

The  
Aresty Institute  
of Executive Education

**The Wharton School**  
of the University of Pennsylvania

Wharton Fellows Master Class  
**The Next Big Thing: The Israel  
“Start Up Nation” Perspective**

May 17- 20, 2015

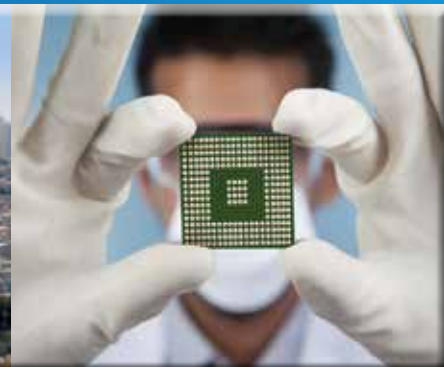


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**Wharton Fellows** is a powerful global network of CEOs and senior executives who are committed to lifelong learning focused on transformational leadership. The Wharton Fellows Program is designed to help address some of today's most complex leadership issues within a robust learning environment. Wharton Fellows Master Classes are 2.5 -5 day programs that provide actionable thought leadership and tools for tackling complex challenges, bringing together a network of like-minded senior executives and Wharton faculty. Fellows elect to attend Master Classes around the world. You can find more information on the **Wharton Fellows** website and the Fellows Brochure offers further information about the benefits and long-term impact of the Fellows network.

Our upcoming Master Class in **Israel (May 17-20)** continues our successful **'The Next Big Thing'** series, which started in Silicon Valley with company visits to Google, Facebook, Samsung R&D, Cisco, Andreessen Horowitz, HP, Genentech and local start-ups; New York with visits to Bloomberg, Havas, Victors & Spoils, Duane Reade, Cushman & Wakefield, Vornado, Forest City, Warby Parker and local start-ups); and Seattle with visits to Microsoft, Boeing, Costco, Nike, Amazon and local start-ups.

The upcoming Israel Master Class will similarly focus on **companies that challenged and changed the mental models of their industry and as a result introduce innovative business and revenue models and offerings**. In Israel we will examine exciting new startups and the R&D arms of many major multinationals and unique Israeli organizations with a reputation for sustaining cutting-edge innovation. The Israel Master Class will be conducted in collaboration with **the Interdisciplinary Center Herzliya (IDC)**. While we are working on finalizing the timing of all of the site visits in Israel, we are planning to replicate the program we planned for last August and were forced to postpone due to the security situation at the time. We look forward to visiting the **Google Campus TLV**, which is a hub for entrepreneurs and developers, with open innovation sessions led by Investor and Entrepreneur Yossi Vardi, and Google European Relations Developer Roy Geva, followed by a session with Professor Izzy Borovich, the former CEO of **EL-AL Airways**. We plan to visit the **IDC** campus to learn Prof. Uriel Reichman's vision on the future of academic innovation and academia, learning entrepreneurship with Prof. Yair Tauman, and hear some pitches from entrepreneurial **IDC** students. We'll also hear from Dr. Guy Hoffman and then tour the **IDC Media Lab**. Carmel Ventures founder Shlomo Dovrat will discuss his approach to empowering early stage start-up to become category leaders followed by a session with **Netafim** former CEO Igal Aizenberg. We plan to visit the **Microsoft R&D Accelerator**, then travel to Sosa TLV, and visit the Junction Accelerator, with a Medical Innovation Panel Discussion. We plan to visit Rehovot to visit the Weizmann Institute of Science and the Har Hotzvim Industrial Park and finally Start-Up City – Silicon Blvd to visit start-ups and visit the **IBM Accelerator**. This Master Class will conclude with reflections on what we have learned, and the participants action plans including innovative experiments reflecting their take away from the Master Class. You may want to take advantage of your time in Israel and arrange a historical tour before or after the Master Class.

The program is directed by Professor Yoram(Jerry) Wind the lauder professor and professor of marketing at the Wharton School and Director of the school's ThinkTank –The SEI center for advanced studies in management. He is also the Chairman of the academic council of IDC and will work with the participants on integrating the Israel experience and exploring its applicability to the participants businesses.






For more information about the upcoming **Wharton Fellows** program, you can contact Professor Yoram (Jerry) Wind at +1.215.898.8267 (worldwide) or email him at windj@wharton.upenn.edu.



## The Program

Sunday, May 17, 2015	Monday, May 18
<p><b>Accommodations:</b> Dan Hotel Tel-Aviv 99 HaYarkon Street, Tel Aviv 63432 +972-3-5202525 dantelaviv@danhotels.com</p>	<p>7:30 - 8:00 <b>Breakfast</b></p>
<p><b>Academic Director:</b> Jerry Wind windj@wharton.upenn.edu Shelly Gordon sgordon@idc.ac.il Shiree Mor-Belcher mbshiree@idc.ac.il</p>	<p>8:00 - 8:45 <b>Travel to IDC</b></p> <p>8:45 - 9:45 <b>Academic Innovation and the Future of Academia</b> Prof. Uriel Reichman, President, IDC Herzliya</p> 
<p>15:00 - 15:30 <b>Registration and Meet (Hotel)</b></p>	<p>9:45 - 10:30 <b>Teaching Entrepreneurship - Zell Program</b> Prof. Yair Tauman, Dean of the School of Entrepreneurship, IDC</p>
<p>15:30 - 16:30 <b>Opening and Introduction to Program</b> Jerry Wind, Professor of Marketing, Wharton School</p>	<p>10:30 - 10:45 <b>Break</b></p> <p>10:45 - 11:30 <b>Zell students pitches TED Talk-Robots with "Soul" Tour to IDC-Media Innovation Lab</b> Dr. Guy Hoffman, Director Media Innovation Lab, IDC Dr. Oren Zuckerman, Director Media Innovation Lab, IDC</p>
<p>16:30 - 17:00 <b>Travel to Google Campus TLV</b></p>	<p>11:30 - 12:15 <b>Carmel Ventures</b> Shlomo Dovrat, co-founder of the Viola Group, and a co-founder of Carmel Ventures</p> 
<p>17:00 - 19:00 <b>Open Innovation</b> Yossi Vardi, Entrepreneur and Investor Roy Geva, Relations Developer, Google Europe, Google Campus TLV</p>  	<p>12:15 - 13:15 <b>Lunch</b></p>
<p>19:00 - 19:30 <b>Travel to Welcome Reception</b></p>	<p>13:15 - 14:15 <b>Master Business Class</b> Igal Aizenberg, former CEO, Netafim</p> 
<p>19:30 - 21:30 <b>Welcome Reception</b> Prof. Israel (Izzy) Borovich, former CEO EL-AL</p>	<p>14:15 - 14:45 <b>Travel to Herzliya Pituach-Hightec Hub</b></p>
<p>* to be confirmed</p>	<p>14:45 - 16:45 <b>Company Visit at Microsoft R&amp;D Accelerator</b> Tzahi (Zack) Weisfeld, Senior Director, Microsoft Ventures</p> 
<p>16:45 - 17:30 <b>Travel to Sosa TLV</b></p>	<p>16:45 - 17:30 <b>Travel to Sosa TLV</b></p> 
<p>17:30 - 19:00 <b>Visit the Junction Accelerator</b></p>	<p>17:30 - 19:00 <b>Visit the Junction Accelerator</b></p>
<p>19:00 - 20:00 <b>Medical Innovation Panel</b> Revital Rozenfeld, CEO, Laryngoport Ltd. Dr. Yoram Levanon, Chief Science Officer, Beyond Verbal Comm. Moti Shniberg, Chairman &amp; Co-founder, FDNA Deikel Gelbman, Chief Executive Officer, FDNA <b>Cocktail Reception &amp; Dinner at Sosa with Internet Game Changers</b></p>	<p>19:00 - 20:00 <b>Medical Innovation Panel</b> Revital Rozenfeld, CEO, Laryngoport Ltd. Dr. Yoram Levanon, Chief Science Officer, Beyond Verbal Comm. Moti Shniberg, Chairman &amp; Co-founder, FDNA Deikel Gelbman, Chief Executive Officer, FDNA <b>Cocktail Reception &amp; Dinner at Sosa with Internet Game Changers</b></p>   

**The Program** *(continued)*

Tuesday, May 19	Wednesday, May 20
<p>7:30 - 8:15 <b>Breakfast</b></p>	<p>7:30 - 8:30 <b>Breakfast</b></p>
<p>8:15 - 9:00 <b>Travel to Rehovot</b></p>	<p>8:30 - 9:00 <b>Travel to Rothschild Blvd</b> Start Up City Silicon Blvd.</p>
<p>9:00 - 12:00 <b>Weizmann Institute of Science</b> "Transfer and Commercialization of Knowledge" *Bio Med Panel</p> 	<p>9:00 - 12:00 <b>The Gifts Project</b> <b>Wibbitz</b></p> 
<p>12:00 - 13:00 <b>Lunch</b></p>	
<p>13:00 - 14:00 <b>Travel to Jerusalem</b></p>	<p>12:00 - 14:15 <b>Lunch</b> Israel/Palestinian Initiative Bashar Masri, Chairman of Massar International Eyal Waldman, President and CEO of Mellanox *To be confirmed</p>
<p>14:00 - 16:00 <b>Visit to Har Hotzvin Industrial Park</b> *Stem cell Medicine Brainsway</p>  <p><b>Brainsway</b></p>  <p><b>Stem Cell Medicine</b></p>	<p>14:15 - 15:00 <b>Travel to Petach-Tikva</b></p>
<p>16:00 - 16:30 <b>Travel to JVP</b></p>	<p>15:00 - 18:00 <b>Disruptive Israeli Technologies</b> <b>IBM Alpha Zone Accelerator</b> Nathan Low, President of the Sunrise Financial Group and CEOs of his portfolio companies</p> 
<p>16:30 - 18:30 <b>Visit JVP Media Labs</b></p> 	<p>18:00 - 19:00 <b>Travel to Jaffa</b></p>
<p>18:30 - 19:00 <b>Travel to Mamilla</b></p>	<p>19:00 - 20:30 <b>Presentation of the participants Israel Plans</b> <b>Reflection and Conclusion</b> <b>Ilana Goor Museum</b></p>
<p>19:00 - 21:00 <b>Dinner at Mamilla Restaurant</b> Yonathan Adiri</p>	