



SAMPLE ITINERARY

WINTER PROGRAM - January 2-14, 2019

This sample itinerary is based on presentations and visits from our previous [InnovNation](#) programs 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 to know the group details in order to confirm their participation.

[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.

January 2 - Wednesday

- 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

January 3 - Thursday

- 9:00 Program Opening (RIS Classroom 310)
- 10:00 *"The Future is Not What it Used to Be - Introduction to Exponential Progress"* MSc. Erez Livneh, Course Instructor
- 12:00 Lunch Break
- 13:00 Meeting with Ari Sacher, System Developer - Short Range Missile Defense - at [Rafael](#): *"Innovation in the Iron Dome"*
- 14:00 *"Lean Startup Foundations - Ideation and Business Model Generation,"* Amit Zilberstein, Managing Director of [HUStart](#), the Hebrew University Entrepreneurship Center
- 16:00 End of Activities

January 4 - Friday

- 09:00 [Systematic Inventive Thinking \(SIT\)](#) workshop: *"How to Make Innovation a Reliable, Reproducible Practice,"* Erez Tsalik, Senior Facilitator and Director of SIT's Operations for Asia Pacific
- 12:00 *Free Time*

January 5 - Saturday

Leisure Day - (Optional*) tour of holy sites in the Old City

January 6 - Sunday

- 8:30 Departure from [Student Village \(South Gate\)](#) to the [Ministry of Economy](#)
- 9:15 Oded Distel, Director of Israel New Tech & Eco Systems of the Ministry of Economy
- 10:30 Bob Rosenschein, Founder and Former CEO of [answers.com](#), Founder and CEO of [Curiyo](#)
- 11:45 Ben Wiener, Managing Partner at [Jumpspeed Ventures](#): “*Judaism, Entrepreneurship and Innovation*”
- 13:00 Lunch Break
- 14:30 Visit to [Yad Vashem](#), the World Holocaust Remembrance Center
- 17:00 End of Activities

January 7 - Monday

- 9:50 Departure, Student Village (South Gate)
- 10:30 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
- 13:00 Lunch Break in [Givat Ram](#)
- 14:00 Visit to [the Edmond & Lily Safra Center for Brain Sciences \(ELSC\)](#)
 - Prof. Israel Nelken, ELSC Co-Director: Overview of Brain Research
 - Presentation of Research Projects
- 16:00 Visit to Hebrew U's 3D & Functional Printing Center & NanoTechnologies Labs
 - Presentation and demonstrations by Dr. Michael Layani, Researcher, the Institute of Chemistry of the Hebrew University of Jerusalem

January 8 - Tuesday

- 9:00 Visit to “[State of Mind](#)” [Innovation Center](#) at the [Tel Aviv Stock Exchange](#)
- 10:30 [Naama Ofek-Arad](#), COO at [Riskified](#) and Former Operations Manager in the Israeli Air Force
- 12:00 Lunch Break
- 13:30 Visit to Google Israel
- 14:30 “*Behind the Waze Map*,” Presentation by [Waze](#)
- 15:30 “*Legal and Funding Aspects of Building a Startup*,” Amit Zilberstein, Managing Director of [HUStart](#), the Hebrew University Entrepreneurship Center
- 17:30 Free time on Rothschild Boulevard

January 9 - Wednesday

- 9:00 Visit to the [Israel Innovation Authority](#) (IIA)
 - [Aharon Aharon](#), CEO, Israel Innovation Authority and Former GM, [Apple Israel](#)
 - [Uri Gabai](#), Chief Strategy Officer, Israel Innovation Authority
- 10:00 “*Lean Startup Foundations - Customer Validation*,” Amit Zilberstein, Managing Director of [HUStart](#), the Hebrew University Entrepreneurship Center
- 13:00 Lunch Break
- 14:30 Visit to [Mass Challenge Accelerator](#)
 - Presentation by [Yonit Serkin](#), Director of Partnerships at MassChallenge Israel
 - [Renew Senses](#) Presentations by Tomer Behor, CEP
- 16:00 Free Time at Mahane Yehuda Market

January 10 - Thursday

- 8:15 Departure from [Student Village \(South Gate\)](#)
- 9:00 Visit to [First Station Jerusalem](#)
- 9:30 [OurCrowd](#) Presentation by Alon Tal, Corporate Analyst
- 11:00 Visit to [Jerusalem Venture Partners \(JVP\)](#) Presentation by Julia Kagan, Associate at JVP VC
- 12:00 Oded Barel, Executive Director at Jnext - JDA, High-Tech and Entrepreneurship Program, at the [Jerusalem Development Authority](#)
- 13:00 Lunch Break at [First Station Jerusalem](#)
- 14:30 Visit to the [Tower of David](#) in the [Old City](#) of Jerusalem
- Visit to [ToD Innovation Labs](#) - Introduction and Presentation by [Devorah Mason](#), Director of ToD Innovation Lab
 - AR/VR demos and tests of tech solutions for enhancing the visitor experience that are being developed in the lab
 - Guided tour of the [Museum of History](#) of Jerusalem
- 17:30 Free Time in the Old City of Jerusalem

January 11 - Friday

- 09:00 “*Workshop: Making a Powerful and Persuasive Presentation,*” [Dafna Melchior](#), Communications Consultant Specializing in Messaging and Speaker Training, [Message Experts](#)
- 12:00 Free afternoon to work on projects

January 12 - Saturday

Leisure Day - (Optional*) tour to the [Dead Sea](#) and [Masada](#)

January 13 - Sunday

- 10:00 “*Presentation of Projects,*” Amit Zilberstein, Managing Director of [HUStart](#), the Hebrew University Entrepreneurship Center
- 12:00 Lunch Break
- 13:30 Computer Evaluation
- 14:30 Conclusion Session and Certificates
- 16:00 End of Program

January 14 - Saturday

Checkout and Departures

*Optional activities are not formally part of the program and are organized by external organizations. These activities are not included in the participation fee, have an additional cost, and require a minimum number of participants.