

## START JERUSALEM COMPETITION 2017



### About:

Start JLM is a global competition organized by The Ministry of Foreign Affairs and the Jerusalem Development Authority, which brings together startups from 35 different countries to compete for the opportunity to take part in a 5-day innovation experience in Jerusalem, Israel - one of the world's leading tech ecosystems.

During the trip, the winners will get through an immersive experience of inspiring talks, hands-on workshops and high-level networking with the country's leading entrepreneurs and investors. The winners will reflect the most promising startups from each country.

Start JLM brings together innovative, early-stage start-up founders from around the globe to explore and experience Jerusalem's vibrant startup ecosystem. This is a unique opportunity for entrepreneurs to connect and benefit from interaction with prominent local tech leaders in a five-day immersive program, featuring interactive fireside chats and panels, specially designed how-to workshops, site visits at leading companies, and exclusive networking meet-ups with the city's start-up community.

### Why Jerusalem?

Jerusalem is one of the fastest growing tech hubs, recognized as such by many media organizations and research centers. Time Magazine ranked Jerusalem as the first among five emerging tech hubs in the world, while Compass, which ranks start-up ecosystems around the globe, placed Jerusalem among the honorable top 30 leading start-up ecosystems worldwide.

Jerusalem is an exciting place for entrepreneurs, a home base for Israel's leading companies, investors and academic institutions. The city's multicultural energy has created a unique environment for creators and innovators to connect and bring their world-changing ideas to fruition.

## **Why Israel?**

Israel is recognized globally as the “Start-Up Nation,” a major hub for technology and innovation. Through its wealth of human capital, Israel has generated more start-up companies than most large industrial nations. In addition, Israel has attracted over twice as much venture capital investment per capita as the US, and 30 times more than all the members of the European Union combined.

START JLM is organized by the Israeli Ministry of Foreign Affairs, the Jerusalem Development Authority, the Ministry of Jerusalem Affairs and Heritage, and the Municipality of Jerusalem, in partnership with leading local organizations such as Siftech, Intel, JVP and OurCrowd.

## **The Prize:**

The winners will participate in a 5-day, all inclusive trip to Israel participating in an exclusive program where they get the chance to meet and connect with Israel’s leading tech figures including top entrepreneurs, investors and domain experts. In addition the participants will experience the mythical City of Jerusalem and the abundance it has to offer to tourists in almost every aspect.

## **Program Agenda:**

Start JLM brings together young start-up founders from around the world for a five-day dynamic experience. The program will help them gain momentum for their entrepreneurial journey and is a unique opportunity for the founders to engage with Jerusalem’s leading entrepreneurs, investors and domain experts, learn from their successes, and experience firsthand the entrepreneurial and cultural vibe of the city.

\*The program’s costs are fully funded by the organizers.

## **Featured Content:**

(facilitated by Siftech, Jerusalem’s first start-up accelerator)

The program will expose participants to many of the issues that relate to start-ups and successful tech companies, and will comprise high-end content and mentoring by the leading movers and shakers of the Jerusalem innovation scene.

## Program Agenda (Tentative Schedule)

Day 1	Day 2	Day 3	Day 4	Day 5
<b>KickOff Session:</b> What made Jerusalem great (again): A panel with leading figures from the JLM tech community	<b>#What's Next</b> A glance into the latest breakthroughs of The Hebrew University top-researches	<b>#Re:Think</b> Systematic Inventive Thinking workshop	<b>TEL AVIV DAY</b>	<b>#SiteVisits</b> Cooperate vs. Startups @ Intel HQ, Jerusalem
<b>#WHAT'S NEXT</b> Future Survival: Mind over Technology w/ Saul Singer, co-author of 'The Startup Nation'	<b>#ReThink</b> Humanizing digital experiences w/ Gary Levitt, Founder of MadMimi (Acquired by Godaddy)	<b>#Re:Think</b> Systematic Inventive Thinking workshop		<b>#SiteVisits</b> Disruptive technology trends @ Intel HQ, Jerusalem
Launch Break	Launch Break	Launch Break		Launch Break
<b>#Re:Think</b> Rules for branding your startup w/ Hillel Fuld	<b>#BeHelpful</b> One-on-One feedback	<b>#The Other Side</b> Investors' mindset w/ Elie Wurtman, PICO Partners		<b>#How I built it</b> Fireside chat w/ Amnon Shashua, Founder and CTO at Mobileye and OrCam
<b>#The Other Side</b> Investors' mindset w/ JVP	<b>#The Other Side</b> Early-stage investors (Jumpspeed Ventures, fresh.fund, Cornerstone)	<b>#The Other Side</b> From startup nation to scale-up nation w/ Michael Eisenberg (Aleph)		<b>#The Other Side</b> Investors' mindset w/ Jon Medved, OurCrowd
<b>#How I built it</b> Fireside Chat w/ Nir Barkat, Mayor of Jerusalem and successful tech entrepreneur	<b>#How I Built It</b> Bootstrapping w/ Yaron Ben Shaul, Founder and CEO of HomeTalk	<b>#How I built it</b> Fireside chat w/ Zeev Ferberman, Founder and CEO of Lightricks		Closing event
Cocktail with the Mayor and leading figures from the JLM Tech Community	ShukTech JLM – The Machne Yehuda Market Innovation Festival	FUN – Failure stories of leading entrepreneurs and investors		Happy Hour w/ Made in Jerusalem

### The workshops will include:

- What's Next?: Disruptive technologies and trends that will shape the world
- How I Built It: Leading founders share their entrepreneurial journey
- The Other Side: Prominent investors outline their investment thesis strategy w/
- Re:think: Interactive workshops to enhance your creative mindset and strengthen your entrepreneurial skill sets



Embassy of Israel  
WARSAW

- Be Helpful: One-on-one feedback sessions and in-office experience with leading mentors
- Site Visits: Visits to leading companies and tours of the vibrant centers of the Jerusalem start-up ecosystem

### Criteria:

We are looking for technology-oriented start-ups which are:

- Software-based (Technology, Web, Mobile, IoT, ICT)
- Seed stage. (def.: <http://www.blog.capitalpitch.com/pre-seed-seed-and-series-a-means-what-exactly>)
- Live product / service and traction
- Founded by young entrepreneurs; we aspire to increase the role of young entrepreneurs in the start-up ecosystem and will give priority to founders in the 23-35 age group.

Jerusalem - Startup Capital of Israel:

<https://www.youtube.com/watch?v=m8ECyAwyAzQ>

Jerusalem - innovation hub:

<https://www.youtube.com/watch?v=G-fBASdB-ow&t=206s>

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MINDSPACE

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WO wysokie obręsy