MINISTRY OF FOREIGN AFFAIRS
MASHAV - ISRAEL’S AGENCY FOR INTERNATIONAL DEVELOPMENT COOPERATION
THE GOLDA MEIR MASHAV CARMEL INTERNATIONAL TRAINING CENTER
with
The Visegrad Countries & The international Visegrad Fund

International course on:

The Entrepreneurial Ecosystem in Israel:
Transforming an idea to business

December 3 - 19, 2018

Draft Program
Course staff

Ms. Liron Maskit  Course Director
Ms. Anna Andrachnik  Course Coordinator
Ms. Anat Ben-shitrit  MASHAV Coordinator, Jerusalem

DAILY SCHEDULE (*)

(*) The schedule is subject to change in accordance with requirements of special lectures, observation visits and tours.

Important information:
THE SABBATH - The day of rest starts on Friday in the early afternoon and continues throughout Saturday. Offices and shops are closed and there is hardly any public transportation until Saturday evening. Sunday is a normal working day.
December
2018
Monday 3

Registration
With course staff:
  - Liron Maskit, Course Director
  - Anna Andrachnik, Course Coordinator

Official Opening
Presentation of MCTC staff, International partners and course participants

Overview: MASHAV & The Golda Meir MASHAV- Carmel International Training Center (MCTC)
Hava Karrie, MCTC Director

Expectations & Introduction of the Program with:

Liron Maskit - Course Director
Anna Andrachnik - Course Coordinator

Festive Lunch and Official Opening of the course
Introduction to the Israeli Entrepreneurial Eco System
Moran Bar, CEO – Geektime - TBD

Geektime is the largest international tech blog located outside the U.S., focusing on global innovation and highlighting startups from across the world.

Steps to Innovation: Creativity and thinking outside of the box
Dr. Jaime Amsel, CEO, Poiesys Ltd.

Tuesday 4

Final projects guidelines and Team building

Introduction to Social and Cultural Activities in Haifa
Shani Palzor, MCTC Staff

Lecture and Workshop: The world from the entrepreneur point of view: The road map to success

Omri Toppol, Entrepreneur & Mentor, Investment Principal at North First Ventures
Break

Structuring your start up: The right people for the right job at the right time

Lunch

Guided Tour of the City of Haifa Courtesy of the Municipality, with Certified Tour Guide

Dinner

Social activity

Wednesday 5

Case Studies I: Participants Share case studies

Academia and innovation : A two way relationship

Depart to Technion – Israel Institute of Technology

The University of research in Science and Technology, among the ten best in the world, dedicated to the creation of knowledge and the development of human capital and leadership, for the advancement of the State of Israel and of all humanity.

Meeting with Santiago Ini PhD MBA, Director of Business Development

12:30

Lunch

Depart to Yokneam, Terra Labs Ventures

Visit to Terra Labs Ventures

Terralab Ventures invests in and incubates start-up companies that impact positively on the lives of millions: clean energy, sustainability, healthcare, wellness, IoT, Big Data. One of their main advantages – the VC fully owns and manages the incubator, and once the entrepreneur hits his milestones, he doesn’t have to go looking for funding.

19:00

Dinner
Thursday 6

Depart to Jerusalem

Visit leading Hi-tech companies
Visit touristic and historic sites, Jerusalem
Visit Yad Vashem Museum
Lunch at a local restaurant
Return to Haifa

Friday 7

Case studies II: Participants Share their case studies

Workshop: Interpersonal skills, Management and Negotiation

Lunch

Work on final projects

Dinner

Saturday 8

Free day- Lunch & Dinner at a local restaurant

Sunday 9

Depart for a three days study visits in Tel Aviv

Sigma Labs Accelerator – Workshop

An accelerator of 'For Founders By Founders', for startups in the initial phase. Run a 4-month program, working with 4 to 6 startups in each wave. SigmaLabs helps early stage startups develop their first product to meet market needs.

_The Sigma Model - Tair kowalsky, Accelerator Manager_
_Market Validation – Sigma Mentor – TBD_

Lunch

Sigma Labs Accelerator - Continue
The CTO part in the puzzle ; A tech talk with Sigma CTO

Opportunities and challenges in entrepreneurship
Meeting with experts from different fields: biotechnology/AI/Social entrepreneurship

Hotel Check in
Dinner

Monday 10

Depart to Israel Innovation Authority

The Israel Innovation Authority, formerly known as the Office of the Chief Scientist of the Ministry of Economy (& MATIMOP), which is responsible for the country’s innovation policy, is an independent and impartial public entity that operates for the benefit of the Israeli innovation ecosystem and Israeli economy as a whole.

Its role is to nurture and develop Israeli innovation resources, while creating and strengthening the infrastructure and framework needed to support the entire knowledge industry.

Visit to Citi Accelerator / The Junction
- Citi is one of the first banks to launch a FinTech accelerator in 2013
- The Junction is a platform and program for leading entrepreneurs to establish breakthrough companies starting at their seed stage.

Visit to “We work”/Google Campus/co space in Tel Aviv

Discussion: Technology 4 Municipalities – the future of cities

Depart to hotel

Dinner

Cocktail Meetup with Entrepreneurs - Inspiring Projects of the Israeli Eco System

At the hotel

Tuesday 11

Depart hotel
Panel with Investors: Getting to know Different Investment Models

Lunch

Visit to OTWOi, Innovative Consulting
An international innovation-consulting group based in Tel Aviv that leverages the local ecosystem to support universities, businesses, government authorities and non-profit organizations around the world.

The Power of Community:
Meeting with EcoMotion, leading the Israeli Smart Transportation sector
EcoMotion is a dynamic community with over 600 start-ups (constantly growing) and 7,000 members in the Smart Transportation sector.

Dinner

Wednesday 12

Case studies III: Participants share their case studies

Workshop: How to pitch to VC's: Do's and Don'ts When Raising Venture Capital

Lunch

Depart to MindUP, Haifa

MindUP, Haifa’s Digital Health Incubator
MindUP aspires to be the leading hub of digital health innovation in Israel. It will translate disruptive technologies and cultivate new product concepts into leading Digital Health ventures, with the goal of transforming the delivery and quality of healthcare worldwide.

Thursday 13

Business Development Center MAOF
The main mission of MAOF is to promote the development and economic growth of small and medium enterprises throughout Israel. Provide business consultations subsidized by the government for entrepreneurs and existing entrepreneurs.
Education brings Innovation

Visit to Unistream: Promoting Youth Entrepreneurship

Unistream's goal is to change the face of Israeli society and to provide young people from the scarce resource communities, excluded from the circle of success in central Israel, the opportunity to realize their potential.

Lunch

Lecture and workshop: The ideal business model for your start up: Transforming an idea to a plan

Friday 14

Case studies IV: Participants share their case studies
Workshop

Saturday 15

Free Day

Sunday 16

Depart to Tel Aviv
Visit the Cyber center, Bar Ilan University
Visit to “She codes” / “Yazamiyot”

Communities for women entrepreneurs
Workshop: Developing the ecosystem one day at a time: Parameters for a successful ecosystem

Dinner
Monday 17

Working on Projects

Lecture: Build your unfair advantage: Marketing and Branding

Lunch

Lecture and discussion: Go To Market Strategies

Tuesday 18

8:30 - 12:30

Work in Groups on Final Projects

12:30

Lunch

13:30 - 16:00

Presentation of Final Projects

Ms. Hava Karrie, MCTC Director and Course Staff

17:00

Electronic Evaluations

Thursday 19

8:30-9:15

Oral Evaluation and Thoughts for the future

Hava Karrie, MCTC Director and Workshop Staff

9:15-10:00

Online Evaluation

10:00-11:30

Mashav/MFA Briefing

11:30

Closing Ceremony and distribution of Certificates

12:30

Festive lunch

Shalom and Farewell – Have a safe journey home!