

TAU Innovation Week



Head of Program:



Oren Simanian is a key-person in the Israeli start-up ecosystem, innovator, and entrepreneur. He is the Founder of StarTAU, Tel Aviv University Entrepreneurship Center. Oren leads Marketing and Community at Indiegogo-Israel, the world's largest funding engine. He works with entrepreneurs, creators, and community builders across the world. Oren is an advisor to governments and helps them build local ecosystems.

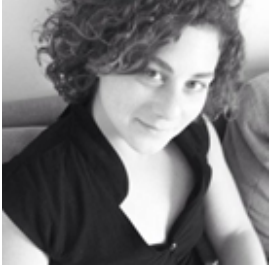
Management Team Members:



Elena Donets is a leading figure in the Israeli Entrepreneurship Scene and an entrepreneur at heart. As the CEO for StarTAU, Elena travels internationally to mentor, advice, and lecture at Universities on how to build their Entrepreneurial Eco- System. She has vast expertise working and advising large corporates in how to create innovation centers and acceleration programs and is the Co-Founder and COO at StartIsrael and Israel Entrepreneurship Portal.



Dan Balter as the VP at StarTAU he is in charge on the global business development and he gives lectures about the Israeli Ecosystem models, teaches how to become a successful entrepreneur to International VC's and other Start Up communities around the world, and he builds and connects local and international business communities. He is an expert in the Israeli Start-up ecosystem. He is a successful entrepreneur Already at a very young age he participated in an innovation education program, and knows firsthand how effective and beneficial innovation education is.



Hila Glick has vast experience working in business development and international relations in Asia, Europe and the US, who, as a Director of International Affairs at StarTAU, creates and design Immersion Programs that provide StarTAU's diplomatic community deeper exposure to the Israeli startup and innovation ecosystem and incentive future collaborations. Hila has helped a number of startups and large companies in the design, Media and social fields achieve their business goals. Hila holds a BA in design from Shenkar College and an MA in International Business Management from the IDC.

Advisors:

Chairman at StarTAU



Shlomo Nimrodi is a results-oriented CEO of "Ramot" at Tel Aviv University: Innovation and Excellence in Transfer Technology with over 20 years of diverse experience in directing global operations and activities. He is a catalyst in implementing positive change, igniting stagnant operations, and utilizing outside the box thinking to resolve complex strategic and organizational issues. Shlomo has a strong background in many areas including strategic planning, market analysis, business development, IPOs, I.T management, and team building among other fields.

Head of Innovation at Tel Aviv University



David Mendlovic is the Head of Innovation at Tel Aviv University. He is the author of more than 130 refereed journal articles and numerous conference presentations. His academic interests include optical information processing, signal and image processing, diffractive optics, holography, temporal optics, optoelectronic and optically interconnected systems.

Immersion program to the Israeli Startups Ecosystem delegation

Israel is a global cluster of innovation and entrepreneurship. The Israeli ecosystem has been making headlines for years, from an impressive number of large-scale acquisitions to producing more startups per-capita than China, India, Canada, Japan and the UK and attracting twice as much venture-capital investment as the US and 30 times more than Europe. Businesses and people from around the world travel to Israel to learn about the Israeli ecosystem and the startup culture it surrounds. With the strong foundations of military experience, the right amount of risk, and sustainable infrastructure, the country has fostered a nurturing ecosystem for people to start, develop, and grow their businesses- leading to the moniker Startup Nation.

Tel Aviv is the 2nd most populous city in Israel and serves as the nation's economic capital, and is regarded as the 2nd best start up environment in the world. The city is cultivating a thriving, accessible and creative start-up ecosystem, unparalleled in its innovation, creativity, synergy, and young, brilliant, energy and rivaled only by the Silicon Valley. Venture capital, seed funds and accelerators, co-working spaces, talent, free Wi-Fi, the Start Tel Aviv competition, global events, major international hi-tech and budding startups, leading research and academic institutions – it's no wonder Tel Aviv was ranked one of the two most innovative cities in the world by the Wall Street Journal, and one of the top three tourist destinations by Lonely Planet. Tel Aviv is taking a quantum leap, promoting entrepreneurs, hi-tech and startups, on the backdrop of a cutting-edge art scene, beautiful beaches, outdoor cafes, urban grit, and a thriving culinary scene. All this makes Tel Aviv not just a global business center, but also, the ultimate nonstop city.

Tel Aviv University (TAU), Founded in 1956, is the largest and most comprehensive institution of higher learning and research in Israel. It offers 125 schools and departments across the spectrum of sciences, humanities and arts, and 128 research centers. In the lucrative Shanghai Ranking for 2013, TAU was named one of the best 150 Universities in the world. TAU graduates excel in all fields, and the current IDF chiefs of staff, as well as current Tel Aviv mayor, are amongst its many notable alumni.

StarTau was established in 2009 in order to service Israel's aspiring entrepreneurs. We guide entrepreneurs from a variety of business fields, including: Internet, biotech, mobile apps, low-tech, patent licensing, medical devices, and more. We link private sector entrepreneurship, angels, VC's and companies to the academy and the public sector. StarTau has been named one of the best 3 academy business incubators in the world according to the latest UBI index report.

Only in the year of 2013, Israel's economy enjoyed several successful M&As: Waze, the navigation application, was acquired by Google for \$1.1b; Trusteer, the data security company, merged with IBM in a deal estimated for \$800m; Most recently, Onavo was bought by Facebook, in what thought to be the company's decision to launch a multi-national R&D center in Israel, joining names such as Microsoft, Intel, Apple and Samsung (just to mention a few).

TAU Innovation Week is a unique, large-scale international event led by StarTAU, Tel Aviv University's Entrepreneurship Center and RAMOT Technology Transfer Office. For the fourth year in a row, entrepreneurs, industry personnel, diplomats, investors, the university community and other entrepreneurial parties will come together for a week of education, investment and networking.



Immersion To Israel Business and Innovation Ecosystem

Location: Israel

Duration: 7 days

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Business week is designed to expose StarTAU's International community to the Israeli startup and innovation ecosystem through visits to key players and factors in the scene. This seminar offers opportunities to fully immerse in the Israeli business and entrepreneurial culture through specialized and intimate visits, discussions, and networking opportunities with leaders in the local ecosystem.

Day 1: 5/6 Sunday

Tel Aviv: Welcome to Tel Aviv University, introduction to TAU "future of technology"
Departure from the hotel: 09:00

09:30-11:30

Welcome to Star Tau



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The group will have an introduction and presentation to the Israeli-global start-up Ecosystem, Israeli history and politics, and will expose to the "Start-up Nation" infrastructure.

VE : vertical engine accelerator





Vertical Engine (VE) is an acceleration program that enables Academia and industry leaders come together to build the next game changer in innovation.

11:00-12:00

Welcome to TAU



Welcome to TAU Tel Aviv University (TAU) - Israel's largest and most comprehensive institution of higher learning - home to over 30,000 students studying in nine faculties and over 125 schools and departments across the spectrum of sciences, humanities and the arts. TAU alumni are consistently ranked among the top 10 in the Global VC Funding. TAU Situated in Israel's cultural, financial and technological capital, TAU shares Tel Aviv's unshakable spirit of openness and innovation – and boasts a campus life as dynamic and pluralistic as the metropolis itself. Tel Aviv the city and Tel Aviv the university are one and the same – a thriving Mediterranean center of diversity and discovery

<p>12:30-14:00</p>	<p><i>Lunch (included in the package)</i></p>
<p>15:00-15:45</p>	<div style="text-align: right;">  </div> <p><i>Nano Centre (Tel Aviv University)</i></p> <p><i>Nano Centre (Tel Aviv University) Tel</i></p> <p><i>Aviv University Centre for Nanoscience and Nanotechnology is a multidisciplinary research centre committed to advancing society by conducting cutting edge research and by engaging in close and sustainable cooperation with industry and society. Established already in 2000, we pioneered Nanotechnology in Israel and since then we are the leading centre in Israel in the field. More than 30 technologies have already been licenced including: StoreDot (2013), NoAm ColorTech (2013), Savicell Diagnostics (2012), Quiet Therapeutics (2010) and Tracense Systems (2010).of sciences, humanities and the arts. TAU alumni are consistently ranked among the top 10 in the Global VC Funding. TAU Situated in Israel's cultural, financial and technological capital, TAU shares Tel Aviv's unshakable spirit of openness and innovation – and boasts a campus life as dynamic and pluralistic as the metropolis itself. Tel Aviv the city and Tel Aviv the</i></p>
<p>16:30-18:00</p>	<p><i>Visit in Two of the Local accelerators and Hubs. Suggested Visits:</i></p> <p><i>Sosa</i></p> <div style="text-align: right;">  </div> <p><i>SOSA (South of Salame) is a community comprised of leaders from all walks of the entrepreneurial ecosystem who believe in propelling innovation through constant personal interactions. Founded by a diverse team of industry enthusiasts, SOSA occupies four stories of a vintage industrial building in South Tel Aviv. It offers its members a uniquely crafted space, designed to promote interaction, creativity and collaboration, constituting a vibrant environment to meet, work, and socialize.</i></p>

thejunction

The Junction

The Junction was founded by Genesis Partners, a leading Israeli early stage venture capital firm, as part of our partnership and collaboration with the entrepreneur community and as part of our efforts to encourage and be a part of Israeli innovation.



The Library

The Library is the home of the start-up community in Tel Aviv-Yafo. Opened in October 2011 by the municipality of Tel Aviv, it is located in the heart of Tel Aviv's business center where it offers co-working office facilities, hosts networking events, and provides professional infrastructure for young technological visionaries.

<http://www.thelibrary.co.il/about.html>

20:00-22:00

OPTIONAL- Dinner with StarTAU team in Tel Aviv (Price not included)

options:

North-Abraxass

A trendy restaurant of the Israeli famous chef Eyal Shani

MIZLALA

The the new restaurant Chef Adoni reintroduces the elements which have characterized his professional path up to date- creativity and passion, a use of the finest of raw ingredients in a vast range of cooking techniques and methods.

Day 2: 6/6 Monday

*Tel Aviv: Visit leading Vc's, hubs and Israeli companies started as startups in Tel Aviv area
Departure from the hotel: 09:00*

09:00-13:30

Visit to Local Startups. Suggested Visits:

Play-Buzz



Playbuzz is a free authoring platform that enables publishers, bloggers and brands to engage users, increase web traffic and reach an audience of millions via Playful content. Over 5,000 websites and mobile app. publishers use the Playbuzz platform to create, distribute and embed quizzes, listicles, polls and more, exponentially increasing their content reach, user engagement and viral distribution.

Fair Fly



FairFly was established to bridge this gap and solve the problem of volatility in ticket prices. FairFly uses innovative technology that continuously and automatically monitors ticket prices. When the price of the customer's flight declines, FairFly notifies the customer right away. At FairFly, we pride ourselves on making sure our customers get the fairest price for their flight.

Fiverr





Address: 12 HaUmanim Street, Tel Aviv

Fiverr is a global online marketplace offering tasks and services, beginning at a cost of \$5 per job performed, from which it gets its name. The site is primarily used by freelancers who use Fiverr to offer a variety of different services to customers worldwide

13:00-14:30	<p><i>Lunch (included in the package)</i></p>
15:00-17:30	<p><i>Visit leading VCs. Suggested Visits:</i></p> <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="width: 65%;"> <p>Magma Ventures</p> <p><i>Magma Venture Partners is a leading Israeli venture capital firm, dedicated to investing in Israel's Information, Communications and Technology space ('ICT'), including the software, semiconductor and new media spheres</i></p> </div> <div style="width: 30%; text-align: right;">  </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="width: 65%;"> <p>Krypton Ventures</p> <p><i>Krypton specializes in smart investments in BtoC PC - Business to consumer - personal computer products. The sole purpose of the fund is to quickly launch the start-ups to the outside world without wasting precious time and capital on unproven and costly due diligence processes. Like many funds we use our capital to help start-ups finance and build a healthy profitable business in the long run.</i></p> </div> <div style="width: 30%; text-align: right;">  </div> </div> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="width: 65%;"> <p>Pitango</p> <p><i>Pitango invests in seed, expansion and late stage companies in core technologies, consumer, and Life Sciences. As Israel's largest venture capital fund, our team has the experience needed to partner with entrepreneurs for expansion growth.</i></p> </div> <div style="width: 30%; text-align: right;">  </div> </div>
18:00-21:30	<p>TAU VIP "Worldwide Innovation Cocktail"-TLV <i>(included in the package)</i></p> <p><i>For the fourth year in a row, diplomats, International business leaders, academic community and other entrepreneurial parties will come together to learn and share their best practices.</i></p>

Day 3: 7/6 Tuesday

International R&D centers & Global Israeli Companies started as startups. Depart from the hotel: 09:15

10:00-13:00	<p>Entrepreneurship and Innovation seminar day (included in the package)</p>
	<p><i>The seminars will be presented by industry leaders at the Israeli hi-tech industry, and will share with the participants practical tools and important methodologies.</i></p>
	<p>Lunch in Hertzeliya (included in package)</p>
14:00-17:30	<p>International R&D</p> <p>Sears Israel </p> <p><i>Sears Israel is fully owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD) which is the fourth largest broad-line retailer in the United State with over 4,000 full-line and specialty stores. Sears Israel focus in creating innovative e-commerce experiences mainly in the Social and Mobile Commerce domains</i></p> <p>Microsoft Ventures Accelerator</p> <p> http://www.similarweb.com/</p> <p><i>Microsoft Ventures Accelerator Tel Aviv was founded with one goal in mind: to help startups pave their road to success. The 4-month program is aimed at helping our early stage startups doing big things in Cloud, Internet, and mobile. Participants can benefit from hands-on mentorship from top serial entrepreneurs, and participate in professional sessions led by experts in customer development, marketing, funding, and much more. http://lool.vc/</i></p>

	<p style="text-align: right;">solaredge architects of energy™</p> <p>SolarEdge</p> <p><i>SolarEdge invented an intelligent inverter solution that revolutionized the way power is harvested and managed in a solar photovoltaic (PV) system. The SolarEdge direct current (“DC”) optimized inverter system maximizes power generation at the individual PV module level while lowering the cost of energy produced by the solar PV system. Addressing a broad range of solar market segments, from residential solar installations to commercial and small utility-scale solar installations, the SolarEdge system consists of power optimizers, inverters, and a cloud-based monitoring platform.</i></p>
<p>18:30-21:00</p>	<p>Rothschild Bar Talks-Tau Innovation 2016</p> <p><i>Top Entrepreneurs and Industry Leaders are giving free lectures in Manhattan bars on topics from gaming to FoodTech, agritech, Tourism and more.</i></p>

Day 4: 8/6 Wednesday

Tel Aviv University | Smolarsh Hall:: Tau Innovation Day

Tau Innovation Day 2016

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09:00-17:00	<i>Startup Avenue, 60 startups & leading TAU Technologie</i>
11:00-16:30	<i>TLV Startup Challenge, 40 Startups & 20 Judges</i>
17:00-20:00	<i>Keynote Speakers event and Panel</i>



Day 5: 9/6 Thursday

Jerusalem Tour: Optional, not included in package

Departure from the hotel: 08:30

09:00-11:30	<p>Yad Vashem</p> <p><i>YaAs the Jewish people's living memorial to the Holocaust, Yad Vashem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953, as the world center for documentation, research, education and commemoration of the Holocaust, Yad Vashem is today a dynamic and vital place of intergenerational and international</i></p>
12:30-14:30	<p>Western Wall Tunnel</p> <p><i>During a fascinating tour of the Western Wall Tunnels – Hidden layers of the Wall are revealed underground. They tell the story of ancient Jerusalem and of generations of longing for it.</i></p>
14:30-19:00	<p>Visit to Jerusalem old city + Lunch</p> <p>Christian tour focused</p> <p>Optional locations Starting at the Lion's Gate, walking along the Via Dolorosa</p> <p><i>Walk through the way of Sorrow, where Jesus walked Incredible lookout point from the top of the Austrian Hospice Tour around Church of the Holy Sepulcher End at Jaffa Gate</i></p> <p>Visit to a Yeshiva</p>
19:30 -20:20	<p>Optional Dinner In Jerusalem- <u>Machneyuda Restaurant</u> (Not included in package)</p>

The restaurant is designed in a colorful, light fashion, and the menu changes daily in accordance with the marketplace inventory and the chefs' mood. The kitchen is completely visible, allowing you to see how your food is being made

Day 6: 10/6 Friday

*Full Day Tour: Masada and Dead Sea: **Optional, not included in package***

Departure from the hotel: 07:00

09:00-18:00

Highlights *Masada*

Descend to the Judean Desert via the inn of the Good Samaritan. Ascend Massada by cable car to tour the 2000-year-old fortress and palace built by King Herod.

Ein Gedi

Drive via Ein Gedi and Qumran, view the caves where the Dead Sea Scrolls were discovered. Float in the mineral-rich Dead Sea – at 400m. Below sea level, the lowest place on earth. Take a mud-bath! And benefit from the therapeutic qualities of the natural Dead Sea mud. Drive back to Jerusalem with overview of Jericho and old Roman Road.

Suggestions/Tips

**Recommended hats, bathing suits, towels, comfortable shoes and beach thongs.*

Free evening in Tel Aviv

Optional Dinner:

~~Jajo Wine Bar/Sarrona Center~~(not included in package)

Sarrona is a newly renovated complex in the heart of Tel Aviv,

originally a German Templar Colony, the site sits at the heart of what is a new central business district of the city, with offices and apartments surrounding the beautifully landscaped complex, in which 33 original Templar buildings dating up to more than 140 years, have been painstakingly restored, and today house boutique stores, artist galleries, quaint cafes, and some of the city's hottest restaurants and bar

* Programme is subjected to changes due to schedule constraints.

Prices and conditions

Estimated costs:

4000\$ per person for a group of 15 participants (*min. participants: 13**may vary according to the final dates).

The package includes:

- Accommodation In 4* hotels both Jerusalem and Tel Aviv <http://www.herods-hotels.com/herods-tel-aviv>
- Transportation: Air-Conditioned Wi-Fi vehicle for the whole period of staying

Payment conditions

- Early deposit of **420\$** per participant (two month before the arrival date)
- Full payment of 5 participants one month before the arrival date.

For Early deposit and Registration - <http://startau.co.il/landing/endeavor>

For More Information – Hila.Glick@Startau.co.il