



Rothberg  
International  
School



The Hebrew  
University of  
Jerusalem



Singularity  
University -  
Israel



Ministry  
of Foreign  
Affairs



Invest in Israel  
Ministry of Economy  
State of Israel



# InnovNation

Israel. Go beyond your imagination...

## ENTREPRENEURSHIP & INNOVATION PROGRAM IN ISRAEL

InnovNation's executive and study abroad programs seek to spark innovation by providing students, faculty members, professionals, and entrepreneurs from all over the globe with behind-the-scenes access into the entrepreneurial ecosystem and high tech industries of Israel - a country world-renowned as the **Start-Up Nation**.

Through a wide array of lectures, [meetings and site visits\\*](#), the program combines theoretical know-how with the insights and first-hand experience of **Israel's top innovative companies and entrepreneurs**.

InnovNation is organized in collaboration with the Israeli **Ministry of Economy**, the Israeli **Ministry of Foreign Affairs**, Singularity University - Israel, and the [Rothberg International School\\*](#) (RIS) of the Hebrew University of Jerusalem (HUJI).

Founded by such luminaries as Albert Einstein and Sigmund Freud, HUJI is ranked [the 59th best university in the world\\*](#). With thousands of patents registered, the formation of over sixty spin-off companies, and five Nobel Prizes awarded to its professors in the last decade, HUJI is also known throughout the world as a leading R&D center.

### MEETINGS & GUEST SPEAKERS | [View List\\*](#)

- Renowned Start-Up founders and mentors
- Executives from leading companies
- Top angel and venture capital investors
- Innovative R&D staff and technology experts
- Prominent industry and academic figures

### SITE VISITS | [View List\\*](#)

- Disruptive Start-Up companies
- Israel's leading high tech firms
- R&D centers of multinational corporations
- Business accelerators & innovation hubs
- Cutting-edge research institutes

\* To follow the links or view the most up-to-date version of this document please refer to [www.innovNation.net/pdf](http://www.innovNation.net/pdf)

### EXECUTIVE PROGRAM - August 2-9, 2014

Following requests from all over the world, we have designed a one-week executive program tailor-made for entrepreneurs, business professionals, faculty members, and policy makers, interested in gaining a first-hand glimpse of the Start-up Nation through high-level encounters and onsite visits.

### SUMMER PROGRAM - July 3-31, 2014

This 6-credit program, consisting of two courses, is open to undergraduate and graduate students who have completed at least one year of study in the areas of Business, NPO Management, Economics, Natural or Applied Sciences, Engineering or Entrepreneurship. Professionals and entrepreneurs are also welcome to participate.

Upon successful completion of the following courses, students will receive 3 academic credits per course through the RIS:

#### Start-Ups & Innovation: The Israeli Model

3 credits | [RIS Website\\*](#) | [Course Syllabus\\*](#)

This course offers a unique opportunity to benchmark Israel's best practices in the fields of entrepreneurship and innovation. Participants will gain direct access to the insights and know-how of serial start-up founders, mentors, investors, industry specialists and R&D staff of leading multinational corporations. In addition, they will learn practical models, tools and methodologies critical to the creation of start-up companies and innovative ventures of large organizations.

#### Breakthrough Technologies: Shaping the Future

3 credits | [RIS Website\\*](#) | [Course Syllabus\\*](#)

This course analyzes how disruptive technologies such as 3D printing, neuroscience, bionics, robotics, nano-tech,



*"The course has allowed us a glimpse into the greatness being built in and done in Israel, a sneak peak of what is to come."*

**Marrelie Le Roux** MBA, GIBS  
University of Pretoria in Pretoria, South Africa

*"The course gave me deeper insights into new business opportunities for cooperation between Dutch and Israeli businesses."*

**Job Rosenhart**  
Senior Advisor, Dutch Industry Ministry of Economic Affairs, The Netherlands

[Read more reviews\\*](#)



biomed, genetics, cyber-computing, artificial intelligence, clean-tech, and autonomous transportation may impact our lives, industries and society in the next decade. Participants will meet experts from different high-tech fields, gain exposure to some of the latest breakthroughs developed in Israel, and analyze the challenges and opportunities arising from the emergence of these exponentially growing technologies.

## CUSTOM PROGRAMS AND DATES

Special programs may be scheduled with custom dates to suit the needs of organizations and institutions. For further information, please email us at [info@innovNation.net](mailto:info@innovNation.net).

*All programs require a minimum number of participants to take place.*



Talk and book signing by Saul Singer, co-author of *The Start-up Nation*  
[View more pictures on our Facebook Page\\*](#)

## THE START UP NATION

In less than 7 decades since its establishment, Israel, a country with scarce natural resources and only 8 million people has become the Start-Up Nation:

- Israel has more companies listed on NASDAQ than all of Europe, Japan, Korea, India and China combined.
- Israel produces more start-up companies than Japan, China, India, Korea, Canada and the UK.
- Israel raises 2.5 times as much global venture capital per capita than the US, 30 times more than Europe, and 350 times more than China (2008).
- Multinational companies, such as CISCO, GE, Microsoft, Intel, SAP, IBM, Google, HP, Samsung and Siemens operate core activities in Israel.

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## ALUMNI

Past participants in the program include undergraduate and graduate students along with entrepreneurs, professionals, government officials and faculty members from world-renowned institutions in Argentina, Brazil, Bulgaria, Canada, Chile, China, France, Germany, Holland, Poland, South Africa and the United States. Learn about their experiences at:

[Itinerary 2013\\*](#) | [Testimonials 2013\\*](#) | [Facebook Page\\*](#)

## PROGRAM COSTS

Fees**	Summer Program		Executive Program
	One Course	Both Courses	
Duration	4 weeks	4 weeks	1 week
Housing Option	Student Village	Student Village	4 star hotel
Housing Cost	\$715	\$715	\$700***
Application	\$80	\$80	\$80
Registration	\$300	\$550	\$415
Program	\$1,450	\$2,560	\$1,300
Total Cost	\$2,545	\$3,905	\$2,495

\*\*Amounts are listed in US dollars and are subject to change.

\*\*\* Shared double room (Supplement for private room: \$560)

The fee includes tuition, lodging, basic medical insurance, site visits, and class activities. Students are responsible for food and personal expenses, as well as air travel and transportation to and from the airport.

## ADDITIONAL INFORMATION

Local contacts and scholarship opportunities are available at several institutions. To apply, receive updates on this program, or get information relevant to your campus or location, register through the following link:

**REGISTER HERE!\***

[www.innovNation.net/form](http://www.innovNation.net/form)



The number of participants is limited.

Our website: <https://overseas.huji.ac.il/innovnation>

