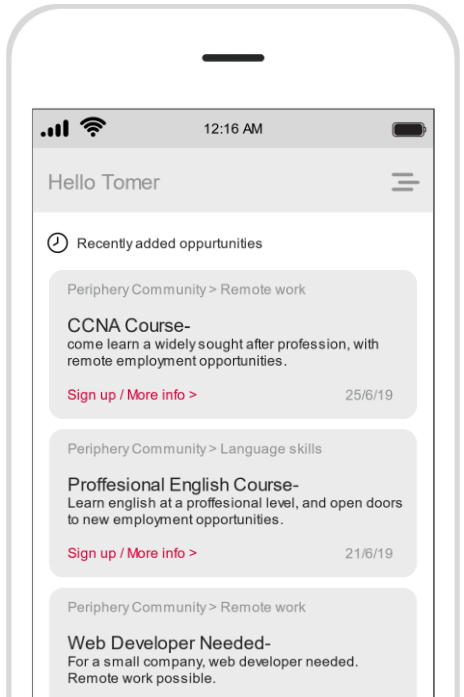
Klika community

- Klika is a community entrepreneurs who are members of local digital hubs from across the country
- The Klika hubs enable members to meet, learn and work, in a digital friendly environment. In addition, the hubs serve as a venue for events such as talks, mentoring sessions etc.

Klika — CCNA Course Example

01

Klika members receive a notification about a CCNA course opportunity and sign up

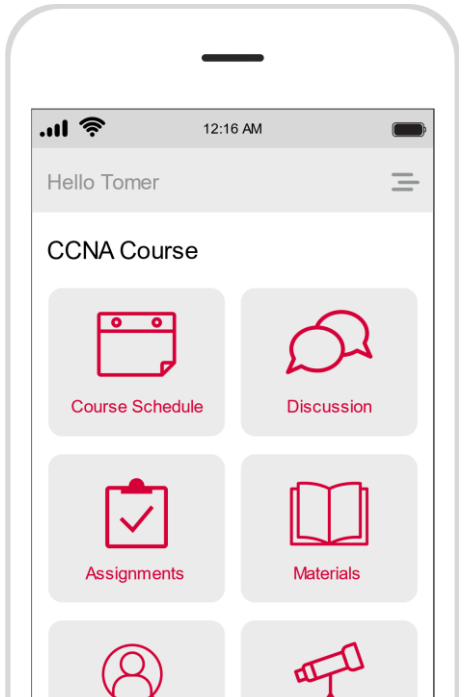


02

Students attend the course at their local smart location, while others attend remotely

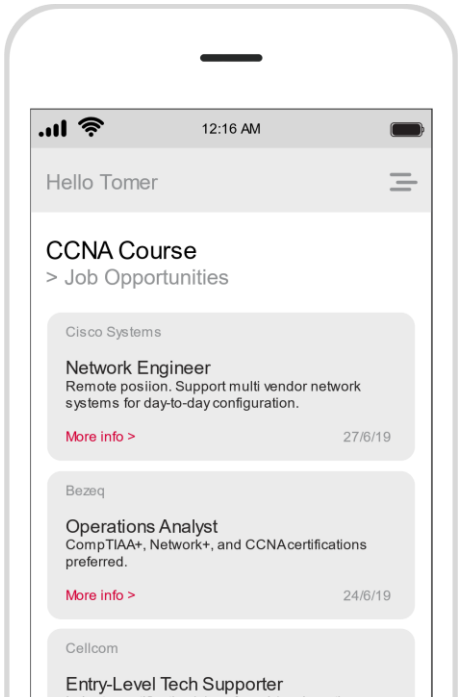
03

During the course materials are published and discussions are conducted on app

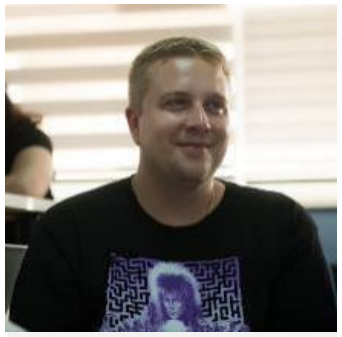


04

Companies interested in hiring offer employment opportunities to community leaders – who share opportunities with their community



CCNA Graduates

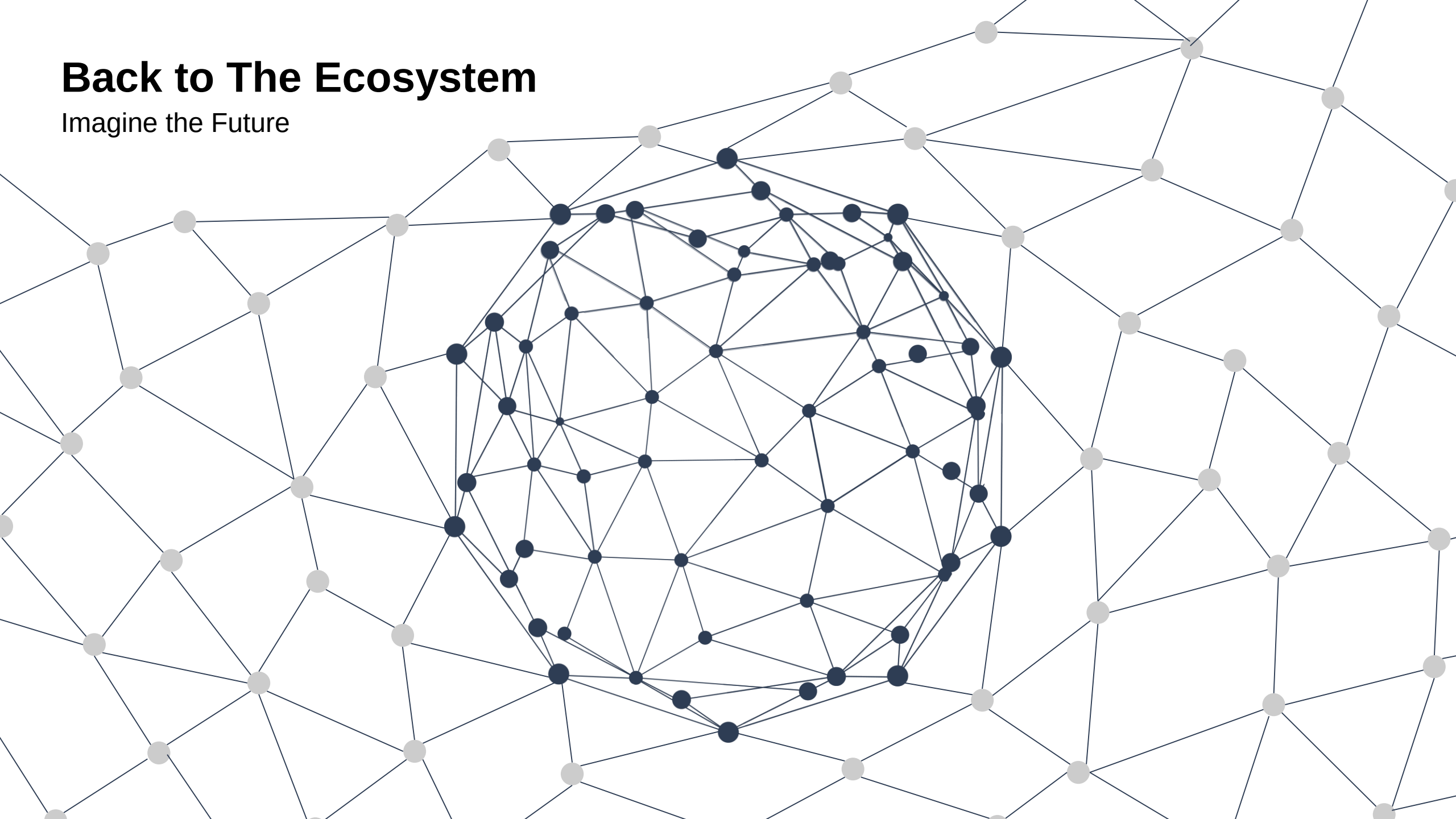
						
Adir Bonevida	Shai Nagal	Netanel Bitan	Valera Rubichenko	Alex Yavdikomov	Alexandra Rokach	
Security Guard	Electronic Tech	Security Guard	Machines Operator, Raviv Plastics	Security guard	Call Center, Partner	Previous employment
Network Admin MOD Intelligence campus	Manager, Network Eltel	Network & Computer tech SMB	Lab Tech Matrix	Computer & Network team, Arad Muni.	Network Tech in Soroka Hospital	Current employment

This course was taught in Dimona, Arad &Netanya – Using Cisco collaboration technology (Webex Teams & Webex Boards)

Example 2 — Outsight

Back to The Ecosystem

Imagine the Future



Thank you