

## Supporting Palestinian Micro, Small, and Medium Enterprises

### Executive Summary

Anera Ventures is an initiative designed to unlock economic opportunity in Palestine by empowering Micro Small and Medium Enterprises (MSMEs) with fair, flexible, and responsible access to finance and needed capacity building and vocational training. Building on Anera's long track record of strengthening micro and small enterprises, Anera Ventures bridges humanitarian response with sustainable economic development, enabling people not only to recover, but to grow, create jobs, and build resilient futures.



### A Market Gap for Micro, Small and Medium Enterprises

**Micro, Small and Medium Enterprises (MSMEs) in Palestine face a financing system that is high-risk, inflexible, and heavily dependent on collateral.**

Many small businesses lack formal credit history or documentation.

Key Barriers:

- Limited access to affordable finance
- Stalled business growth & high unemployment (30% WB, 70% Gaza in 2024)
- Sharp decline in women-led business growth (67% → 19% in 2023–2025)
- Lack of integrated finance + capacity building solutions

The result: Thousands of small business owners—especially women—cannot access the support needed to grow and create jobs.

### Anera Ventures: Impact-Centered Investment Model



Anera Ventures blends lending discipline with social impact.

#### Our Value Proposition

- Catalytic capital for underserved MSMEs
- Incentive-based model that rewards repayment
- Business advisory support and mentorship
- Impact measurement & learning framework

### The Success Award Loan (Pilot Program)



Anera Ventures' first program offers a unique approach: MSMEs that fully repay their loans receive a grant equal to the total interest they paid. This reduces financial stress, encourages responsible borrowing, and enables reinvestment.



## Pilot Snapshot

Component	Details
Pilot duration	5 years
Loan size	US \$3K – \$15k
Loan term	2 – 3 years
# of Businesses	60 – 70
Interest Rate	10%

(\*Fixed rate returned upon repayment)

## Eligibility Criteria



Eligible MSMEs must meet one of the following:

- Location: Based in the northern West Bank and rebuilding after conflict.
- Women Empowerment: Women-owned, women-led, or part of Anera’s Women Can pipeline.
- Economic Sector: Operating within agriculture or agribusiness value chains (production, processing, distribution, services).

## Partnership Model



Implemented with Vitas Palestine, a leading microfinance institution.

Together, we provide:

- Lending infrastructure + financial inclusion expertise
- Business advisory support + community outreach
- Stronger risk management and responsible finance

## Integrated Business Capacity Building



Finance alone isn’t enough. Anera Ventures offers:

- Business & financial management skills
- Digital marketing and customer retention strategies
- Growth planning and budgeting
- Responsible borrowing practices
- 1:1 advisory sessions with Anera business advisors
- Access to self-paced learning materials & tools

This holistic approach strengthens long-term sustainability and resilience.

## Measuring What Matters: Financial & Social Impact

### Financial KPIs



- Loan repayment rate
- Increase in business revenue
- Jobs created or sustained

### Social KPIs



- % of women-led businesses supported
- Improved financial & business knowledge
- Increased household income & quality of life

**Scaling Vision** The pilot forms the foundation of a larger impact investment vehicle.

### Future Goals



- \$3 million in total fund size
- 350 MSMEs supported across Palestine
- Expansion into Gaza when conditions allow

**Anera Ventures transforms access to finance into a pathway for dignity, growth and resilience**