Course Number:	55662		
Credit:	6		
Name:	**Trans-Innovation Program - TIP**		
Lecturers:	Name:	**Mr. Michael Mizrahi**	**Dr. Dan Marom**
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Course/Module description:

Entrepreneurship is a complex process that includes many opportunities on the one hand and on the other hand contains many difficulties. Throughout the course, the students will primarily practice the material they learn by applying it to their own technological idea. This year the course will focus on global health challenges, aiming to create new groundbreaking ventures. The course includes lectures, practical tools, pitching practice, and group discussions with mentors in a viable learning environment. The course prepares the teams for the next stage of interacting with potential investors, regulators, and other key players in the Israeli health-tech ecosystem. The course includes theoretical lectures combined with hands-on workshops taught by entrepreneurs and industry practitioners. In addition, students will visit startups, investors, accelerators and ecosystem key leaders, both in Jerusalem and Tel-Aviv.

Course/Module aims:

- To expose the participants to the common steps in building a startup.
- To teach and practice how to compile practical tools and skills used to design a new solution, research the market's needs, and ensure that a solution really answers the customer's needs and not only addresses it.
- To give participants the ability to present their venture to potential customers, partners and investors using professional principles of presentation tools.

By the end of the course, participants should be able to:

- Leverage experiments to validate concepts and refine and evaluate an idea.
- Assess the market size and identify a business opportunity for their own solution, to an existing problem.
- Discover the key financial decisions entrepreneurs must make in the early stages of a startup.
- Understand the process of raising capital and how to speak to investors.
- Create their own Mini-Project, after validating a clear economic potential.
- In a professionally planned presentation, tell the story of their own venture to investors, customers, and partners and present it at the DEMO DAY event at the end of the course.

Teaching arrangement and method of instruction:

Lectures, workshops, mentoring, presentations, tours.

Requirements:

- 80% attendance
- Participation in class
- Submission of all the assignments

Grade:

- 20% - active participation (individual evaluation)
- 30% - written assignment (individual evaluation)
- 50% - Final presentation at the Demo-Day event at the end of the course (group evaluation)

The final grade will be calculated with in-group peer review.

Description of written assignments:

1. During the course, participants will have to assign a Business Model Canvas of one of the Startups/Companies that they will meet during the course or their own startup idea (Individually evaluated).

2. During the course, participants will have to assign an elaborated competition report of at least 10 competitors, direct and indirect, to their own idea company or to one of the startups they have met during the course (Individually evaluated).

3. At the end of the course, participants will present, in groups, a 5-minute presentation pitch, of their own new idea for a startup, according to the presentation principles and key rules taught at the course. The group will have to emphasize on their teamwork around the idea and will be asked questions by members of the judging panel at the Demo Day (Team evaluation).

Course outlines:

The course will be divided to the following mixture of key subjects:

1. Lectures from entrepreneurs and specialist mentors
2. Hands-on Project Management Workshops
3. Tools and skills for startups
4. Meeting the VC's sessions
5. Teamwork
6. Ecosystem Field days

Week	Sunday	Monday	Tuesday	Wednesday	Thursday
#1		7/4/2022	7/5/2022	7/6/2022	7/7/2022
17:00		Welcoming and Greetings Introduction to the Program	**Aaron T**	**Aaron T**	
17:30		**Dr Dan Marom**	Startup Tools and Skills	Startup Tools and Skills	Group work
			ExO / Exponential Growth	Dara & Data Visualization – focus on Startup benefits	Group Convergence Activity
18:30		Startup Tools and Skills			**Ben Winer, JumpSpeed Ventures**
		Michael Mizrahi		Group work	Meet The VC
		Startup Tools and Skills		"Find Your Idea: TIPS"	Product/Market Fit
		Ideation and Creative Thinking: "Find Your Idea: TIPS"			
#2	7/10/2022	7/11/2022	7/12/2022	7/13/2022	7/14/2022
17:00	**Dr.Shay Fleishon Executive Director at BioJerusalem JDA**	**16:00 – PICO PARTNERs**	**Michael Mizrahi** BMC	**Dr Dan Marom**	**BizLabs - BioTech Acceleratot**
	Startup Tools and Skills	Ecosystem Field day		Startup Tools and Skills	Ecosystem Field day
	BioTech Industry in Israel and Jerusalem		Startup Tools & Skills		Yitzik Crombie "A Tour and a Lecture
18:30	**Mitchell Shelowitz**	1730 **Nimrod Kramer - TEM**	Group work BMC	Gad Bennett	**CEO of BioTech Protfolio Company of PICO BizLabs - BioTech Acceleratot**
	Startup Tools and Skills	Ecosystem Field day		Startup Tools and Skills	צ'ולנט של חמישי
	"Seed, Series A and FFF: What Every Founder Needs to Know about Fundraising"	**On Freund**		Patents	
#3	7/17/2022	7/18/2022	7/19/2022	7/20/2022	7/21/2022
17:00	**GILA HALLI WISS**	**16:00- Bio-House Hadassha** **Dr. Shay Melzer**	**Aaron T**	**Reuven Ulmansky**	**Daniel Damboritz**
	Startup Tools and Skills	Ecosystem Field day		Meet The VC	Startup Tools and Skills
	Budgeting Basic for Businesses"	*The biomedical Ecosystem in Israel/Jerusalem *Cluster initiatives in technology-based industries	Startup Tools and Skills	"Disruptive"	"Legal Aspects of Building a Start-up"
18:30	**Dr Dan Marom**	**18:00** **Dr. Tamar Raz**	Startup Management as a Project	**Michael Mizrahi**	
	Startup Tools and Skills	Ecosystem Field day		Startup Tools and Skills	Group work
		From a Medical Research to a Startup		BMC + a few tricks of the trade	Group workshop Activity BMC
#4	7/24/2022	7/25/2022	7/26/2022	7/27/2022	7/28/2022
17:00	**Dr Dan Marom**	**Dr Anan Copty – SynergyMed**	**Aaron T**		**Dr Amir Krizer**
					Startup Tools and Skills
	Startup Tools and Skills	Meet the Startup:		Group Work	
		"Product Development- Product Differentiation / Competitive Analyses"	Startup Tools and Skills	Early Stage Investments	
18:30	**Michael Mizrahi**	**Ayelet Root**	Why Business Plans/ Ventures don't get funded	**Shai Hod, iArgento**	A Personal Journey of Building a Medical Device Start-up
	Startup Tools and Skills	Startup Tools and Skills		Meet The VC	
	"Evaluation of Early Stage Startups"	WE WORK		"Investors, Start-ups and Everything In Between"	

#5	7/31/2022	8/1/2022	8/2/2022	8/3/2022	8/4/2022
17:00	**Dr Dan Marom**	**16:00 - Alynnovation**	**Ori Gordon**	**Prof. Avi Domb**	**The Israel Center for Advanced Photonics**
	Startup Tools and Skills	Ecosystem Field day	Startup Tools and Skills	Startup Tools and Skills	Ecosystem Field day
		Assistive Technology Innovation		From Academic Research to Commercial Endeavors.	A Tour and a Lecture
18:30	Gilad Noiman **Dale Carnegie**	**AtoBe Startup Accelerator**	**Avia Chen** Fresh.fund		**Yaron Magal**
	Startup Tools and Skills	Ecosystem Field day	Startup Tools and Skills	Group work	Startup Tools and Skills
	How to give a winning pitch	From a Medical Research to a Startup	Meet the other side- the VC Perspective	Teamwork - Preparing the Final Presentations	
#6	8/7/2022	8/8/2022	8/9/2022	8/10/2022	
17:00	תשעה באב	**Dale Carnegie**	**Dr Dan Marom**	**Final Event Demo Day!**	
		Startup Tools and Skills	Startup Tools and Skills		
		Teams Work			
		"Presentation Skills Workshop"			
18:30		**Dale Carnegie**			
		Teams Work	Group work		
			Teamwork - Preparing the Final Presentations		

Remarks:

Please note that all parts of the schedule are subject to change, some/all parts of the course might be delivered online due to Covid-19 requirements.

Bibliography:

Blank, S., Dorf, B. **The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company** . (2012). K & S Ranch.

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Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A. (2014) **Value Proposition Design: How to Create Products and Services Customers Want,** John Wiley & Sons.

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