

# Calling all entrepreneurs / founders / startups in Israel...



## G'day mate!

We are writing to you from Australia to provide you with an amazing opportunity that might see you on our famous Bondi Beach at the end of the year. We are giving you the chance to pitch in a competition between Tel Aviv and Sydney over Skype! We are connecting Israeli startups to Australian investors – from the comfort of our own ‘homes’.

Starting WEDNESDAY for four fortnights (ie 4 heats), we are gathering 6 startups per heat and judges in Australia will select 2 pitches from each heat to progress to the final.

### The dates of the heats are:

Wed June 10

Wed June 24

Wed July 8

Wed July 22

Each heat will start at 11am Israel time. We ask that you come to the pitch location which we will finalise soon, but it will be in the Tel Aviv area.

Pitches will be 7 minutes max (warning bell at 5 min) and we highly recommend that this be accompanied by a slide presentation or physical demonstration of some kind (or both).

The competition is only open to early stage startups looking for seed/angel funding, that are not VC funded (e.g. pre-series A round).

The 8 finalists will re-pitch in the final on Wed 5 August (also 11am or a little earlier) at a special Tel Aviv location. In Australia the final will be judged by 5 Australian investors / VCs but many more investors and special guests will be in the room watching. Aside from a ‘winner’ being announced for the competition, the investors will vote privately to select companies that they wish to fund to come to Australia for further talks and to meet you.

But there is an even better chance for funding and PR! Those companies that the investors pay to bring out to Australia will come at the same time as Avi Hasson, the Israeli Chief Scientist of the Ministry of Economy and all going well, you will re-pitch in front of Avi and a select group of active investors in the land down under towards the end of this year.

We look forward to hearing from you very soon if you are interested in pitching in this competition. We are very keen to hear from those of you able to pitch at the first heat, Wednesday 10 June.

If you wish to pitch, please complete the following and send to [pitching2oz@startnest.com](mailto:pitching2oz@startnest.com) or complete the form at <http://tinyurl.com/IL-AU-pitching> ASAP:

**Name of pitcher(s):**

**Email address:**

**Mobile / cell or landline:**

**Skype name:**

**Company Name / Brand:**

**Website:**

**Short (2 or 3 sentence) description of your product / service:**

**Have you received Office of the Chief Scientist funding?**

**Is your product / service particularly suited to the Australian economy / environment? If so, why?**

Please order your preference (if any) for the date to pitch (June 10, June 24, July 8 or July 22)

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