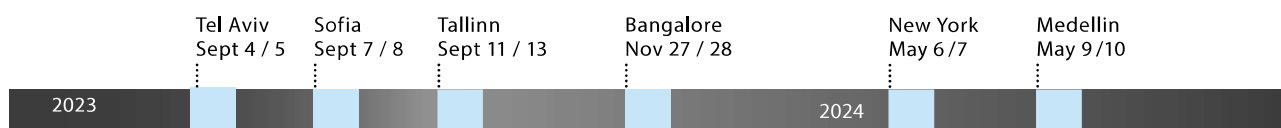


Global Innovation Expert



Program content TEL AVIV



TEL AVIV: THE CITY OF INNOVATION

Tel Aviv is one of the most vibrant innovation ecosystems in the world. It is fast, dynamic, direct, and - most of all - extraordinarily successful. It wasn't always the case - less than a century ago, Tel Aviv was an uninhabited pile of sand. According to the Global Startup Ecosystem Report, Tel Aviv has both the most startups per capita and highest rate of R&D investment in the world. Almost all this R&D investment comes from private capital, and the majority of that private capital is foreign.

"UNICORNS AND UNICORNS AND UNICORNS"

The talent that generates the innovation capacity attracts technology-oriented companies from all over the world to Israel. More than 300 multinational tech companies like Google and Facebook have R&D centers in the country. Almost all of Israeli technological activity takes place either in the Tel Aviv region or less than 100 miles away from it. This technological activity is quite substantial. 44 unicorns have been established by Israeli entrepreneurs, and 4,500 Israeli companies are in growth stage. The Tel Aviv ecosystem is the center of the Israeli high-tech scene, the Greater Tel Aviv area is home to 50% of the technology companies, 60% of the startups and 40% of the research centers in Israel.

PRIVATE CAPITAL

The large amounts of private capital were crucial for that process. This private capital was greatly encouraged by the Israeli Yozma program, which increased private capital by 6000% in a decade. Further incentives were initiated by various tax reduction programs. These measures proved to be very valuable for establishing the region as an investment destination.

IN THE TEL AVIV PROGRAM MODULE AMONGST OTHER THINGS WE SHOW:

- How did this pile of sand turn into one of the most productive innovation ecosystems the world has ever seen?
- Why are there more unicorns per capita then anywhere else in the world?
- What is the secret behind the active diaspora that invests back into the home country?

including faculty from



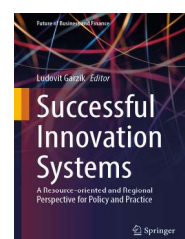
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Program Pool

WEIZMANN INSTITUTE OF SCIENCE

Weizmann Institute of Science is one of the world's leading multidisciplinary basic research institutions in the natural and exact sciences. The institute has a long history of investigation and discovery rooted in a mission of advancing science for the benefit of humanity. In parallel, it educates a substantial proportion of Israel's scientific leadership and advances science literacy in schools and among the public.



WINN AI LABS

Winn AI Labs develops a text analysis engine designed to enhance sales. Founded in 2021, it generates more inventions than far bigger companies, including 2 discoveries. Winn is a typical Israeli startup - it is fast, disruptive and designed to make rapid iterations with its market, with high tolerance for failure and little tolerance for stagnation.



WIX

Wix is an Israel software company that allows users to create websites in an easy fashion. Websites powered by Wix are responsible for 5% of the world's web traffic. The company is valued at \$4.9 billion, and is one of the most famous Israeli unicorns. One of Wix's internal tools for task management became a company called Monday.com, another Israeli unicorn.



APPSFLAYER

AppsFlyer is a cloud-based mobile attribution and marketing analytics platform which assists app marketers with campaign management and conversion tracking. Its key features include customer journey mapping, attribution modeling and retention tracking. AppsFlyer is a fascinating representative of the speed of growth in the Tel Aviv IT start-up community. It serves more than 12000 brands with optimising their attribution tools and is partner of more than 8000 tech



IDC HERZLYA / REICHMAN

Reichman University - formerly well known as IDC Herzlyia - is a groundbreaking academic institution that works persistently to promote personal excellence alongside social responsibility. It is the first private university in Israel and birthplace of many unicorns in the thriving start-up system in the Tel Aviv region. Reichman University has established a pioneering and innovative approach to interdisciplinary higher education



BAR ILAN UNIVERSITY

Bar-Ilan University is one of the largest universities in Israel. The university campus is located in the heart of Gush Dan and is visited daily by thousands of students from all religions and ethnicities. All of these together create a multicultural human mosaic that reflects the face of Israeli society; in its curriculum, in the values it imparts to its students and in the general atmosphere prevailing in it. It encourages tolerance, freedom of thought and dialogue. Bar Ilan hosts more than 21000 students in 9 faculties and is seeking "Impact beyond Excellence". It has created challenge-driven research centers which embrace practical research designed to change and improve the human experience. The university is also adopting innovative instructional methods, intensifying global outreach, and broadening its discourse and dialogue throughout the Jewish world.



FEE €/US\$ 2.500,- p.P. (excl. VAT according to the terms, incl. all course materials, excl. travel expenses and accommodation)

ACCOMMODATION - SUGGESTION

HOTEL THE LUSKY, HaYarkon St 84, Tel Aviv-Yafo, Israel

LANGUAGE

English

NEXT DATES 2022/2023

2023: Sept: Tel Aviv, Sofia, Tallinn; Nov: Bangalore; 2024: May: New York, Medellin

ENROLLMENT

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