

KEY FINDINGS

KEY FINDING 1

The size and diversity of the Jewish startup sector indicate that this is not a fringe phenomenon, a novel outreach strategy, or limited to the so-called “next generation.”

KEY FINDING 2

A large number of small, niche-based initiatives has emerged across the country, increasing the number and diversity of customized access points to Jewish life. Few organizations have large numbers of participants and constituents; smaller, more intimate organizations are the norm.

KEY FINDING 3

The vast majority of new initiatives describe their mission category as religion-related, education, arts/culture/humanities, or civil rights/social action/advocacy. Very few are focused on service provision, such as human services, mental health/crisis intervention, employment, housing/shelter, or health care.

KEY FINDING 4

New initiatives bring together people of different Jewish backgrounds and appeal to people at different places in their Jewish journeys. Serving the highly involved and engaging the less connected are not separate activities.

KEY FINDING 5

The sector has grown dramatically, but new initiatives may lack the infrastructure to weather the economic downturn.

KEY FINDING 6

Startups younger than seven years old are especially vulnerable because they do not yet have stable revenue streams.

KEY FINDING 7

Startup leaders face challenges building sustainable models for governance and financial management.

KEY FINDING 8

Jewish startups already are feeling the effects of the economic crisis and say they need sector-wide support to survive.

KEY FINDING 9

Startups seek collaborative approaches to increase the effectiveness of their programming.

KEY FINDING 10

Startups say they would benefit most from mechanisms that lower administrative and operational costs.

