



## **Itinerary Summer Program July 3 - 27, 2017**

This itinerary is based on presentations and visits from our [InnovNation](#) 2017's summer program which is indicative of the type of activities that might be expected in future programs but is subject to change. Itineraries are put together once the group has been confirmed so that we can take into account the interests and backgrounds of participants as well as the availability of speakers and organizations.

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

### **Breakthrough Technologies: Shaping the Future | 3 credits | Sundays and Tuesdays**

Course instructors:

- MSc. Erez Livneh, Board Member of the Israeli chapter of the [Singularity University](#) - CEO and Founder of [Vecoy Nanomedicines Ltd](#)
- Dr. Elishai Ezra, Principle Investigator at Neuro-Biomorphic Engineering Lab; Algorithm Research Engineer at Mobileye

### **Startups and Innovation: the Israeli Model | 3 credits | Mondays and Wednesdays**

Course instructor: Amit Zilberstein, Managing Director of the Hebrew University Entrepreneurship Center ([HUStart](#))

#### **Tuesday, 4/July/2017**

**10:00** Program Opening (RIS classroom 310)

**10:30** "*Lean Startup Foundations - Ideation and business model generation*" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

**13:00** Lunch Break

**14:00** Meeting with Ari Sacher, System Developer - Short Range Missile Defense - at [Rafael](#): "Innovation in the Iron Dome"

**15:15** "The future is not what it used to be - Introduction to exponential progress", MSc. Erez Livneh, course instructor

**17:15** End of Activities

#### **Wednesday 5/July/2017**

**9:00** Departure from [Student Village \(South Gate\)](#)

**9:45** Visit to [Yad Vashem](#), The World Holocaust Remembrance Center

**13:30** Lunch Break at RIS

**14:30** [Systematic Inventive Thinking \(SIT\)](#) workshop: "How to Make Innovation a Reliable, Reproducible Practice" with Erez Tsalik, Senior Facilitator and Director of SITs Operations for Asia Pacific

**17:30** Practical Jerusalem Tour - Organized by Office of Social Activities

### **Friday 7/July/2017 (Optional\*)**

**7:00 - 16:00** Masada, Ein Gedi and Dead Sea Trip - Organized by Office of Social Activities

- Price 2 points. Mandatory registration by Wednesday, July 5 in RIS 401-404
- Limited spaces available

### **Sunday 9/July/2017**

**8:15** Departure to [Givat Ram](#)

**9:00** "Introduction to Cognitive Computing" Dr. Elishai Ezra, Principle Investigator at Neuro-Biomorphic Engineering Lab; Algorithm Research Engineer at Mobileye

**11:00** Visit to [The Edmond & Lily Safra Center for Brain Sciences \(ELSC\)](#)

- Prof. Israel Nelken, ELSC Co-Director: Overview of brain research
- Presentation Research Projects

**13:00** Lunch Break

**14:00** Visit to Hebrew U's 3D & Functional Printing Center & NanoTechnologies Labs

- Presentation and demonstrations by Dr. Michael Layani *researcher at the Institute of Chemistry of Hebrew University of Jerusalem*

### **Monday 10/July/2017**

**9:15** Departure from Student Village (South Gate) to the [Ministry of Economy](#)

**10:00** Mr. Oded Distel, Director of Israel New Tech & Eco Systems of the Ministry of Economy

**11:00** Bob Rosenschein, Founder and former CEO of [answers.com](#), Founder and CEO of [Curiyo](#)

**12:00** Ben Wiener, Managing Partner at Jumpspeed Ventures: Judaism, entrepreneurship and innovation

**13:30** Lunch Break

**14:30 - 17:30** "*Lean Startup Foundations - Customer Validation*" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

### **Tuesday 11/July/2017**

**7:50** Departure from Student Village (South Gate)

**9:30** Visit to [Sorek Desalination Plant](#): Water Reverse Osmosis Desalination Plant

- Michael Gitsis, CFO at Sorek Desalination O&M Company
- "The future of Water Technologies" Roy Wiesner is CEO of Hutchison Kinrot

**13:00** Lunch Break

**14:00 - 17:00** "*Artificial Intelligence: Challenges and Opportunities*" Dr. Elishai Ezra, Principle Investigator at Neuro-Biomorphic Engineering Lab; Algorithm Research Engineer at Mobileye

### **Wednesday 12/July/2017**

**9:30** “*Business Plan - How to do it right*” - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

**12:30** Lunch Break

**13:30 - 16:30** Ms. Fleur Hassan, Communications Consultant at [Message Experts](#) - Workshop: Making a Powerful & Persuasive Presentation

### **Sunday 16/July/2017**

**8:50** Departure, Student Village (South Gate)

**9:30** Visit to [MobilEye Vision Technologies Ltd](#)

- [MobilEye](#) Presentation by Moshe Marom, Europe Business Development Manager
- [OrCam Technologies](#) Presentation by Rafi Fisher - Director of Media Communications

**12:00** Lunch Break

**13:00 - 16:00** “*Introduction to Bioengineering*” Dr. Elishai Ezra, Principle Investigator at Neuro-Biomorphic Engineering Lab; Algorithm Research Engineer at Mobileye

**19:30 (Optional TBC\*)** Fu\*kup nights event at the Tower of David Museum ( [Free Registration](#))

Leading speakers share some inglorious moments from their journey to success:

- Dr. Michael Oren - Deputy Minister and former ambassador to the U.S.A
- Eshkol Nevo - Israeli writer
- Daniel Frenkel - two-time Israeli champion in high jump

### **Monday 17/July/2017**

**11:00** “Why the best time to start is while you are a student?” Zaki Djemal, Managing Partner at Tzvi VC

**12:00** Lunch Break

**13:00** “*Product Development*” - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

**16:00** Departure

**16:30** Visit to Mass Challenge Accelerator

- Presentation by Yonit Serkin, Director of Partnerships at MassChallenge Israel
- [Renew Senses](#) Presentations by Tomer Behor, CEP

**17:30** Tour and free time at Machane Yehuda Market

### **Tuesday 18/July/2017**

**7:15** TBC Departure from Student Village (South Gate)

Visit to the Agricultural Research Organization (ARO), Volcani Center, Ministry of Agriculture

- 8:30 TBC “Nanotechnology in the service of medicine - The Vecoy technology” MSc. Erez Livneh, course instructor
- 10:30 “The Future of Crime” Carla Oz, Superintendent, Forensic DNA Laboratory, Division of Identification and Forensic Science, Israeli Police Officer. TBC
- 11:45 “*Overview of ARO*” Prof. Itamar Glazer - Deputy Director for Research & Development
- 12:20 “*Use of Natural Materials for Human Benefit*” Dr. Hinanit Koltai, the Institute of Plant Sciences Presentation
- 13:00 Lunch Break
- 14:00 - 15:00 Visit to ARO Labs

### **Wednesday 19/July/2017**

9:00 Visit to ["State of Mind" Innovation Center](#) at the [Tel Aviv Stock Exchange](#)

**9:45** "BlazePod & Crowdfunding" Yaniv Shneiderman, Founder & CEO at BlazePod

**10:30** Visit to MindSpace and Start-Up Nation Central presentation (SNC) by

Erez Frankel Rubner, Strategic Programs Lead - Education at SNC

**11:45** Naama Baor - Tikkun Olam Makers TOM Community Manager Israel and Europe

**13:00** Lunch Break at Sarona Food Market

**14:45** [Waze](#) presentation by Debbie Laks, Community Manager

**15:30 - 18:30** "Legal and funding aspects of building a startup" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

### **Friday 21/July/2017 (Optional\*)**

**7:00 - 16:00** Religions of Haifa (including Bahai gardens) - Organized by Office of Social Activities

- Price 2 points. Mandatory registration by July 19 in RIS 401-404
- Limited spaces available

### **Sunday 23/July/2017**

**8:30** Eytan Galai, VP Business Development at [Outbrain](#)

**9:30** "The Future of IoT & Robotics" Dr. Elishai Ezra, Principle Investigator at Neuro-Biomorphic Engineering Lab; Algorithm Research Engineer at Mobileye (till

**12:00** Lunch Break

**13:00** Visit to [Israel Innovation Authority](#)

- 15:00 "The Future (and present) of Cyber" - Dudu Mimran, CTO at Telekom Innovation Laboratories Israel option 2 - maybe only in Givat RAM
- 16:00 Aharon Aharon, CEO Israel Innovation Authority Former GM [Apple Israel](#)
- 17:00 "The sky is not the limit" Danny Deutsch, Spacell Israeli NPO competing in the Google Lunar X Prize

18:00 return

### **Monday 24/July/2017**

**9:00** "Selling your Idea & networking" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

**11:00** [OurCrowd](#) Presentation by Alon Tal Corporate Analyst.

**12:00** Visit to The [First Station Jerusalem](#)

**12:30** [Lunch](#) Break

**13:30** [Visit](#) to [Jerusalem Venture Partners \(JVP\)](#) Presentation by Julia Kagan, Associate at JVP VC

**14:30** Oded Barel, Manager of JNEXT, Executive Director at Jnext - JDA, High-Tech and Entrepreneurship Program, at the Jerusalem Development Authority

**15:00** Visit to [Siftech](#) and [Fresh.fund](#)

- Presentation by Nitzan Adler, CEO at SifTech and Co-Founder at FreshFund
- Pitch session by SifTech startups: GradTrain, EfficacyCare, and Speak

**Tuesday 25/July/2017**

**11:00** "The Future of Energy" Eran Maimon, Founder & CTO at [SolarPaint Ltd](#)

**12:00** Lunch break

**13:00** Evaluation Session

**14:00** "*The future of Biology and Medicine*" - Gilad Gome, CEO at [Personalized Probiotics](#) and Team Leader at [Zika Virus Rapid Diagnostic](#) Team

**15:15** "*The future and beyond: can the impossible be achieved?*" Breakthrough Technologies Conclusion session with MSc. Erez Livneh, course instructor

**Wednesday 26/July/2017**

**9:00** "*Online marketing and sales*" and Project presentations by participants - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

**11:00** Departure to TLV

**12:45** Visit and Lunch Break at Rothschild Blvd

**13:45** Naama Ofek-Arad, COO at [Riskified](#) and Former Operations Manager in the Israeli Air Force TBC

**15:15** Visit to Google Israel -Tour and Presentation - "Innovation at Google" Israel Eyal Soha Software Engineer

**17:00** Visit to Wix. Presentation by David Broder, Director of Marketing Operations

**18:00** "*Bringing Israeli innovation to African villages*" Genna Brand, Director of Communications  
[Innovation: Africa](#)

**19:00** Closing Event and Certificates

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