

# PROGRAM

## AUSTRALIAN INNOVATION TRADE DELEGATION TO ISRAEL

### Mission leader David Shein



Sunday, 18 – Saturday, 24 May, 2014

*The Mission includes some of Australia's most active and successful early stage private investors. The main aims of the Mission is to see first-hand the 'Start-Up Nation', understand better the Eco-System that cultivates the Innovation culture, be exposed to various investment models, meet entrepreneurs/companies/business leaders, study the role of Government, Academia and the local Research community. The objective of all of this is to learn world's best practice in order to strengthen and improve the Australian landscape.*

## **SUNDAY 18<sup>TH</sup> MAY (day 1)**

*Delegates arrive*

### **Geo-Political Briefing with Mr Ehud Ya'ari**

Ehud Ya'ari is an expert on Middle Eastern affairs. He is the author of eight books on the Arab-Israeli conflict. He has interviewed Yasser Arafat, King Hussein of Jordan and his son Abdullah, President Husni Mubarak of Egypt, almost all Israeli prime ministers since Menachem Begin (including Yitzhak Rabin), Bashar al-Assad, Bachir Gemayel, Muammar al-Gaddafi and others. Today, Ya'ari is a political commentator for Israel's Channel 2 news. Yaari is an associate editor of The Jerusalem Report and the Washington Institute for Near East Policy. He is also Senior Fellow at the Adelson Institute for Strategic Studies. Ya'ari has published articles in the New York Times, Wall Street Journal, Washington Post, and Atlantic Monthly.

### **'Start-Up Nation' with Mr Jon Medved, CEO- OurCrowd**

[www.ourcrowd.com](http://www.ourcrowd.com)

Jonathan Medved is according to the Washington Post, "one of Israel's leading high tech venture capitalists". In the September, 2008 NY Times Supplement "Israel at 60" Medved was named one of the top 10 most influential Americans who have impacted Israel. Medved has invested in over 100 Israeli startup companies, helping 12 of them to get to valuations in excess of \$100 Million dollars. Medved was the co-founder and until recently the CEO of Vringo, a leader in mobile social applications which went public in June 2010. (NYSEAMEX: VRNG). Prior to Vringo, he was the founder and general partner of Israel Seed Partners (a \$260M Israeli venture capital fund). At Israel Seed he led a number of successful investments and served as a Director on the Board of several portfolio companies including: Compugen (Nasdaq: CGEN), Business Layers (acquired by Netegrity, Nasdaq: NETE), Broadlight (acquired by Broadcom, Nasdaq BRCM), Answers.com (Nasdaq ANSW, acquired by Summit), Native Networks (acquired by Alcatel, Nasdaq ALU), and Xtellus (acquired by Oclaro, OCLR). Between 1982 and 1990, he was a founder and the EVP of Marketing and Sales at Meret Optical Communications. Meret was acquired by the Amoco Corporation (NYSE: AN) in 1990. He was also part of the founding management team at Accent Software (Nasdaq: ACNTF), a leader in multilingual software where he served as EVP of Marketing and Sales in 1993-1994.

### **Dr Orna Berry, Chairperson, IACC & Corporate VP & GM EMC Israel Centre of Excellence**

[www.emc.com](http://www.emc.com)

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organisations of all sizes to transform the way they compete and create value from their information. With annual revenues in excess of \$20Bil, EMC recently completed its sixth year in a row of achieving double-digit annual revenue growth. EMC has a global presence employing approximately 40,000 people worldwide, more than 40 percent of whom work outside the U.S.

EMC has invested a few hundred million dollars acquiring more than five Israeli start-ups in the last decade. Today EMC employs over 500 locals in Israel and is recognised as one of its few 'Centres of Excellence' worldwide with a focus on Cyber Security and the Israel office conducts R&D which is then implemented in EMC's products and solutions worldwide.

*Dr. Orna Berry is a recognized entrepreneur with over 25 years of experience in the Israeli science, technology and venture capital industries. She is known for her efforts to promote excellence, entrepreneurship and innovation in Israeli society. Dr. Berry has held a wide range of key positions with significant social and public impact throughout her career – she was a founding partner of OrNet Communications, has held the position of Chief Scientist of the Ministry of Industry and Trade in the Israeli government, served as the Chairperson of the Israeli Venture Capital Funds Association (IVA) and was previously a Venture Partner at Gemini Israel Funds.*

### **Trade Mission Opening Briefing Dinner**

The briefing will provide an opportunity for all participants to introduce themselves, objectives for visiting Israel and discuss details of the program.

## **MONDAY 19<sup>TH</sup> MAY (day 2)**

### **Outbrain**

[www.outbrain.com](http://www.outbrain.com)

Outbrain is a content recommendation service whose widget offers to help internet publishers increase web traffic at their websites. It does so by presenting them with links to articles and other content. The company was founded by Yaron Galai, who had sold his company Quigo to AOL in 2007 for \$363m, and Ori Lahav, who had previously been with Shopping.com before their purchase by eBay.

Outbrain uses behavioral targeting to recommend interesting articles, blog posts, photos or videos to a reader, rather than relying on a more basic 'related items' widget.[citation needed] Outbrain uses the cost-per-click charging model. The service is free to install onto websites, but only offers revenue sharing to content creators with greater than 10 million US page views per month. Internet content publishers whose websites have used or are using Outbrain include USA Today, Boston Globe, Washington Post, Daily Beast, New York Observer, Slate, The Street, Elle, Hollywood Reporter, CNN, Fox News, Hachette Filipacchi Media, Mashable, MSNBC and the Guardian. As of April 2013, it is used by over 90,000 websites and blogs.

### **Vertex Venture Capital**

[www.vertexvc.com](http://www.vertexvc.com)

A top-tier Israeli venture capital firm, Vertex Venture Capital manages over \$600 million in venture capital and invests in early stages of high technology companies in the fields of digital media technology and applications; broadband and mobile communications; enterprise IT and infrastructure; greentech and other emerging technologies. We seek companies with outstanding management, unique intellectual property and real market growth potential.

Vertex Venture Capital Funds have attracted investments from major corporations, as well as private and public financial institutions from the USA, Europe, Japan, Singapore, Taiwan and Israel. Vertex establishes mutually beneficial long-term relationships with its partners.

Many Asian investors view their investment in Vertex not solely as a financial one, but as a strategic partnership as well. Vertex acts as a gateway into the Israeli high tech industry. Vertex introduces leading technologies to relevant LPs and serves often as a "matchmaker" by liaising Israeli high tech companies to appropriate partners and investors abroad.

### **Inimiti**

<http://inimiti.net>

A new type of a Micro Venture Fund focusing on Software platforms and services in the New Media space (Internet, Mobile and anything in between).

Inimiti is a derivative of "inimitable" which means "something that is beyond imitation, something surpassingly excellent, unrivaled and exceptional."

### **Mr Dov Moran**

#### **(& Dov is inviting a select number of Start-Ups to present)**

*He was founder and chairman of M-Systems. This company invented the DiskOnKey (USB Flash Drive as it's called in the U.S.), the DiskOnChip and other similar devices. At the end of 2006 the company was sold to SanDisk for the amount of \$1.6B. Moran was also the founder and chairman of modu. This company invented the modu, a modular cellular device which can be used in various other devices. In May 2011 Google acquired several patents of Modu Mobile for \$4.9Mil.*

*Moran is also chairman of Tower Semiconductor and Biomas, a biotech company.*

*In 2012, Moran launched a new start-up named Comigo, which develops a TV platform (an Android-based Smart Set-Top-Box) that aims to extend viewing options across all types of handheld devices, providing new personalization and interactive socialization capabilities for TV viewers. Moran obtained a Bachelor of Science at the Technion - Israel Institute of Technology.*

### **Israel Innovation Conference (MIXiii) opening dinner reception**

## **TUESDAY 20<sup>TH</sup> MAY (day 3)**

### **MIXiii conference**

Israel Innovation Conference (MIXiii) - the first in the world where Biomed, High-tech and the Office of the Chief Scientist will join hands in a unique new international conference format.

### **Fortissimo Capital**

[www.ffcapital.com](http://www.ffcapital.com)

Fortissimo Capital is a leading Israeli private equity investment group. Fortissimo's private equity funds, with half a billion dollars under management, invest primarily in Israeli related public and private technology and industrial companies that require a capital infusion to expand their business.

### **Google Israel R&D HQ**

<https://sites.google.com/site/haifardcenteropenhouse/about-the-r-d-center>

The Israeli center has developed visible and core technologies in the areas of Search, Data Analysis, Gmail, YouTube, and Internet scale infrastructure.

### **Dinner @ Café Kapish- (The World's First Deaf & Blind Theatre)**

Café Kapish is staffed by deaf and/or hearing-impaired waiters who engage their clientele in Sign language. Suddenly a standard dinner is transformed into an 'out of this world' experience.

### **"Not-By-Bread-Alone" Performance @ NaLaGa'at Theatre**

[www.nalagaat.org.il](http://www.nalagaat.org.il)

A cultural, entertainment and training center. The Nalaga'at Center is a meeting place for deaf, blind and deaf-blind and the wide public that through an artistic and cultural experience engage in a dialogue between equals by means of the Nalaga'at Theater, "Kapish" café, "Blackout" restaurant, workshops and training programs.

The Nalaga'at Center develops and offers unique employment opportunities that assist deaf, blind and deaf-blind individuals in providing for themselves while developing their own unique talents, skills and abilities.

Eleven deaf-blind actors take the audience on a magical tour in the districts of their inner world; the world of darkness, silence and...bread. As the process of bread making unfolds on stage - the dough is being kneaded, raised and baked "for real" - a unique encounter occurs between actors and audience. Together they re-enact vivid or distant memories, recall forgotten dreams and joyful moments and 'touch' the spark of Creation present in every one of us.

The actors take the spectators into those magical moments between reality and fantasy, between grandeur and ridicule, and always eventually return to the basic meaning of bread as a symbol of our longing for a home. "Not by Bread Alone [man lives]" – the actors declare, repeatedly emphasizing the importance of their interaction with the audience and their need in human relations, which is more crucial to us all than the need for bread.

## **WEDNESDAY 21<sup>ST</sup> MAY (day 4)**

### **8200 EISP The Entrepreneurship and Innovation Support Program**

[www.eisp.org.il](http://www.eisp.org.il)

8200, an IDF Intelligence unit, which until a few years ago was top secret, is considered one of the leading sources for Israeli innovation, a foundation for a vivid community of technology, entrepreneurship and venture financing. The 8200 Alumni Association is a non-profit organization established and managed by senior alumni of the unit. It has been active for over a decade, providing thousands of the Israeli Intelligence 8200 Unit alumni a place to network, consult and collaborate with their peers. In addition, the Association leads projects of maintaining and promoting the unit's legacy, as well as promoting projects for the community, such as scholarships for 8200 graduates in local academic institutes and support for Arabic teaching programs in High-Schools in outlying regions. The Entrepreneurship and Innovation Support Program (EISP) is the Association's first formal platform designed to enrich and leverage entrepreneurial abilities and skills.

### **Israel Growth Partners**

A brand new fund targeting late stage start-ups

Founded by two leading figures in Israeli high tech – former Finance Ministry Director General and Nice Systems CEO Haim Shani and the former head of Microsoft's research and development operations in Israel, Moshe Lichtman.

Israel Growth Partners is unusual in that most of its capital comes from Israeli institutional investors rather than from investors overseas.

### **Office of the Chief Scientist, Ministry of Economy**

#### **Mr Avi Hasson- Chief Scientist**

The Office of the Chief Scientist (OCS) of the Ministry of Economy empowered by the Law for the Encouragement of Industrial Research & Development – 1984 (R&D Law), oversees all Government sponsored support of R&D in the Israeli industry. This broad spectrum support stimulates the development of innovative state of the art technologies, enhances the competitive power of the industry in the high-tech global market, creates employment opportunities and assists in redressing Israel's balance of payments. In addition to its domestic activities, the OCS is involved in a myriad of bi- and multinational industrial R&D agreements.

The OCS annually supports hundreds of projects from incipient concepts within a pre-seed framework followed by support of incubator and start-up companies through autonomous industrial R&D enterprises. The support is directed toward the development of novel products based on new and innovative technologies throughout the entire industry, in well established as well as new companies and in both the high-tech and traditional sectors. This support also extends to a broad range of cooperative ventures with foreign commercial entities.

Successful technological development and marketing is a leading growth engine for modern world economies and is the result of extensive high risk investment in R&D. The Government's willingness to share in that risk goes a long way to ensure its ultimate successful implementation.

In the international arena, the OCS has vigorously pursued a number of avenues of involvement in cooperative industrial R&D with foreign entities both at the governmental and corporate levels.

## **WEDNESDAY 21<sup>ST</sup> MAY (day 4) – CONT'D**

### **Vintage Investment Partners**

With over \$500 million under management, Vintage Investment Partners is the only combined secondary, co-invest and fund of funds manager focused on Israel.

Secondary Funds- Vintage manages \$189 million through two Israel-focused secondary funds. Vintage's Israel secondary funds acquire limited partnership interests in Israeli venture capital funds and non-venture, private equity funds, direct portfolios and single holdings of Israeli private companies.

Funds of Funds- Vintage manages \$187 million through two Israel-focused fund of funds. Vintage's Israel fund of funds invest in Israeli venture capital funds and non-venture, Israeli private equity funds managed by experienced managers with strong track records. Our fund of Funds also acquire on a secondary basis, low-funded positions in Israeli-focused venture capital and private equity funds.

Co-Invest Fund- In August 2012, Vintage completed the final close of Vintage V, an \$80 million late-stage co-invest fund. Vintage V co-invests alongside Vintage's portfolio of venture capital funds in the last private rounds of their most promising portfolio companies. Vintage typically invests \$3 million to \$10 million per company.

### **Weizmann Institute of Science**

[www.weizmann.ac.il](http://www.weizmann.ac.il)

Weizmann is one of the world's premier scientific research institutions. The Weizmann Institute is among the world's five highest earners, among peer institutions, from commercialisation of patents. Royalties amount to well over \$US100Mil per annum. The Weizmann Institute is a centre of basic interdisciplinary scientific research and graduate study, addressing crucial problems in technology, medicine and health, energy, agriculture and the environment.

Clore Garden of Science- An entirely outdoor science museum. Designed to bring people of all ages closer to science in all its fascinating aspects. The Garden enables the visitor to experience science through interactive exhibits that demonstrate the principles and natural phenomena that influence our life.

### **Trade Mission Networking Reception @ Aus Ambassador residence (TBC)**

(Approximately 150 guests will be in attendance)

## **THURSDAY 22<sup>ND</sup> MAY (day 5)**

### **Tmura- the Israeli Public Service Venture Fund**

[www.tmura.org](http://www.tmura.org)

Tmura is a foundation which was established in 2002 to increase the involvement of the high-tech community in non-profit activity in Israel, with a focus on education and other youth related initiatives.

With a portfolio of option donations from 280+ companies and tens of exits, Tmura has generated over \$7,000,000 for education and other youth-related initiatives.

Tmura receives donations of equity from Israeli and Israel-related high-tech companies and, upon a liquidity event, allocates the proceeds to education- and youth-related charities in Israel. Tmura also generates additional funding for the community by operating matching grants programs and managing corporate foundations.

### **Catch Media**

[www.catchmedia.com](http://www.catchmedia.com)

Catch Media is a B2B technology company that deploys award-winning patented technology, Play Anywhere®, and a suite of products that allow its partners to offer consumers seamless and convenient access to their digital content regardless of the distribution method, be it physical or digital. Through its technology, Catch Media also provides its partners with the business intelligence to allow them to better gauge and meet their consumers' needs. The Play Anywhere® platform allows transactions to occur among the 'walled garden' clouds that are increasingly restricting the consumer's ability to use and share content as they wish.

The Catch Media Founders are pioneers in digital content from distribution on the Internet to subscriber TV systems and mobile. In 1994, they successfully launched the innovative online photo-sharing service –PictureVision–which was then unveiled on cell phones with NTT DoCoMo in 1996 and with cable companies in 1999. PictureVision was sold to Kodak in 2000 for over \$150M)

### **JVP**

[www.jvpvc.com](http://www.jvpvc.com)

Jerusalem Venture Partners (JVP) is an International venture capital firm, specializing in investments in startup companies. JVP is headquartered in the JVP Media Quarter in Jerusalem, Israel with offices in New York, Los Angeles and Paris.

JVP was founded by Erel Margalit in 1993, and currently runs investments of over \$900Mil in eight funds, and specializes in investments in media, internet, mobile, communications, advertising and gaming technologies, enterprise software and semiconductors.

JVP, founded in Jerusalem in 1993, has overseen at least 24 successful exits, more than any other Israel-based investor. The firm has led some of the most successful exits in Israeli history, including the IPO of business intelligence (BI) software company QlikTech- currently valued at more than \$2 billion, and the sale of Chromatis Networks to Lucent Technologies for \$4.8 billion, the largest sale of an Israeli company ever to that point. On May 2012 JVP portfolio company XtremIO, established in 2009, was sold to EMC Corporation for \$430 million. Additional notable companies backed by JVP are Allot Communications, Altair Semiconductor, AnyClip, Cogent Communications, Cyber-Ark, Fundtech, Jacada, Navajo Systems, Netro, Playcast Media Systems, Precise, Sheer Networks, Qlipso, XMPie and more. In 2013, JVP signed an agreement to sell CyOptics Inc. to Avago Technologies, a developer of analog interface components, for \$400Mil

## **THURSDAY 22<sup>ND</sup> MAY (day 5) – CONT'D**

### **Terra Venture Partners**

[www.terravp.com](http://www.terravp.com)

Terra Venture Partners is a venture capital fund formed to take advantage of significant investment opportunities created by the urgent global need for clean technologies ("Cleantech"). Terra has assembled an experienced and entrepreneurial team to identify, nurture and grow Israel's best seed and early-stage companies in several key environmental sectors. Terra focuses its investments in three main areas:

**ENERGY:** Renewable energy, alternative fuels and energy efficiency; such as solar technologies, fuel cells, biomass, biofuels

**WATER:** Water related technologies; such as water purification, water monitoring, water management and wastewater treatment

**ENVIRONMENTAL TECHNOLOGIES:** management of solid waste and other environmental sectors.

### **Trade Mission Debriefing Dinner**

Each delegate surmises the Trade Mission & comments on objectives being met

### **Tower of David Sound & Light Spectacular**

The walls of the Citadel serve as a stage for a nighttime show which is a celebration of sight and sound. Amidst the archaeological remains in the Citadel's courtyard and to the sound of original music, the story of Jerusalem unfolds through giant breathtaking, virtual reality images. The moving images, sent from 20 projectors and two projection rooms, tell a wordless, politically neutral pictorial tale of the history of Jerusalem from the time of the Israelite kings down almost to the present day, treating viewers to dramatically larger-than-life reenactments of the deeds of David, the Romans, the monks, Muhammad, the Crusaders, Suleiman the Magnificent and the rest of the historical family.

### **Tour One of the Western Wall (Kotel) Tunnels**

The Tunnels reveal the entire length of the Western Wall- almost 448 meters long. They include an incredible labyrinth of tunnels, arches, a Hasmonean water tunnel and passageways remained untouched for centuries.

## **FRIDAY 23<sup>RD</sup> MAY (day 6)**

### **Yad-Vashem Holocaust Memorial**

[www.yadvashem.org](http://www.yadvashem.org)

Yad Va'Shem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953, as the world centre for documentation, research, education and commemoration of the Holocaust, Yad Va'Shem is today a dynamic and vital place of intergenerational and international encounter. For over half a century, Yad Va'Shem has been committed to four pillars of remembrance: Commemoration, Documentation, Research & Education.

### **Tour Old City of Jerusalem**

Considered by many people to be the most holy city in the world. A long, rich history is connected to this city where events central to the traditions of each of the three monotheistic faiths—Judaism, Christianity, and Islam—are believed to have taken place. To the Jewish people it is home to The Western Wall which is considered the holiest Jewish site on account of its proximity to the destroyed two ancient Temples, To the Christians it is where the crucifixion and the resurrection of Jesus took place, To the Muslims it is where the prophet Muhammad ascended to heaven.

### **Jerusalem Great Synagogue**

#### **(Observe the welcoming prayers for the Jewish Sabbath)**

The Jerusalem Great Synagogue, with both a world renowned Cantor and internationally-acclaimed choir, is one of the world's chief repositories for Jewish Ashkenazic liturgical music. With a mandate to preserve the vast repertoire of the cantorial and choral chants of pre-war Europe while injecting the music of modern Israel, the Synagogue's Cantor and Choir officiate regularly on Shabbatot, Holidays and Israel Independence Day

The Jacob, Z"L, and Dr. Belle Rosenbaum Mezuzah Collection, permanently housed in the lobby foyer, is one of the largest such collections in the world. It contains thousands of stunning historic and contemporary mezuzah covers collected by the Rosenbaums over more than half a century.

### **Traditional Jewish Sabbath Dinner**

## **SATURDAY 24<sup>TH</sup> May (day 7)**

### **All Day**

#### **Massada**

Most famous for the stand of the Zealots, over 2,000 years ago. These leaders of the Great Revolt against the Romans occupied Massada after the destruction of the Temple in Jerusalem (70 CE) and withstood the Roman siege. After a while the zealots chose death over slavery. Massada is located on top of a mountain with breath-taking views.

#### **The Dead Sea**

The lowest point on earth. One-of-a-kind body of water, it is the saltiest. The Dead Sea is the most mineral-laden in the world, has its own unique micro-climate. An average of 330 full days of sunshine per year.

*Delegates fly out*