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


12:45-13:45  Lunch break *(Buy your own food locally)*


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)*
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

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>16:30</td>
<td><strong>Kfar Hanokdim</strong> a unique cultural experience!</td>
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<tr>
<td>18:00</td>
<td>Traditional <strong>Dinner</strong> at Kfar Hanokdim</td>
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<tr>
<td>08:30</td>
<td><strong>Sunrise Ascent to Masada</strong></td>
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<tr>
<td>09:30</td>
<td><strong>Bus to the Dead Sea</strong></td>
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<tr>
<td>12:00</td>
<td><strong>Arrive at Kalya Beach at the Dead Sea</strong></td>
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<tr>
<td>13:30</td>
<td><strong>Depart by bus to Jerusalem</strong></td>
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<tr>
<td>15:00</td>
<td><strong>Lunch at a Jerusalem restaurant</strong></td>
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<tr>
<td>16:00</td>
<td><strong>Check in to Hotel</strong></td>
</tr>
<tr>
<td>19:00</td>
<td><strong>A Private Guided Tour of Jerusalem</strong></td>
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<tr>
<td>19:30</td>
<td><strong>Meet in lobby to walk/bus to dinner</strong></td>
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<tr>
<td>21:30</td>
<td><strong>Group dinner at a Jerusalem restaurant</strong></td>
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<td></td>
<td><strong>Walk/bus back to hotel after dinner</strong></td>
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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!**