8:30 - Morning coffee

08:45 **Welcome & logistics by Sharon Klajman**- director of the program

09:00 **Welcome by Dr. Oren Zuckerman & Prof. Jacob Goldenberg** - Introduction to the course and to the Israeli eco system (part 1)

09:30 **Thinking inside the box** – an intro session by Prof. Jacob Goldenberg

10:45 – Coffee break

11:00 **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**

12:oo – A short talk by **Mishael Zohar** – MD, a graduate of IDC's GMBA program and CEO and Co-Founder of Orion.ID – a startup company that develops iFeel – a medical app that uses mobile technology for mental health management and prevention.

12:30 Lunch at the Adelson building

13:15 Bus to Tel Aviv

14:oo **Playbuzz** - a startup developing a publishing platform through which publishers, marketers, bloggers, and brands create content using media formats that are optimized for social sharing and engagement. We will meet with a few of the company's top executives.

15:40 A bus ride to the Microsoft Ventures HQ (MS Ventures will host our next two talks):

16:00 - **Lemonade Insurance Company** - a property and casualty insurance startup that is transforming the very business model of insurance. The company uses artificial intelligence and chatbots to deliver insurance policies and handle claims for its users on desktop and without employing the use of insurance brokers. Unlike any other insurance company, Lemonade gains nothing by delaying or denying claims (they take a flat fee!), so they handle and pay most claims instantly. We will meet with Yael Weisner Levy – head of Communications and Content, formerly speechwriter and communications consultant and News Anchor at i24news.

17:00 – **Healthy.io** – A startup delivering health care innovation by turning everyday smartphone cameras into medical devices. Their first product, the Dip.io, which allows for homebased urinalysis testing is CE-approved and waiting authorization from the FDA to enter the US market. It makes clinical grade urine testing as simple as taking a selfie. We will meet with **Yonatan Adiri** – the company's founder and CEO. Yonatan is an experienced entrepreneur with a proven track record of devising and executing disruptive ideas in government and business environments. In 2012, was selected by the World Economic Forum as a "Young Global Leader".

18:00 – End of the 1 st day. Free time.

08:45 Morning coffee.

09:00 **Milab** (IDC's Media Innovation Lab) tour and demos.

09:45 **Morning classes by Dr. Oren Zuckerman** (part 1)

10:30 Coffee break

11:00 **Morning classes by Dr. Oren Zuckerman** (part 2)

11:30 **Team work – group assignments**

12:30 Lunch at the Adelson building

13:15 Bus to Tel Aviv

14:00 **IronSource** - the world's largest app discovery platform, connecting people with apps across different devices and touchpoints. At the core of the company is ironSource Connect, one of the only multi-touchpoint data platforms in the world, which analyses data from over 800M people every month. In 2015 ironSource merged with Supersonic to create the world’s largest independent platform for mobile monetization, analytics and distribution. Founded in 2010, ironSource employs 700 people and has offices in San Francisco, Tel Aviv, New York, London, Beijing and Bangalore.

Meet with **Arnon Harish** – IronSource President and Co-Founder. Prior to ironSource, Arnon studied Computer Science and Entrepreneurship at the IDC while acting as Product Manager and VP Business Development at Interlogic – an internet gaming company.

15:15 A bus to Nexar offices in Ramat Gan.

15:45 **Nexar** a startup that develops software to protect against car crashes and road casualties. Leveraging connected smartphones and car cameras and sensors, Nexar provides real-time alerts to prevent vehicle, cyclist and pedestrian collisions. Leveraging millions of crowdsourced road miles jointed with sensor-fusion, deep-learning, map-layering and artificial intelligence driving-cognition technologies We will meet with Marc Gaffan –Nexar's Chief Business Officer. Prior to Nexar, Marc was Co-Founder and Later CEO of Incapsula, a cyber-security company purchased by Imperva.

17:00 – Bus to central TLV

Tuesday, May 15

Arrive IDC at 08:45

Adelson Building 305-306

08:45 Morning coffee

09:00 **Morning classes by Prof. Jacob Goldenberg.**

Systematic approach to creativity

10:30 Coffee break

10:45 **Morning classes by Prof. Jacob Goldenberg -** continued

12:00 **Team work – group assignments**

12:50 Lunch at the Adelson building

13:40 - Bus to Tel Aviv

14:30 **A visit to Google's TLV Campus**. We will hold the next two talks at the campus.

14:30 - A talk by **Oren Hefetz** – Sector Lead – Exports and Startups at Google Israel.

15:30 **Zirra** – a startup that develops a rating platform for private investments that combines smart algorithm and crowd wisdom. We will meet with **Moshit Yaffe** – Zirra's Co-Founder and CEO. Formerly, Moshit served as Founder and CEO of M.Y. Investment House –an Israeli boutique investments bank and as a CEO at Vigilant Technology.

16:40 – Bus to central TLV.

Wednesday, May 16

Arrive IDC at 08:45

Adelson Building 305-306

08:45 Morning coffee

09:00 **Morning classes by Dr. Oren Zuckerman**.

10:30 Coffee break

10:45 Morning classes with Dr. Oren Zuckerman - continued

11:30 Team work group assignments (continued)

12:30 Lunch at the Adelson building

13:15 Bus to Tel Aviv

14:00 **Fintech Startups at Think RISE**

A talk by Ilana Fass – AVP of Open Innovation at Barclays, Israel, followed by pitches by fintech startups.

15:00 **Investor Panel** (at the Think Rise) led by Dr. Oren Zuckerman. Panel participants:

**Jonny Saacks**. Managing Partner at F2Capital

**Mor Asia** – Founding Partner at iAngles

**Guy Gamzu** - Founder and Managing Partner of Cubit Investments Limited.

16:00 - Enjoy Tel Aviv. You are right in the center!

Thursday, May 17

08:20 **Bus to Jerusalem from central TLV** (exact location TBD. (Prof. Jacob Goldenberg)

Snack on bus

10:00 **OURCROWD**

Equity crowdfunding platform built for accredited investors to provide venture capital funding for early-stage startups. A talk led by Laly David- Business Development Partner, formerly VP Business Development at MWH LTD, and CEO at Green Lallaby.

11:00 **Mobileye** (still at the OurCrowd HQ) - an Israeli technology company that develops vision-based advanced driver-assistance systems (ADAS) providing warnings for collision prevention and mitigation. Mobileye N.V. headquarters and main R&D center is located in Jerusalem.

In March 2017, Intel announced that they had agreed to a US$15.3 billion takeover of Mobileye. The deal is considered to be the largest exit in Israel's high-tech industry to date.

We will meet with Nir Ben Moshe – Program Manager and formerly the VP Product and CoFounder at Genome Compiler Group.

12:00 **Jerusalem Tour**

The acquaintance of the history from which the Israeli innovation company is based.

Additional information will be provided by our tour guide.

16:00 **Late lunch at “IMA” restaurant**.

A perfect Israeli mothers food restaurant

18:00 Bus to Tel Aviv and part ways!