

From the Medical Field to Immersive, Tech-Driven Classrooms

How Brocali is Revolutionizing Medical Education with TechStart's Support

By: TechStart Team

Dr. Amin Ali knows the challenges of medical education firsthand.

After years spent in this field, he recognized a serious gap: a lack of accessible and useful learning tools for healthcare students and professionals.

Seeing how many people struggled to find the right support, Dr. Ali boldly left his established career and stepped into the world of innovation. In 2021, driven by a strong desire to make a difference, he founded Brocali – a platform carefully built to guide medical students and professionals through every stage of their learning journey.



“Dr. Amin Ali: Founder and CEO of Brocali”

For medical students, the journey from university admission to a successful career is often full of obstacles.

I wanted to create a platform that would not only educate, but also offer ongoing support and guidance every step of the way," Dr. Ali shares.

This idea was deeply rooted in Dr. Ali's own experiences. He noticed a significant lack of Arabic-language resources and mentors for students pursuing medical careers in the Arab world.

The transition from a medical career to the demanding world of business was not easy Dr. Ali reflected.

Knowing he needed business skills, Dr. Ali joined **IGNITE**, a program under the Innovative Private Sector Development (IPSD) project, TechStart's sister project, which helps startups become investment ready.

The program gave him structured training and one-on-one coaching to improve Brocali's chances of securing private investments. **IGNITE** also provided a grant and additional financial support to help Brocali grow and attract even more funding.



“Startups showcase, Investment Readiness Program (IGNITE), IPSD”

As Brocali started growing, it faced new challenges typical of young tech startups, finding a dedicated office space for the growing team and managing daily operations became priorities. Hiring and keeping talented tech professionals was also essential for growth.



“Brocali core team in their new office”

Soon after, TechStart also supported Brocali's growth through its **UPSkill** program, which gave stipends for hiring 17 student interns and recent graduates. These young talents brought new energy and ideas, creating a dynamic and innovative work environment that moved development forward.

“TechStart gave us the support we needed to turn our vision into reality, Dr. Ali says. The funding and resources helped us build a strong team and significantly accelerate our development.”

Thanks to support from TechStart and IPSD (World Bank projects), Brocali has expanded beyond the Palestinian market. What began as a platform for Palestinian medical students is now reaching students across the **MENA** region and beyond.

Dr. Ali's vision has grown from offering educational content to working directly with universities to support admissions and learning.

“We are expanding worldwide, with customers in Oman, Qatar, UAE and more Dr. Ali says proudly. Today, Brocali has 80 Palestinian employees. We're leaders in the educational field, and we believe in our ability to offer the best.”

The **PIONEER** program also helped Brocali hire experienced Research and Development professionals and build a strong tech team in the West Bank. This improved product development and helped with key operational costs.

Brocali's journey doesn't stop at education. The platform is also working to connect hospitals with trained healthcare professionals, fulfilling Dr. Ali's wider vision of global healthcare employment. With exciting plans to introduce AI-powered Learning Management Systems (LMS) and an AI chatbot to help users, Brocali is well-positioned to continue innovating.

About TechStart:

TechStart is a USD\$30 million project For the benefit of the Ministry of Telecommunications and Digital Economy. It is supported by the World Bank, European Union, Government of Netherlands, and the Swiss Agency for Development and Cooperation (SDC) and is implemented by DAI Global . It helps Palestinian IT firms by boosting advanced technologies and creating jobs for IT graduates and professionals.

About IPSD:

The Innovative Private Sector Development project is IPSD is a US\$36 million project for the benefit of the Ministry of national economy and funded by the World Bank and EU. Implemented by DAI Global, it helps grow Palestinian startups and innovative businesses.



“Brocali: From Operating Room to Classroom”

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