A CLOSER LOOK AT THE STARTUP NATION – IDC MBA/GMBA STUDENTS

A few facts that may explain why Israel is called “the startup nation”:

* Israel is rated as #1 in the rate of per capita R&D spending globally
* Israel is rated as #1 in the numbers of startups outside Silicon Valley
* Israel is #1 in per capita VC investments.
* There are more Israeli companies listed on the NASDAQ than India, Japan and Korea combined.

**How has Israel become such a powerhouse of innovation and creativity?**

**What elements of Israel's history and society made this possible?**

**What is the "secret sauce" of the Israeli startups?**

**How can it be used by managers from different countries and cultures?**

Key learnings include:

* Better understanding of how agility and innovation go hand in hand in the innovation process.
* Improve innovation management skills (both at the idea development and the product concept stages).
* Gain understanding of the entire innovation ecosystem and its role in innovation success.
* Introduction to the Start-up Nation culture and how to work with Israeli hi-tech industry as a resource in developing innovative products and services.

The program is a block-week visit course for Columbia MBA students in Israel, together with 15 IDC's MBA students who already take an active role in the Israeli innovation ecosystem.

The course offers an opportunity to experience, first hand, Israel’s blazing hi-tech economy. You’ll tour the facilities of some of the country’s hottest companies and meet face-to-face with top entrepreneurs, investors and managers.

The course will be led by IDC’s Professors together with prominent figures in the Israeli innovation scene, including directors of leading accelerators; top angle investors; leaders of corporate innovation; and representatives of governmental entrepreneurship agencies. This combination of academic expertise mixed with street-wise proven experience of industry leaders is the heart of the program, coupled with hands-on activities and experiential learning that provides networking opportunities with IDC's MBA students and members of the Israeli entrepreneurship ecosystem.

**Please note that students are responsible for paying for their own flights, accommodations, and some meals.**

**COURSE ORGANIZATION**

The course will take place over five intensive days (Sunday-Thursday) from 9:00AM to approximately 6:00PM (including site visits). Starting May 14 2017 Students will be exposed to various aspects of the way innovation is initiated and managed in Israel with an emphasis on the characteristics of the "start-up nation".

The course consists of three main components:

* **ACADEMIC CLASSES** led by **Professor Jacob Goldenberg** - a marketing professor at IDC and a visiting professor at Columbia University, and **Dr. Oren Zuckerman** - founder of IDC's Media Innovation Lab and the academic director of the Innovation & Entrepreneurship Global MBA track. **Professor Oded Netzer** - a marketing professor at Columbia Business School will be the CBS faculty on the course. The lectures will explore various aspects of Israel’s unique models for innovation, how a culture of innovation can be built and nurtured, as well as emerging topics within the Israeli entrepreneurship ecosystem such as the value of User experience and the Internet of Things.
* **TALKS BY ISRAELI INDUSTRY LEADERS** including angel investors, VC's, directors of the leading startup accelerators and serial entrepreneurs.
* **SITE VISITS** to successful companies and startup accelerators. Students will be exposed, first hand, to the "behind the scenes" of Israeli innovation, meeting some of its leading figures. The tours will include, among others, visits to: Mobileye, Waze, Wix, Our Crowd, PlayBuzz, Genesis Partners, The Rise, The Floor – Israel's Fintech Hub and many more.

**ABOUT THE INTERDISCIPLINARY CENTER (IDC) HERZLIYA**

Situated in the “Silicon Wadi” (the Israeli version of the silicon alley) - the heart of the entrepreneurial ecosystem in Israel, IDC Herzliya is a gateway between academia and the ‘Start-up Nation’ community. Founded by renowned Israeli Professor Uriel Reichman in 1994, IDC Herzliya is a non-profit modeled after Ivy League universities in the U.S. Over twenty years since its establishment, IDC Herzliya’s success has drawn both international recognition and some of the finest lecturers and researchers from around the world.

**SCHEDULE**

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| **Sunday, May 14**  **Arrive IDC at 08:30** | **Monday, May 15**  **Arrive IDC at 08:45** |
| **08:45** Welcome & logistics by Sharon Klajman  **09:00** Welcome by Dr. Oren Zuckerman & Prof. Jacob Goldenberg - Introduction to the course and to the Israeli eco system (part 1)  **09:30** Welcome words - Prof. Uriel Reichman. Founder & President of IDC.  **10:00** Startup nation central. A not for profit organization connecting international business and government leaders with the Israeli innovators and technologies that will help them to solve their most pressing challenges.  An intro session by Mr. Erez Frenkel  **11:15** Coffee break  **11:30** Israeli eco system (part 2) Prof. Jacob Goldenberg  **12:30** Media Innovation Lab tour and short demos  **13:00** Lunch at Adelson building  **14:00** Bus to Shfaim  **14:30** Zebra Medical, teaches computers to read and diagnose medical images, that can provide a solution to a global problem Elad Benjamin,CEO  **15:30** Bus to Tel Aviv  **16:30** Fiverr.  World's leading marketplace for digital services Vered Raviv Scwartz, COO.  **19:00** Welcome Dinner "eatwith"  An outstanding Israeli experience! | **09:00** The UX and HCI revolution – from personal computers to IoT. A research perspective by Dr. Oren Zuckerman  (part 1)  **10:30** Coffee break  **11:00** Need identification & validation techniques – the core of the value definition process Dr. Oren Zuckerman (part 2)  **12:30** Lunch at Adelson building  **13:45** Bus to Tel Aviv. Prof. Jacob Goldenberg  **14:30** Playbuzz.  Online for publishers, brand agencies and individual content creators to create content in interactive formats such as [polls](https://en.wikipedia.org/wiki/Open_access_poll#Online_poll), quizzes, lists, video snippets, slideshows, and countdowns.  **16:00** Wework.  A place you join as an individual, 'me', but where you become part of a greater 'we'. A place where we’re redefining success measured by personal fulfillment, not just the bottom line.  **17:30** Free time. |

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| **Tuesday, May 16**  **Arrive IDC at 08:45** | **Wednesday, May 17**  **Arrive IDC at 08:45** |
| **09:00** The closed world paradigm by Prof. Jacob Goldenberg. Systematic approach to creativity (part 1).  **10:30** Coffee break  **10:45** Systematic approach to creativity. Prof. Jacob Goldenberg (part 2).  **12:30** Lunch at the main cafeteria  **14:00** Bus to Tel Aviv. Prof. Jacob Goldenberg  **14:30** Fintech Startups at RISE  Community of the world’s brightest thinkers and doers.  **15:30** Investor Panel led by Dr. Oren Zuckerman and Prof. Jacob Goldenberg.  Panel participants:  Michal Beinisch. COO, Barclays.  Jonny Saacks. Managing Partner at [Genesis Partners](https://www.crunchbase.com/organization/genesis-partners).  Henit Vitos. VP Business Development atTaboola Ltd.  Guy Gamzo. Founder and Managing Partner of Cubit Investments Limited.  **17:00** Free time | **09:00** From value proposition to Minimum Viable Product (MVP) by Dr. Oren Zuckerman (part 1).  **10:30** Coffee break  **11:00** HCI as a key resource for innovation by Dr. Oren Zuckerman (part 2).  **12:30** Lunch at the main cafeteria  **14:00** Bus to Tel Aviv (Dr. Oren Zuckerman)  **14:30** Meir Brand, CEO Google Israel @Google Campus.  Tour of Googles space for entrepreneurs.  **15:30** Eden Shochat. Equal Partner at Aleph, Finder of Needles in Haystacks.  Eden will share his experience: Equal partner at Aleph, a $150 million venture capital fund focused on serving Israeli entrepreneurs who want to build big, scalable, global businesses.  **17:00** WIX  Cloud based web development platform that was first developed and popularized by the [Israeli](https://en.wikipedia.org/wiki/Israeli) company  **18:00** Free time |

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| **Thursday, May 18**  **Arrive IDC at 08:15** | **Friday, May 19** |
| **08:30** The use of constraints to enhance creativity. Prof. Jacob Goldenberg  **10:00** Bus to Jerusalem (Prof. Jacob Goldenberg)  **11:00** Snack on bus  **12:00** OURCROWD  [Equity](https://en.wikipedia.org/wiki/Equity_(finance)) [crowdfunding](https://en.wikipedia.org/wiki/Crowdfunding) platform built for [accredited investors](https://en.wikipedia.org/wiki/Accredited_investor) to provide [venture capital](https://en.wikipedia.org/wiki/Venture_capital) funding for early-stage [startups](https://en.wikipedia.org/wiki/Startup_company).  **13:30** Jerusalem Tour  The acquaintance of the history from which the Israeli innovation company is based.  Additional information will be provided by our tour guide.  **17:30** Early dinner at "IMA restaurant".  A perfect Israeli mothers food restaurant  **20:00** Bus to Tel Aviv | Free day. |

\****Note****: there might be changes in the final program.*