



InnovNation Summer Program

Sample Itinerary

ISRAEL

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YOUR
IMAGINATION**





SAMPLE ITINERARY*

Summer Program - July 1 - 25, 2019

This sample itinerary is based on presentations and visits from our [InnovNation](#) 2019 summer program and is indicative of the types of activities that might be expected in future programs. Itineraries are finalized once the group has been confirmed so that we can take into account the interests and backgrounds of participants as well as the size of the group and the availability of speakers and organizations, many of which require the group details in order to confirm their participation and cannot commit a long time in advance due to their dynamic agendas.

[InnovNation](#)'s summer programs are organized in collaboration with the Rothberg International School (RIS) of the Hebrew University of Jerusalem, Israel Innovation Authority, the Israel Ministries of Economy and Foreign Affairs, Israel Beyond the Headlines, and the Singularity University-Israel. The program is comprised of two complimentary 3-credit courses:

[Breakthrough Technologies: Shaping the Future](#) | 3 credits | Sundays and Tuesdays & July 3

Course instructor: Dr. Elishai Ezra Tsur - Elishai is an engineer with more than 14 years of experience working with state of the art technologies throughout the developmental process, from design to simulation, fabrication, evaluation, integration, and automation. Lecturer and a Research Fellow at the Weizmann Institute of Science for Computational Neuroscience; Principle investigator of the Neuro-Biomorphic Engineering Lab (NBEL-lab.com) at JCT; A university lecturer for artificial intelligence, mathematical modeling, software engineering, and computational biology; and the founding director of the Trans-disciplinary Innovation Program at the Hebrew University. Graduate of Singularity University. Elishai Holds degrees in Life sciences (B.Sc), Philosophy and History (B.A), Computer Science (M.Sc), Bioengineering (M.Sc, Ph.D.) and Computational Neuroscience (Post Doc).

[Startups and Innovation: the Israeli Model](#) | 3 credits | Mondays and Wednesdays & July 2

Course instructor: Dr. Sharon Tal-Itzkovitch - Sharon is the co-creator of the 'Market Opportunity Navigator'- a business tool that helps entrepreneurs in making a smart choice of market opportunities. She helps startups identify, evaluate and prioritize different markets for their innovation. Sharon is the co-founder and the former executive director of the Entrepreneurship Center at the Technion, Consistently ranked as a distinguished professor at the Technion, Sharon runs workshops and courses at top universities and accelerators around the world like Cornell Tech, Stanford, Munich Technology U., and TechStars. Sharon earned her Ph.D. (in the field of entrepreneurship) and her MSc (in the field of strategic management) both from the Technion.

July 1, 2019 - Monday | Both Courses

8:30 Mandatory Registration opens - Welcome to Jerusalem!
15:00 Mandatory Registration ends
15:30 Campus Tour
16:30 Orientation Session
18:00 Shopping Trip

July 2, 2019 - Tuesday | Both Courses

- 9:00 Program Opening, Javier Gelbwaser, InnovNation Program Director, Rothberg International School (RIS 311)
- 10:00 "Introduction & ideation" [Dr. Sharon Tal-Itzkovitch](#)
- 13:00 Lunch break
- 14:00 "AI & IoT - Introduction to Exponential Progress," [Dr. Elishai Ezra](#)
Tsur, Principal Investigator at Neuro-Biomorphic Engineering Lab ([NBEL](#))
- 17:00 (Optional**) Practical Jerusalem Tour and Pub hangout - Organized by Office of Student Life
- 18:00 (Optional**) [ACCESSIBILITY4ALL](#), Event organized by [TOD](#) innovation Lab in ALYN Hospital's Innovation Space
- 18:10 Meet and Drinks
- 18:30 Michal Kalef Cohen – Director of the [ToD Innovation Lab](#)
- 18:40 Arie Melamed Yekel – General Manager of [ALYNnovation](#)
- 18:50 Nir Horesh – Senior Product Manager & Head of Accessibility, Wix – [Wix's Accessibility](#) Journey
- 19:20 Networking
- 20:00 (Optional**) Visit to [Festival of Light in Jerusalem](#). June 26 - July 4, from 20:00 - 23:00. Jerusalem Old City (Free admission)

July 3, 2019 - Wednesday | Both Courses

- 8:45 Meeting at Barbara Mandel Auditorium, [Mandel Building](#) 4th floor
- 9:00 [Hagay Levin](#), Head of Strategy and Economics Division, [Israel Innovation Authority](#)
- 10:15 "The Ten Commandments for Entrepreneurs," [Ben Wiener](#), Managing Partner at [Jumpspeed Ventures](#): Judaism, Entrepreneurship, and Innovation
- 11:30 "Confessions of a Serial Entrepreneur," [Bob Rosenschein](#), Founder and Former CEO of [answers.com](#), Founder and CEO of [Curiyo](#)
- 12:45 Lunch break
- 13:45 Departure to Yad Vashem
- 14:30 Visit to [Yad Vashem](#), the World Holocaust Remembrance Center
- 17:15 Departure to Student Village
- 18:00 (Optional**) HappyHourJLM: Malha Giants w/ Freightos, Ex Libris, IAI, Quickcode & Ayyeka. 18:00 - 20:00hrs
Location: [Ex Libris offices](#) TBC ([RSVP](#) - Entrance Free)

July 5, 2019 - Friday | Optional**

- 19:00 Israeli Kabbalat Shabbat - Optional (Entrance free)**

July 7, 2019 - Sunday | Breakthrough Technologies Course

- 9:10 Departure to [BioHouse - Hadassah](#) - Hub for BioMed Innovators at Israel's top healthcare institutions
- 10:00 Future of Medicine - Presentation and Demo at [NBEL -Nano-BioEngineering Lab](#)*
Dr. Elishai Ezra, Weizmann Institute of Science
- 13:00 Lunch Break
- 15:00 Visit to [MobilEye Vision Technologies Ltd](#)
- [MobilEye](#) Presentation by [Moshe Marom](#), Europe Business Development Manager
 - [OrCam Technologies](#) Presentation by Rafi Fischer Director of Media Communications at OrCam TBC
- 17:15 Return to Student Village
- TBC (Optional**) Startup Bootcamp for Olim & Internationals - Special Summer 2019 edition organized by Founders Café & TLV Municipality Olim Dept. Location: [Google Campus TLV](#). hours 16:00 - 21:00 - ([RSVP](#) - free entrance)

July 8, 2019 - Monday | Startups and Innovation Course

- 8:20 Meeting at Barbara Mandel Auditorium, [Mandel Building](#) 4th floor
8:30 [Dr. Jonathan Mirvis](#), Senior Lecturer in Social Entrepreneurs and Innovation at Hebrew U.
10:00 "Understanding customer's needs" Dr. Sharon Tal-Itzkovitch
13:00 Lunch Break
14:00 [Systematic Inventive Thinking \(SIT\)](#) Workshop: "Innovation Inside the Box -Thinking Tools"*
[Erez Tsalik](#), Senior Facilitator and Director of SIT's Operations for Asia Pacific
17:00 End of Activities

July 9, 2019 - Tuesday | Breakthrough Technologies Course

- 8:15 Departure, Student Village (South Gate)
9:00 Visit to [the Edmond & Lily Safra Center for Brain Sciences \(ELSC\)](#)
- Prof. Adi Mizrahi, Eric Roland Chair in Brain Sciences Co-director of ELSC
- Benedetta Heimler, [Renew Senses](#) and Amedi Lab, The Hebrew University of Jerusalem
10:45 [Leah Geffen](#), Director of PR & Communications [Yissum](#), the Technology Transfer Company of Hebrew U.
11:40 Presentation by [Dr. Michael Layani](#), Researcher, the [Institute of Chemistry](#) at Hebrew U.
12:45 Visit and demonstrations at Hebrew U's [3D & Functional Printing Center & NanoTechnologies Labs](#)
13:15 Lunch Break
14:30 "The Future of Blockchain & Cryptocurrencies" Aviv Lichtigstein, CEO & Founder at [101blockchains](#)
17:30 Estimated return to students village

19:30 (Optional**) [Wine Festival 2019](#), Israel Museum

July 10, 2019 - Wednesday | Startups and Innovation Course

- 7:20 Departure to Tel Aviv
9:00 "Opportunity evaluation and prioritization," Dr. Sharon Tal-Itzkovitch at Meeting Place
12:00 [Naama Ofek-Arad](#), COO at [Riskified](#) and Former Operations Manager in the Israeli Air Force
13:00 Tour of The Library at Tel Aviv Urban Innovation Space
14:00 Lunch break
15:00 Visit to The [Rise](#) - Barclays Fin Tech Accelerator Powered By Techstars Tel Aviv
15:10 Franka Godina, Programm-Manager, TechStars
15:30 Emma Rand, Rise Community Manager
15:45 [Sivan Ya'ari](#), Founder and CEO of Innovation: Africa
17:00 Departure to Jerusalem

18:00 (Optional**) Saul Singer Event with Saul Singer, Author of best-selling book "Start-Up Nation" at [The First Station](#)
([RSVP](#) - free admission)

July 12, 2019 - Friday | Optional**

- TBC [Masada](#), [Ein Gedi](#) and [Dead Sea](#) Trip - Organized by Office of Social Activities
- Price 2 points. Mandatory registration in RIS 401-404

- Limited spaces available
- TBC Estimated return to Student Village

July 13, 2019 - Saturday | Optional**

- 19:30 The Philharmonic In The Park, Park Hayarkon, Tel Aviv –
A huge outdoor production – The Tel Aviv-Jaffa Municipality and the Israel Philharmonic Orchestra say thanks to Maestro Zubin Mehta. 19:30 - 23:00. [RSVP](#) Free Entrance

July 14, 2019 - Sunday | Breakthrough Technologies Course

**Wear closed shoes.*

- 8:15 Departure
9:30 Visit to CDI Negev - [Center for Digital Innovation](#)
10:00 Or Santo, Head of Ecosystem Relations, [BGN Technologies Israel](#) & Co-Founder [Blockchain B7](#)
11:00 Ronen Gal, Head of Cyber Initiatives, Israel National Cyber Directorate
12:30 Healthy Aging Presentation and Demos, Idan Papier, Director healthy aging and innovation at CDI Negev
14:00 Lunch
15:30 Visit to [Netafim](#) at Kibbutz Hatzerim
- Tour advanced agriculture in the desert based on Netafim technologies
- Visitor Center and presentation by Netafim
- Visit to Netafim factory
18:00 Departure to JLM
19:30 Return to Student Village

July 15, 2019 - Monday | Startups and Innovation Course

- 9:45 Meeting at Barbara Mandel Auditorium, [Mandel Building](#) 4th floor
10:00 Lean Startup Workshop, [Amnon Dekel](#), Executive Director, [Center for Innovation & Entrepreneurship, Hebrew U.](#)
13:00 Lunch Break
14:00 Workshop: Making a Powerful and Persuasive Presentation,” Dafna Melchior, Communications Consultant
Specializing in Messaging and Speaker Training, [Message Experts](#)
17:00 End of Activities

July 16, 2019 - Tuesday | Breakthrough Technologies Course

- 8:00 Departure to Tel Aviv
9:30 Visit to BE ALL. Hadas Buskila, Head of Community & Network Development
10:00 “Future of Cyber” [Ram Levi](#), CEO of [Konfidas](#) and former secretary for PM of Israel cyber task-force
12:00 Lunch break
13:15 Visit to [Microsoft](#) Israel
13:30 “[Big Data & the Future of Education](#)” - Aviad Ezra, Principal Architect at Microsoft
14:45 “Innovation & Risk Management” Anat Eldar, Principal Product Manager at Microsoft
16:00 “Research in EDU (Adaptive Learning)” Daniel Sitton, Principal Engineering Manager at Microsoft
17:15 Departure to JLM
18:45 Estimated arrival to the Student Village

19:00 (Optional**) Ultra-Orthodox Tour - Organized by Office of Student Life

- Price 1 points. Mandatory registration in RIS 401-404
- Limited spaces available

July 17, 2019 - Wednesday | Startups and Innovation Course

7:15 Departure
8:45 Visit to WeWork ToHa
9:00 Visit to [Optibus](#), Ram Greenberg, VP Product at Optibus
10:00 Marketing 101 - Go to Market Strategy B2B vs B2C, Dr. Sharon Tal-Itzkovitch
13:15 Lunch Break at Sarona Market
14:00 Visit to Amazon Web Service AWS [Floor28](#)
14:10 "Innovation at Amazon Israel", Gabriella Cohen Mobile Corporate Segment Team Leader at Amazon
14:40 "Mixed Reality the future of AR/VR", Omer Perry, Mixed Reality Tech Lead at Magic Leap
15:15 "Vision Vs Reality," [Tzameret Fuerst](#)
16:30 Departure to Jerusalem

July 21, 2019 - Sunday | Breakthrough Technologies Course

**Wear closed shoes.*

7:30 Departure, Student Village (South Gate)
8:45 Visit to [Sorek Desalination Plant](#): The world's largest and most advanced SWRO desalination plant
9:00 Presentation and tour, Ronen Hadash, CEO at Sorek Desalination LTD
11:30 Visit to [United Hatzalah](#)
13:00 Lunch Break at [Machane Yehuda Market](#)
14:00 Visit to [MassChallenge](#) Accelerator
- Introduction to MassChallenge
- Startup Pitch: [Miracles](#)
16:00 Visit to the [ToD Innovation Labs](#) in the Old City of Jerusalem and demos of AR/VR of technologies
18:00 Departure to Student Village

July 22, 2019 - Monday | Startups and Innovation Course

8:15 Departure to [Jerusalem Venture Partners \(JVP\)](#) Media Quarter, Jerusalem
9:00 "Fundraising Strategy & Legal Aspects of funding a Start-up - Investor vs entrepreneurs perspectives"
Shmuel Bornstein, Director of Portfolio Management, [OurCrowd](#)
12:30 Visit to OurCrowd, Equity Crowdfunding Platform (TBC)
13:30 Lunch break at the [First Station Jerusalem](#)
15:00 "Final presentations and wrap up" Dr. Sharon Tal-Itzkovitch
18:00 Departure to Student Village

July 23, 2019 - Tuesday | Breakthrough Technologies Course

9:00 Visit to [Aeronautics](#) Defense Systems
9:30 "The future of Home Land Security and UAS Systems" Nir Weisser, Director of Marketing & Biz Dev.,
Aeronautics
10:30 Departure to "[The Challenge](#)" start-up competition (semifinals). Prize: investment of \$250,000 by TAU Ventures:
11:00 - Blockchain | [Fintech](#)

- 12:00 - E-commerce | Media
- 13:00 - Smart Mobility | Automotive
- 14:00 - Cyber | IoT
- 15:20 "Future trends. *Conclusions, and Student Presentations*" Elishai Ezra
- 18:40 Visit to "[State of Mind](#)" Innovation Center at the [Tel Aviv Stock Exchange](#)
- 19:30 Departure to Jerusalem

- 19:30 (Optional**) [Rothschild Tech Talks](#) at different bars in Tel Aviv

July 24, 2019 - Wednesday | Startups and Innovation Course

- TBC Departure to TheMarker TAU Innovation (TMTI) Summit - [Main Event](#):
- 9:40 *Building Explosive Companies Fireside Chat*
 - [Mark Tluszcz](#), Founder & CEO @ Mangrove Capital Partners and Chairman of Wix
 - [Nir Zohar](#), COO & President, @ Wix.com
- 10:00 The Evolution of Entrepreneurship (Hebrew)
 - [Gil Shwed](#), Founder & CEO @ [Check Point](#)
 - [Ruti Levy](#), High-Tech Correspondent @TheMarker
- 10:20 *Insights From The Coolest Startups In Retail*
 - [Yael Vazel](#), Founder & CEO @[Zeekit](#)
 - [Michael Gabay](#), Founder & CEO @Trigo Vision
- 10:40 *What's It Like To Sell Your Startup To A Tech Giant?*
 - [Ran Sarig](#), Founder & CEO @[Datorama](#) (Salesforce)
- 11:10 Evaluations TBC
- 13:00 10 Lessons We Learned In 10 Years Of Similarweb
 - [Or Offer](#), Founder & CEO @SimilarWeb
- 13:15 Designing Features For 500 Million Users
 - [Adam Nash](#), VP, Product & Growth @Dropbox
- 13:40 Pitch: Insights From The Coolest Startups In Robotics & Ai
 - [Daniel Barel](#), Founder & CEO @SoftWheel
 - [Karina Odinaev](#); Founder & COO @Cortica
 - [Yossi Wolf](#), Founder & CEO @Temi
- 14:10 Things Big Companies Look For When Working With Startups
 - [Jason Williamson](#), VP Oracle for Startups @Oracle
- 14:30 Pitch: Insights From The Coolest Startups In Education
 - [Yuval Kaminka](#), Founder & CEO @JoyTunes
 - [Yogev Shelly](#), Founder & CEO @TinyTap
- 15:30 Iron Dome, VP, Short-Range Air & Missile Defense Systems, Rafael
- 16:45 Evaluations and certificates
- 18:00 Departure to Jerusalem

July 25, 2019 - Thursday | Both Courses

- 7:15 Departure
- 8:45 Visit to [Impact Labs](#)
- 9:00 [Tikkun Olam Makers](#) Workshop
- 11:20 **Visit to the Peres Center for Peace and Innovation**
- 11:40 **Tour of the [Israeli Innovation Center](#)* |**

13:30 Lunch break in Jaffa
14:45 Departure to Jerusalem
16:00 End of Program Checkout

****The Israeli Innovation Center** - This the first and largest visitor's center of its kind. It presents the incredible story of Israel, the "innovation nation", showcasing the diverse fields and people behind Israeli innovation. It welcomes visitors from Israel and around the world with the aim of promoting a better future of prosperity and peace. Partners in this journey of innovation include government ministries, multinational corporations, and the start-up community

*Optional activities are not formally part of the program and are organized by external organizations that have invited our group to their activities or that are open to the public. Some of them have a participation fee and require participants to arrange their own transportation.