

# Tel Aviv Overall Score: 39.6/100 | Overall Rank: 24/50

## Basic Facts

- 3.6 million population in Greater Tel Aviv
- \$152.9 billion Gross Metro Product (2016)
- Top industries by employment are: technology, mining and manufacturing, tourism

## Notable Strengths

- Tel Aviv has become a hub for entrepreneurship in the past couple of years, leading to its high rank (No. 6) in the Global Startup Ecosystem Report of 2017
- In 2013, The Wall Street Journal named Tel Aviv as the [second most innovative city](#) in the world
- Although, Tel Aviv's startup ecosystem is still heavily male-dominated, as of late, there has been an insurgence of women entrepreneurship
- Tel Aviv's ranks particularly high (No. 7) in Markets, especially in policy (No. 7) and cost (No. 17) indicators
- The city ties as No. 1 in the presence of the city portal/website for business creation and government goals for women owned businesses procurement indicators. Lower corporate income tax rates (No. 9) and a higher rank in ease of starting a business (No. 10) make Tel Aviv a desirable location for startups
- Although the area ranks in bottom 25 (No. 27) for access, there are have been new opportunities through the insurgence of hubs and incubators such as Start Tel Aviv, Launchpad Tel Aviv and Accelerator Academy Tel Aviv
- In addition, WMN is an instance of a co-working space and ecosystem for women led ventures whose mission is to be "is to be a game changer by significantly increasing the number of female founders in the industry and bridging the gender gap in the startup ecosystem." Since its launch in 2015, [WMN has been home to 22 female founder and their startup teams](#)
- Furthermore there have been more instances of women in leading positions at investment and venture capital firms

- CEO and founder of WMN, Merav Oren, commented in a TechCrunch article that "[a clear shift has become prominent in recent years, and we are seeing Israeli women entrepreneurs just about everywhere: Women are founding startups, winning competitions, leading ventures and venture deal-flows, and leading successful innovative companies](#)"
- Oren's claim is supported by the data as Tel Aviv ranks well in both number of VC firms with greater than 20 percent female partner (No. 7) and number of women founded VC firms (No. 5) indicators, helping Tel Aviv rank well in Capital (No. 11)

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- The city ranks in the top 10 (No. 9) for Value and Frequency of funding; in particular, the city ranks in the top 15 for the value of VC funds going to businesses with at least 25 percent female executives (No. 15) and number of female founder and executives in No. 2 round funding or higher (No. 9)
- Tel Aviv does especially well in gender proportion of funding, especially in the number of investment companies with at least one female executive (No. 3) and the proportion of VC funds going to businesses with at least 25 percent female executives (No. 11)

## Areas for Improvement

- Although having a reputation for being a hub for high-tech startups, Tel Aviv can improve its access to Technology for women (No. 43 overall). A first step is to collect gender disaggregated data on technology use to help benchmark and monitor whether technology access is equitable
- Talent presents another area of weakness for Tel Aviv (No. 34). Under Women's Skill and Experience (No. 32), the city falls short in the proportion of women with MBAs (No. 38), a lack of business management courses specifically for women (No. 30), and the proportion of female faculty in top business schools (No. 33)
- Improving women's skills and experience is also a culture issue, where Tel Aviv can improve by having more women leaders head local business organizations