ISRAELI ENTREPRENEURIAL EXPERIENCE 2023-24 (OCT 2023)

Info Session
June 19, 2023
ISRAELI ENTREPRENEURIAL EXPERIENCE 2023-24 (OCT 2023)

- **Location**: Tel Aviv, Kfar Hanokdim, The Dead Sea, The old city of Jerusalem
- **Programme Schedule**: October 14 - 21, 2023
- **Eligibility**: All UG students for AY 2023-24
- **No. of HKU Credit**: 6 credits
SHARING BY DR. TAL PELEG-SHULMAN
HKU – Tel Aviv Innovation Hub

A meeting of the minds in the heart of the startup nation

Professor Roni Michaely
Founder & Executive Director
University of Hong Kong and ECGI

Dr. Tal Peleg-Shulman
Founding Partner & CEO
Associate Professor (Adjunct), HKU Business School

June 2023
HKU-Tel Aviv Innovation Hub

Combining the academic excellence of HKU with Israeli innovation, technology and entrepreneurship.
Our Mission:

• Exchange academic learning and innovation
• Promote entrepreneurship and investment
• Engage our mutual communities
• Bridge cultural gaps
• Create cross-border collaborations.

Learn more about us here (short video)

A meeting of the minds in the heart of the Startup Nation
Israel’s Entrepreneurial Ethos

- Traditions
- Knowledge and learning
- Science and technology
- ‘Can-do’ attitude
- Quest for innovation and improvement
- Embracing failure

Logos: Watergen, Waze, Mobileye, \( \text{Pillcam} \), and TAU Innovation Hub.
A Powerhouse for Innovation & Investment: the startup nation in numbers

- #1 in number of start-ups per capita
- #1 in venture capital investment per capita
- #1 in for national R&D expenditure
- #3 in Nasdaq-listed companies

Population: > 9.3 million
Home to:

- Entrepreneurs,
- Investors,
- Global enterprises,
- Innovation hubs,
- >300 foreign R&D centers of MNCs including Google, Meta, Amazon, Huawei, Visa, Citi Bank, Mercedes and Porsche.
Israel Entrepreneurial Experience
October 2023:
Program highlights

Exploring the fundamentals of innovation and entrepreneurship:

• Learn firsthand about the Israeli ethos of entrepreneurship that led to the creation of the Startup Nation.

• Engage with VCs, founders and ecosystem stakeholders.

• Learning by DOING:
  o Think like a product manager and learn the methodology that drives the development of great products, services, and experiences that consumers want
  o Engage in a fast-paced ideation workshop, culminating in a mini hackathon and investor pitches.
  o Experiment with the latest developments of AI and ChatGPT.
  o Embrace the Israeli entrepreneurial mindset in an IAF simulator

• Cultural, historical and culinary immersion:
  o Explore Jerusalem, the holiest city in the world to Judaism, Christianity and Islam.
  o Stay in a desert oasis
  o Visit the Dead Sea – the lowest place on earth!
Foundations of Innovation & Entrepreneurship: Building Startups with good products that consumers like

- From theory to practice with startup product managers
- Learn how to:
  - Assess whether your idea is viable
  - Estimate its demand and market
  - Capture the right clientele
- Work in small groups to implement theoretical knowledge to actual startup use-cases and dilemmas
- Interact with leading product managers from the Israeli ecosystem
- Learn how to put together a pitch deck
- Apply your know-how to improve an existing product and pitch your idea to leading VP Products and ecosystem stakeholders.
Ecosystem Immersion:
Explore the different angles of the Startup Nation DNA

• Historical and Geo-political overview of Israel and the region. A deep dive into the historical necessity-driven innovation that shaped modern-day Israel.

• Overview of the Israeli innovation ecosystem. Key takeaways.

• Everything you always wanted to know and never dared to ask about Fintech, DeFi and Web3.0. Learn about the forefront of financial innovation, including open discussions with leading fintech startups and founders.

• Generative AI – what is it all about? An interactive session on the latest developments of AI and ChatGPT.

• How do great leaders effectively deliver their ideas? Interactive messaging and storytelling workshop.
Experience a UNIQUE workshop:

Embracing the Israeli Entrepreneurial Mindset! Visit a squadron of Israeli air force F16 and F-35 flight simulators, and experience IAF leadership, excellence and debriefing training.
Cultural, historical and culinary immersion:

Learn firsthand about the Israeli ethos of entrepreneurship that led to the creation of the Startup Nation.

• Visit the Peres Center for Peace and Innovation
• Visit the Dead Sea – the lowest place on earth!
• Explore Jerusalem, the holiest city in the world to Judaism, Christianity, and Islam.
• Climb Masada, one of the greatest icons of Israel’s can-do ethos.
Until we can welcome you in person, visit us at: http://hku-tlv.org
HKU - Tel Aviv Innovation Hub

Engage, question, learn, innovate.

Thank you!
# Programme Fee

**HK$22,500**

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<thead>
<tr>
<th>Covered by the Programme Fee</th>
<th>Pay on your own</th>
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<tbody>
<tr>
<td>✓ Tuition Fee</td>
<td>✓ <strong>Round-trip flight tickets</strong>: between Hong Kong and Tel Aviv, Israel</td>
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<tr>
<td>✓ Accommodation</td>
<td>✓ <strong>Travel insurance</strong>: participants are strongly recommended to make additional travel insurance arrangement</td>
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<td>✓ Most of the meals in Israel</td>
<td>✓ <strong>Visa application fee</strong> (if needed)</td>
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<td>✓ Ground transportation for visits and activities as arranged in the Programme</td>
<td>✓ <strong>Entertainment expenses</strong></td>
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<td>✓ Cultural Tours</td>
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- Subsidy is available for HKU Business School UG students. Please contact Business School Office at fbe.ugenrichment@hku.hk for further information.
HOW TO APPLY?

- Complete online application
- Documents required:
  - Passport-size photo
  - Copy of Passport (with validity until April 2024)
  - Most updated CV
  - 300-word statement of interest on
    “Why are you interested in joining the Israeli Experiential Learning Tour? Please elaborate.”