



A meeting of the minds in the heart of the Startup Nation

Fostering Entrepreneurship in the Startup Nation: Building innovative ventures with products consumers love

Israel Entrepreneurial Experience – March 2-9, 2024

Innovation skills are crucial for succeeding in today's evolving business landscape. Israel, a global leader in startups per capita and home to numerous multinational R&D centers, offers a unique perspective on building innovation. This program explores the Israeli startup ecosystem, fostering a culture of growth. Participants will grasp innovation and entrepreneurship fundamentals, empowering them to improve their business value and develop new models to address growing human demands.

Assessment Criteria:

- 25% - Pre-trip Preparation, Attendance and Participation
- 50% - Team Exercises/ Presentations
- 25% - Individual Trip Journal

Program Legend



Innovation & Entrepreneurship Learning Experience



Ecosystem Encounters



Food and restaurants



Tours and Activities - Cultural & Historical Experiences



Transport

Program itinerary

Saturday March 2 *(meals included: lunch)*



Time TBD

Bus from the airport to Tel Aviv Hotel

10:30 (TBD)

Arrive at Tel Aviv Hotel and store luggage



11:30 (TBD)

Private Walking Tour of Tel Aviv



13:30 (TBD)

Lunch at a Tel Aviv restaurant

Walk back to Hotel to check in

15:00

Check in to Tel Aviv hotel



17:30

Walk/bus to HKU-TLV Hub for a welcome reception



18:00 - 19:30

Welcome reception (with snacks) and a lecture on Israeli Innovation



Free evening to relax, settle in and enjoy Tel Aviv!

Sunday March 3 *(meals included: breakfast, dinner)*

**Breakfast at the hotel*



08:00

Meet in hotel lobby to depart by **bus** to the Hub

08:30

Welcome & Introduction






08:45-10:45





Historical and Geo-political overview of Israel and the region.

-  10:45 – 11:15 Coffee break
-  11:15 – 12:45 **Innovation & Entrepreneurship Workshop: "Building innovative ventures with products consumers love" Part 1**
-  12:45-13:45 **Lunch** break (*Buy your own food locally*)
-  13:45 – 15:15 **Innovation & Entrepreneurship Workshop: Part 1 (continued)**
-  15:20 **Bus** to Peres Center
-  16:20 – 17:50 **Peres Center for Peace and Innovation**
-  18:00 **Bus** to **Opening Dinner**
-  18:30 **Opening Dinner** at a Tel Aviv Restaurant
-  21:00 **Bus** back to hotel

Monday March 4 (*meals included: breakfast, dinner*)

**Breakfast at the hotel*

-  08:00 Meet in lobby for **bus** to the Hub
-  08:45 **Innovation & Entrepreneurship Workshop: "Building innovative ventures with products consumers love" Part 2**
-  10:30 **Coffee** break
-  10:45 **Innovation & Entrepreneurship Workshop: Part 2 (continued)**
-  12:45 **Lunch** break (*buy your own food locally*)

-  14:45-17:00 **ESG Session**
-  17:15 **Bus** to dinner
-  18:00 **Dinner** at a Tel Aviv Restaurant
-  20:00 **Bus** back to hotel

Tuesday March 5 (*meals included: breakfast*)

**Breakfast at the hotel*

-  08:00 Meet in lobby for **bus** to Fischer office
-  08:45 **Innovation & Entrepreneurship Workshop: "Building innovative ventures with products consumers love" Part 3**
-  10:15 **Coffee** break
-  10:30 **Innovation & Entrepreneurship Workshop: Part 4 (continued)**
-  12:45 **Lunch** break (*buy your own food locally*)
-  13:45-16:00 **Concept and Practice: Term Sheets**
-  16:30 **Bus** back to hotel for free afternoon

Wednesday March 6 (*meals included: breakfast, lunch, light dinner*)

** Breakfast at the hotel*







-  08:15 Meet in lobby for **bus** to Hub

-  09:00 – 12:30 **From Zero to Hero: Ideation workshop**
-  12:30 **Lunch** break (*hot catered lunch provided at office*)
-  13:30 – 20:00 **Sprint/Hackathon**
- Group work with mentors
- 17:30 Presentations to a panel of industry experts
- 18:30 Final words and wrap-up and course certificate distribution
-  19:00 Light **dinner**
-  20:15 **Bus** back to hotel

Thursday March 7 (*meals included: breakfast, lunch, dinner*)

** Breakfast at the hotel*

** Check out of hotel & load luggage on bus*

-  07:30 Meet in lobby for **bus** to Hub
-  08:30-11:30 **Generative AI session with Oren Elisha**
-  11:30 **Lunch** break at the office
-  12:20 **Bus** to Drive TLV
-  13:00 **Drive TLV innovation hub tour**
-  14:45 **Bus** to **Kfar Hanokdim**



16:30

Kfar Hanokdim a unique cultural experience!



18:00

Traditional **Dinner** at Kfar Hanokdim

Friday March 8 (*meals included: breakfast, lunch, dinner*)

**Breakfast at the hotel*

**Note: hats, swimming costumes and sunscreen are a must for this day.*



Time - TBD

Sunrise Ascent to Masada



08:30

Bus to the Dead Sea



09:30

Arrive at Kalya Beach at the Dead Sea



12:00

Depart by **bus** to Jerusalem



13:30

Lunch at a Jerusalem restaurant

15:00

Check in to Hotel



16:00

A Private Guided Tour of Jerusalem



19:00

Meet in lobby to **walk/bus** to dinner



19:30

Group **dinner** at a Jerusalem restaurant



21:30

Walk/bus back to hotel after dinner

Saturday March 9 (*meals included: breakfast, lunch*)

** Breakfast at the hotel*

** Check out hotel and store luggage*



09:00

Private walking tour of Jerusalem



13:00

Lunch at the old city

14:00

Buy souvenirs from Jerusalem in the old city



16:30

Bus back to hotel to collect luggage (*timing TBD based on flight departure time*)



17:00

Bus to the airport for departure (*timing TBD based on flight departure time*)

Time to say goodbye and safe travels!