



INNOVATION AND ENTREPRENEURSHIP SAMPLE ITINERARY

The students will visit Start-Ups and Tech companies (Israeli and Israeli-Palestinian) that are example of innovation and coexistence, experiencing the vibe, learning from entrepreneurs and exploring the “behind the scenes”.

Day 1

9:00 am Opening at Mindspace Tel Aviv Coworking Space – Presentation “Innovation in Israel, Achievements and Challenges” by Daniel Ben Simon Cohen, CEO of MeetingIL.

The main objective of this lecture is to present one of the most fascinating aspects of contemporary Israel.

How did Israel become the Startup Nation? Why are so many trusted companies founding their R&D centers in Israel? The Israeli ecosystem.

The presentation includes a visit of some relevant incubators and accelerators where Startups are developed and evaluate the benefits they can provide to an entrepreneur in the earlier stages of a project.

By the end of the presentation, we will show some examples of the trajectory, impact and exit of some Israeli Startups.

11:30 - 01:00 PM Visit CheckPoint Software Security.

Check Point Software Technologies Ltd. (www.checkpoint.com) is a leading provider of cyber security solutions to governments and global corporate enterprises. Its solutions protect customers from 5th generation cyber-attacks, malware, ransomware, and other types of attacks. Check Point provides one point of control security management system, reaching over 100,000 organizations of all sizes.

01:30- 02:30 Lunch at the Google Park

03:00- 04:00 PM Visit MTTech.

MTtech is a high-tech company that develops, manufactures, and markets interactive multimedia systems for functional uses.

It develops functional technological solutions that encourage interpersonal interaction and exploit the multiplicity of screens available today to construct a collaborative and efficient working environment that brings people together.

Using apps and sensors MTTech creates systems that enhance performance within their operating environment. Those smart solutions have been applied to various uses and sectors, including education, real estate, car sales, and kitchen design.

04:30- 06:00 PM Visit Moovit

Moovit offers a real-time journey planner mobile and web app to navigate public transit networks with GPS navigation across transit modes, including buses, ferries, rapid transit (metro/subway/underground, etc.) trains, trams, trolleybuses, ride-hailing, shared bicycle, car sharing, and scooters.

The application differs from traditional public transit applications as it integrates official public transit data from transit operators with real-time data collected from users via crowdsourcing.

In addition to passively sharing data, users can actively send reports, including reasons for delays, overcrowding, satisfaction with their bus driver, and Wi-Fi availability.

Moovit is one of our tools for student safety.

Day 2

09:00 AM – 11:00 AM Peres Center– Visitor Center and Meeting.

The Peres Center for Peace and Innovation, founded in 1996 by the late President of Israel, Shimon Peres, develops and implements impactful and meaningful programs focused on promoting a prosperous Israel, nurturing and highlighting Israeli innovation, paving the way for shared living between all of Israel's citizens and lasting peace between Israel and its neighbors.

11:30 AM - 01:00 PM Smart digital Accelerator Platform (AcadeMe) – Meeting with the CEO.

Startup Nation Academy is a digital platform. AcadeMe creates successful startup environments worldwide using white label digital accelerators under customer names and brands helping to accelerate local startups with high-quality content, worldwide mentors and more.

01:00 PM – 02:00 PM Lunch The Best Israeli Hummus at the beach.

02:30 PM- 03:30 PM Visit JEST.

A Home for the Startup Community of Jerusalem. Jest promotes and supports technology and culture of innovation by women.

This is a community that works towards the Palestinian economic development and social improvement.

04:30 PM- 05:30 PM Debriefing

Day 3

Transfer to the South of the country.

10:00 AM – 12:00 PM	Visit to Kibbutz Hatzerim and Netafim, the first irrigation system manufacturer in the world.
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Netafim is the world's largest irrigation company and the global leader in precision irrigation solutions committed to fight scarcity of food, water, and land for a sustainable future. With 33 subsidiaries and 17 manufacturing plants worldwide, Netafim delivers innovative, tailor-made irrigation and fertigation solutions to millions of farmers, in over 110 countries allowing to grow more with less.

Founded in 1965, Netafim pioneered the drip revolution, creating a paradigm shift toward precision irrigation.

Noon- 01:00 PM	Lunch at the community cantina in the kibbutz.
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02:30 PM- 03:30 PM	Debriefing
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An example of more activities that can be included in the program based on time availability:

VC Investments

A workshop taught by Alejandra Castellanos Bar Av, director of an investment fund.

Circumstantial challenges and permanent challenges of the entrepreneur when raising capital.
Startups with social impact (public benefit company) and the difference with conventional startups.

Communicate a business plan to potential investors. How to prepare for the meeting? What are investors looking for?

How much money do we need and how to justify the need?

Simulations for raising money, based on case studies.

Tikkun Olam (Repairing the World) Initiatives.
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A workshop or Makeathon that will allow students to go through the whole process of creation, manufacture and marketing of a 3D printed product with social impact.

Visits to innovation companies in the fields of FinTech, BioTech and Defense.

Please see that:

- * Hosting companies and program details could be changed depending on availability and external circumstances.
- * Meals and transfers arrangements are accordingly to each program.
- * We consider every meal as a cultural experience.