



Tentative Itinerary Winter Program December 27, 2017 - January 10, 2018

This sample itinerary is based on presentations and visits from our [InnovNation](#) 2017 summer program and is indicative of the types of activities that might be expected in future programs. . Itineraries are finalized once the group has been confirmed so that we can take into account the interests and backgrounds of participants as well as the availability of speakers and organizations.

[InnovNation](#)'s summer programs are organized in collaboration with the Rothberg International School (RIS) of The Hebrew University of Jerusalem, the Israeli Ministries of Economy and Foreign Affairs, Israel Beyond the Headlines, and the Singularity University--Israel.

Dec. 27, 2017 - Wednesday

8:30-15:00 Mandatory Registration (Boyar Building, Mount Scopus) Welcome to Jerusalem!
15:30 Campus Tour
16:30 - 18:00 Orientation Session

Dec. 28, 2017 - Thursday

10:00 Program Opening (RIS classroom 310)
10:30 "*The Future is not What it Used to be - Introduction to Exponential Progress*", MSc. Erez Livneh, course instructor
13:00 Lunch Break
14:00 Meeting with Ari Sacher, System Developer - Short Range Missile Defense - at [Rafael](#): "Innovation in the Iron Dome"
16:00 - 19:00 "*Lean Startup Foundations - Ideation and Business Model Generation*" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

Dec. 29 - 30, 2017 - Friday to Saturday

Leisure - Weekend

Dec. 31, 2017 - Sunday

9:00 Departure from [Student Village \(South Gate\)](#)
9:45 Visit to [Yad Vashem](#), The World Holocaust Remembrance Center
13:30 Lunch Break at RIS

14:30 - 17:30 *"Lean Startup Foundations - Customer Validation"* - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

Jan. 01, 2018 - Monday

9:50 Departure, Student Village (South Gate)

10:30 Visit to [MobilEye Vision Technologies Ltd](#)

- [MobilEye](#) Presentation by Moshe Marom, Europe Business Development Manager
- [OrCam Technologies](#) Presentation by Rafi Fisher - Director of Media Communications

13:00 Lunch Break in [Givat Ram](#)

14:00 Visit to [The Edmond & Lily Safra Center for Brain Sciences \(ELSC\)](#)

- Prof. Israel Nelken, ELSC Co-Director: Overview of brain research
- Presentation Research Projects

16:00 Visit to Hebrew U's 3D & Functional Printing Center & NanoTechnologies Labs

- Presentation and demonstrations by Dr. Michael Layani researcher at the Institute of Chemistry of Hebrew University of Jerusalem

Jan. 02, 2018 - Tuesday

9:15 Departure from Student Village (South Gate) to the [Ministry of Economy](#)

10:00 Mr. Oded Distel, Director of Israel New Tech & Eco Systems of the Ministry of Economy

11:00 Bob Rosenschein, Founder and former CEO of [answers.com](#), Founder and CEO of [Curiyo](#)

12:00 Ben Wiener, Managing Partner at Jumpspeed Ventures: Judaism, entrepreneurship and innovation

13:30 Lunch Break

14:30 - 17:30 [Systematic Inventive Thinking \(SIT\)](#) workshop: *"How to Make Innovation a Reliable, Reproducible Practice"* with Erez Tsalik, Senior Facilitator and Director of SITs Operations for Asia Pacific

Jan. 03, 2018 - Wednesday

11:00 *"Why the Best Time to Start is While you are a Student?"* Zaki Djemal, Managing Partner at Tzvi VC

12:00 Lunch Break

13:00 *"Product Development"* - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

16:00 Departure

16:30 Visit to Mass Challenge Accelerator

- Presentation by Yonit Serkin, Director of Partnerships at MassChallenge Israel
- [Renew Senses](#) Presentations by Tomer Behor, CEP

17:30 Tour and free time at Machane Yehuda Market

Jan. 04, 2018 - Thursday

9:00 Visit to ["State of Mind" Innovation Center](#) at the [Tel Aviv Stock Exchange](#)

9:45 *"BlazePod & Crowdfunding"* Yaniv Shneiderman, Founder & CEO at BlazePod

10:30 Visit to MindSpace and Start-Up Nation Central presentation (SNC) by Erez Frankel Rubner, Strategic Programs Lead - Education at SNC

11:45 Naama Baor - Tikkun Olam Makers TOM Community Manager Israel and Europe

13:00 Lunch Break at Sarona Food Market

14:45 [Waze](#) presentation by Debbie Laks, Community Manager

15:30 - 18:30 "Legal and Funding Aspects of Building a Startup" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

Jan. 05 - 06, 2018 - Friday to Saturday

Leisure - Weekend

Jan. 07, 2018 - Sunday

9:30 "Business Plan - How to do it Right" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

12:30 Lunch Break

13:30 - 16:30 Workshop: Making a Powerful & Persuasive Presentation - Ms. Fleur Hassan, Communications Consultant at [Message Experts](#)

Jan. 08, 2018 - Monday

9:00 "Selling your Idea & Networking" - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

11:00 [OurCrowd](#) Presentation by Alon Tal Corporate Analyst.

12:00 Visit to The [First Station Jerusalem](#)

12:30 [Lunch](#) Break

13:30 [Visit](#) to [Jerusalem Venture Partners \(JVP\)](#) Presentation by Julia Kagan, Associate at JVP VC

14:30 Oded Bareil, Manager of JNEXT, Executive Director at Jnext - JDA, High-Tech and Entrepreneurship Program, at the Jerusalem Development Authority

15:00 Visit to [Siftech](#) and [Fresh.fund](#)

- Presentation by Nitzan Adler, CEO at SifTech and Co-Founder at FreshFund
- Pitch session by SifTech startups: GradTrain, EfficacyCare, and Speak

Jan. 09, 2018 - Tuesday

9:00 "Online Marketing and Sales" and project presentations by participants - Amit Zilberstein, Managing Director of [HUStart](#), The Hebrew University Entrepreneurship Center

11:00 Departure to TLV

12:45 Visit and Lunch Break at Rothschild Blvd

13:45 Naama Ofek-Arad, COO at [Riskified](#) and Former Operations Manager in the Israeli Air Force TBC

15:15 Visit to Google Israel -Tour and Presentation - "Innovation at Google" Israel Eyal Soha Software Engineer

17:00 Visit to Wix. Presentation by David Broder, Director of Marketing Operations

18:00 "Bringing Israeli Innovation to African Villages" Genna Brand, Director of Communications [Innovation: Africa](#)

19:00 Closing Event and Certificates

Jan. 10, 2018 - Wednesday

Checkout Departures