



# InnovNation

Israel. Go beyond your imagination...

ENTREPRENEURSHIP & INNOVATION PROGRAM IN ISRAEL June 30 - July 28, 2013

## INNOVATION

InnovNation's executive and study abroad programs seek to spark innovation by exposing students, professionals, and entrepreneurs from all over the globe to the high tech industries in Israel – a country world renowned as the [Start-Up Nation](#).

Through a wide array of lectures, meetings and site visits, the program combines theoretical know-how with the insights and first-hand experience of Israel's top innovative companies and entrepreneurs.

InnovNation is organized in collaboration with the Israeli Ministry of Foreign Affairs and the Rothberg International School (RIS) of the Hebrew University of Jerusalem, which is ranked among **the world's top 100 universities**.

## MEETINGS & GUEST SPEAKERS

Throughout the program, participants will meet a wide variety of accomplished professionals including:

- Serial Start-Up founders
- Managers from multinational firms
- Angel and Venture Capital investors
- Academic and industry figures
- R&D staff and high tech experts

## SITE VISITS

Participants will visit sites such as:

- Start-Up companies
- Leading high tech firms
- R&D centers of multinational corporations
- Business incubators
- Innovation hubs

## COURSES

Students enrolled in this 6-credit program will participate in two courses: "Start-Ups & Innovation" and "Breakthrough Technologies".

Upon successful completion of each course students will receive 3 academic credits through the RIS.

## Start-Ups & Innovation: The Israeli Model

[View Course Syllabus\\*](#)

This program offers a unique opportunity to benchmark Israel's best practices in the fields of entrepreneurship and innovation. Participants will gain direct access to the insights and know-how of serial start-up founders, investors, industry specialists, and R&D staff of leading multinational corporations. In addition, they will learn practical models, tools and methodologies critical to the creation of start-up companies and the development of innovative ventures of large organizations.

### Lecture Topics:

- Introduction to a Software-Driven World
- People, Luck and Hard Work
- Business Model Generation
- Ideation
- Customer Development and the Lean Start-Up
- Essential Tools for Product Development
- Distribution and Online Marketing
- Funding
- Company Building

**Instructor: Liad Agmon | Academic Head: Prof. Ari Rappoport**



Liad Agmon is a serial entrepreneur with extensive experience as a Start-Up founder and as a Fortune 500 Executive. Founder of Onigma (acquired by McAfee) and Delver (acquired by Sears Holdings), Agmon served as a VP of New Services and Board Member at Sears Holdings. He is currently an entrepreneur in residence at Bessemer Venture Capital and a lecturer at some of Israel's most prestigious MBA and BA programs.

## Breakthrough Technologies: Shaping the Future

[View Course Syllabus\\*](#)

This program analyzes how exponentially growing technologies may impact our lives, industries and society in the next decade. Throughout the program, participants will meet high tech experts from different disruptive technologies and gain exposure to some of the latest breakthroughs developed in Israel, a world leader in innovation in the fields of Computer and Communications, Security, Clean-Tech, Nano-Tech, and Bio-Tech.

\*To follow the links or view the last updated version of this document please refer to: [www.innovNation.net/pdf](http://www.innovNation.net/pdf)



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Based on the insights gained from this course, students will be better prepared to seize the opportunities and face the challenges arising from the emergence of these technologies.

## Lecture Topics:

- Technology & Human Evolution
- Agriculture & Food
- Water & Energy
- Transportation
- Materials & Production
- Bio-medical Engineering
- Security
- Internet & Artificial Intelligence

## Instructor: Dr. Roey Tzezana



Roey Tzezana received his PhD in Nano-technology from the Technion – Israel Institute of Technology, where he now teaches. He is a researcher in the Interdisciplinary Center for Technology Analysis & Forecasting at Tel-Aviv University, where he researches novel technologies. Tzezana also initiated and managed projects in cooperation with organizations such as the Ministry of Defense and the Airport Authority.

## PROGRAM COSTS

Program:	One Course	Both Courses
Academic credit	3	6
Academic hours	45	90
<b>Fees:*</b>		
Application	\$ 80	\$ 80
Housing	\$ 720	\$ 720
Tuition	\$ 1,700	\$ 3,060
<b>Total cost:</b>	<b>\$ 2,500</b>	<b>\$ 3,860</b>

\*Amounts are listed in US dollars and are subject to change.

The fee includes tuition, lodging, basic medical insurance, site visits, and required class activities. Students are responsible for food and personal expenses as well as air travel and transportation to and from the airport.

\*Programs are subject to change and require a minimum number of registered participants to take place.

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## THE START UP NATION

In less than seven decades since its founding, Israel – a country of only 8 million people and with scarce natural resources – has become the **Start-Up Nation**:

- Israel has more companies listed on NASDAQ than all of Europe, Japan, Korea, India, and China combined.
- Israel produces more start-up companies than Japan, China, India, Korea, Canada, and the UK.
- Israel raises 2.5 times as much global venture capital per capita than the US, 30 times more than Europe, 80 times more than India, and 350 times more than China. (2008)
- Multinational companies, such as CISCO, GE, Microsoft, Intel, SAP, IBM, Google, HP, Samsung, and Siemens run core activities in Israel.

## THE HEBREW UNIVERSITY OF JERUSALEM (HUJI)

Founded by such luminaries as Albert Einstein and Sigmund Freud, HUJI is ranked among **the world's top 100 universities**. With thousands of patents registered, the formation of over sixty spin-off companies, and five Nobel Prizes awarded to its professors in the last decade, HUJI is also renowned throughout the world as a leading R&D center.

## EXECUTIVE PROGRAMS

Special programs and intensive sessions for a minimum of 25 participants may be scheduled with custom dates to suit the needs of organizations and academic institutions. For further information, please email us at: [info@innovNation.net](mailto:info@innovNation.net)

## APPLICATION INFORMATION

This program is open to undergraduate and graduate students who have completed at least one year of study in the areas of Business, NPO Management, Economics, Natural & Applied Sciences, Engineering, and Entrepreneurship. Professionals and Entrepreneurs are welcome to apply as well. **The number of participants is limited.**

**REGISTER HERE!**\*+

