TECH Start
Technology for Youth and Jobs

UpSkill · MAXFLOW

How TechStart's UpSkill Grant Enabled MaxFlow to Create Sustainable IT Jobs and Launch a New Specialized AI Department

Driven by a commitment to expand its technology operations and a firm belief that local talent is the main driver of sustainable success, MaxFlow, a leading software and technology solutions provider based in Ramallah, set out to build a versatile team capable of keeping pace with the rapidly evolving tech industry. The company aimed to create high-value job opportunities for young professionals, enabling them to transition seamlessly from academic learning into a thriving professional environment.

However, like many expanding tech enterprises, MaxFlow faced a persistent challenge:

finding job-ready candidates with the right mix of practical experience and specialized technical skills. Internal onboarding and practical skill development required substantial time, effort, and financial resources burdens that can heavily constrain a growing firm and hinder its operational stability and market expansion.



To bridge this gap, MaxFlow leveraged the TechStart UpSkill Grant, a program designed to help Palestinian IT firms scale operations and unlock growth opportunities by subsidizing training stipends and de-risking talent acquisition. By mitigating financial risks, the grant enabled MaxFlow to design and execute tailored training programs aligned directly with market demand.

Through this initiative, 28 young individuals received practical, hands-on technical training funded by TechStart, giving MaxFlow the structured framework needed to evaluate technical aptitudes and identify high-potential talent for long-term integration.



Hiba Hamdan
HR Manager, MaxFlow

Benefiting from TechStart programs gave us the opportunity to invest in local talent and turn training into real employment opportunities. The UpSkill grant helped us develop new skills within our team, hire talented people, and build a new department that is contributing to our company's growth. We truly appreciate this opportunity and the trust TechStart placed in our team."

What began as an intensive skill-building initiative quickly translated into long-term job stability, as MaxFlow absorbed 12 trainees into permanent, full-time roles offering decent pay and competitive compensation.

This influx of talent improved overall operational capacity, enhanced the distribution of responsibilities across teams, and enabled the company to respond more effectively to growing client demands.





Maisam Alaa
QA Engineer, MaxFlow

The TechStart program supported my professional journey by providing me with the opportunity to work at MaxFlow, where I gained practical experience in Quality Assurance and software development and strengthened my technical skills through working on real-world projects. The program also helped me transition from academic learning to a professional work environment and played an important role in my career development."

Beyond job creation, these new hires formed the founding core of the new AI Department, which focuses on exploring and developing AI solutions to enhance MaxFlow's client products and services, improve internal processes, and create new opportunities for innovation. These advancements have streamlined contract implementation and helped secure new clients. To sustain this momentum and foster ongoing innovation, the team subsequently received advanced training in AI Prompt Engineering, equipping them to integrate cutting-edge AI tools into product development, client deliverables, and internal workflows, with the department continuing to grow as the company expands its use of AI technologies.

The Technology for Youth and Jobs (TechStart) Project is implemented for the benefit of the Ministry of Telecommunications and Digital Economy (MTDE), funded by the World Bank, the European Union, the Swiss Agency for Development and Cooperation, and the Government of the Kingdom of the Netherlands, and implemented by DAI as the Project Implementation Agency (PIA). To date, the project has benefited 177 Palestinian companies, leading to the creation and sustaining of 1,455 new IT jobs.

177 Palestinian companies supported

1,455 IT jobs created & sustained

A project of:

Funded by:
THE WORLD BANK

Implemented by:
DAI