

#### 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

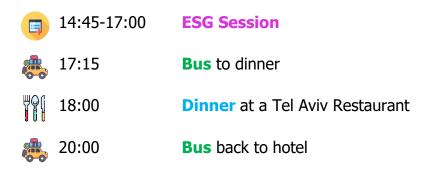
08:00	Meet in hotel lobby to depart by <b>bus</b> to the Hub
08:30	Welcome & Introduction
08:45-10:45	Historical and Geo-political overview of Israel and the region.

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 <b>bus</b> to the Hub
- X X	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)



### **Tuesday March 5** (meals included: breakfast)

#### \*Breakfast at the hotel

08:00	Meet in lobby for <b>bus</b> 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
<b>16:30</b>	Bus back to hotel for free afternoon

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

<sup>\*</sup> 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)

<sup>\*</sup> Check out of hotel & load luggage on bus

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

<sup>\*</sup>Breakfast at the hotel



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

<sup>\*</sup>Note: hats, swimming costumes and sunscreen are a must for this day.

Time - TBD	Sunrise Ascent to Masada
08:30	<b>Bus</b> to the Dead Sea
09:30	Arrive at Kalya Beach at the Dead Sea
12:00	Depart by <b>bus</b> to Jerusalem
13:30	Lunch at a Jerusalem restaurant
15:00	Check in to Hotel
15:00 16:00	Check in to Hotel  A Private Guided Tour of Jerusalem
16:00	A Private Guided Tour of Jerusalem

<sup>\*</sup> Breakfast at the hotel

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

<sup>\*</sup>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	<b>Bus</b> back to hotel to collect luggage (timing TBD based on flight departure time)
17:00	<b>Bus</b> to the airport for departure (timing TBD based on flight departure time)

Time to say goodbye and safe travels!

<sup>\*</sup>Breakfast at the hotel