



**Bengis Center for Entrepreneurship
& Hi-Tech Management**
Guilford Glazer Faculty of Business & Management
Ben-Gurion University of the Negev

***The Bengis Center for Entrepreneurship
& Hi-Tech Management
Guilford Glazer Faculty of Business and Management***



Highlights of 2014 Activities



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Introduction

The Bengis Center for Entrepreneurship and Hi-Tech Management was established with great vision and foresight by Ben-Gurion University of the Negev (BGU), as part of the Guilford Glazer Faculty of Business and Management (GGFBM), to:

- Promote a spirit of entrepreneurship and innovation, support its practice, and conduct research in these areas.
- Serve as a means of creating an ecosystem of innovation with far-reaching impact in Beer-Sheva, the Negev region, and the State of Israel.

The Bengis Center is dedicated to educating Israel's future cadre of business leaders and scientists and instilling within them the interest and skills needed to transform ideas into viable ventures and businesses. The Center serves as a catalyst, fostering entrepreneurship by hosting special events; providing unique educational activities and services including curriculum development, practical student coursework, and research; and initiating partnerships and collaborations.

In addition, an inextricable part of the Bengis Center's activities are carried out in an effort to strengthen ties with the community; the Center reaches out to the community by implementing a range of activities to educate the public and stimulate interest in entrepreneurship and innovation in order to promote these forces of socio-economic development in the Negev. Over the years, the Bengis Center expanded its activities and has become a recognized leader in entrepreneurship-based growth and development. In doing so, the Center helps define the entrepreneurial character of the business and economic sector in the Negev and across Israel.

Throughout 2014, the Bengis Center was involved with an impressive range of programs cultivating entrepreneurship and innovation. We are pleased to present the major highlights of the past year. Additional details follow in the Appendix.



“From an Idea to a Business: Writing a Business Plan”

The Bengis Center has developed BGU’s Business Plan Competition, “From an Idea to a Business”, into a fundamental tool for promoting business ideas, developing skills, and encouraging entrepreneurship. During the past year, the Competition has continued to focus on projects in the Negev in an effort to nurture and promote regional business initiatives.

This past year over 300 students submitted 66 projects. Among them were business plans for new ventures and plans for leveraging existing businesses and organizations coming from the public, business, industrial, and social sectors. These plans required extensive preparation, including market research, strategy development, and comprehensive assessment of the venture’s feasibility. The Competition provides participating students and faculty members with the knowledge, experience, and tools needed to transform an idea into a business venture. The Bengis Center offers the students courses, workshops, field trips, and individual mentoring and consulting in order to help them develop a professional business plan.

The three tracks are: the **Socio-Economic Development of the Negev Track**, the **Innovation and Hi-Tech Track**, and the **CleanTech Track**. The ultimate goal for the first track is to nurture and promote business initiatives in the Negev region. The initiation of Negev-focused business activities and entrepreneurship contributes to creating an ecosystem of innovation, energy, and progress in the Negev. This environment assists existing local businesses and organizations, and creates new opportunities for regional development. This involvement will also reinforce BGU students’ ties to the Negev, hopefully encouraging them to remain in the region after graduation.

The winners of the Socio-Economic Development of the Negev for the year 2014 are:

First Place: Breaking the Glass Ceiling – A plan to promote the project “Breaking the Glass Ceiling”, whose aim is to integrate entrepreneurial women into the world of business and technology in the Negev; **Second Place:** Preserving Eshkol's Demographic Growth – A strategic business plan constructed for the Eshkol Regional Council; **Third Place:** Yaron Agricultural Work, Inc. – A business plan for Yaron Agricultural Work, Inc.'s freshly-cut vegetables.

The goal for the **Innovation and Hi-Tech Track** is to encourage the innovative eco-system in the university. The first place win was a business plan written for Touché Medical as a tool for fundraising. This Israeli start-up is in the process of developing an inexpensive patch to be used for infusing medicine into the human body. In the second place was Torso Stepper – This revolutionary product is used for walking rehabilitation. In order to receive funding for clinical studies, a business plan was created for this product. The third place winners created a strategic business plan in order to raise funds for the activities of Griip, an engineering company in the automotive field.



The CleanTech Business Plan Competition was kicked off in cooperation with the Jewish Federation, as a means of promoting growth in clean tech and contributing to regional development.

This track concluded its activities on November 18. The final eight teams arrived at BGU to present their business plans to the judging panel, after which the four winning contestants were announced. In **first place** was Chakratec, a company currently developing a system that creates energy by using the momentum of a unique wheel, saving and storing energy in the process. RUBind, a company that creates additives to improve and strengthen asphalt-pavement mixtures, won **second place**. Two companies received citations, Solview and Econcrete Ecological Solutions. Solview provides an automatic system for the detection of solar-roof capacity; Econcrete Ecological Solutions provides technologies used to construction on the sea and beach, increasing the ecological value of foundations such as breakwaters and sea walls.

The prizes awarded will surely fuel the progress of the winning projects, and each project will move many steps closer toward actualization. While this progress will be assessed in the months and years to come, other areas impacted by the Competition will continue to unfold. Innovation in the field of clean tech, such as that spurred by the business plan competition, will play a part in creating an ecosystem of innovation in the Negev that generates further innovation.

Further information regarding the competition finalists is provided in Appendix I.



Winners of the CleanTech Track



Winners of the General Tracks





Special Events

The Innovation Un-Conference 2014

This year's Innovation Un-Conference drew over 3,500 people to Ben Gurion University. The emphasis of the event was "Local Innovation Meets Global Forces".

Among the companies that participated in the event were IBM, HP, Oracle, Intel, EMC, Microsoft, Strauss Group, Teva, Bank Hapoalim, and others. Presenters and participants included: Ofra Strauss, Chairwoman of Strauss Group ; Yair Seroussi, Chairman of Bank Hapoalim; Rick Kaplan, CEO of IBM Israel; David Lander, Managing Director of HP Israel; Dr. Orna Berry, Corporate Vice President and General Manager of the EMC Center of Excellence in Israel; Amir Hayek, Director General of the Manufacturers Association of Israel and business pundit at "Layla Calcali" (an economic news program on Israeli television); Member of Knesset (MK) Erel Margalit; Izhar Shay, Hi-Tech entrepreneur and General Partner of Canaan Partners Israel; Ruvik Danilovich, Mayor of Be'er Sheva, and others.

Opening Ceremony

The opening ceremony was hosted by Prof. Dafna Schwartz Chair person and Director of Bengis Center. During the ceremony BGU President Prof. Rivka Carmi, Prof. Oded Lowengrat, Prof. Joseph Kost, and Mr. Arnold Bengis made remarks (click to view [the opening ceremony](#)). Afterwards, two panels took place:

- **"Innovation from a Different Angle"**
A panel with leaders from the Israeli business and public sectors – Ofra Strauss, Chairwoman at Strauss Group; Yair Seroussi, Chairman at Bank Hapoalim; MK Erel Margalit; and Ruvik Danilovich, Mayor of Be'er Sheva. Moderating the panel was Amir Hayek (click to view [the panel](#)).
- **"Local Innovativeness Meets Global Impact"**
A corporations' panel with leaders of two global corporations – Rick Kaplan of IBM Israel and David Lander of HP Israel. Moderating the panel was Izhar Shay (click to view [the panel](#)).



“Local Innovativeness Meets Global Impact”



Arnold Bengis Greeting the Audience



Opening Ceremony Audience



Lecture Hall

Lectures and Workshops

This event featured over 80 short lectures on a wide variety of topics by leading figures from the corporate, public, industrial, and academic sectors. The lectures took place in 15 rooms dedicated to specific subjects, including cyber, hi-tech, corporate financing, innovation in education, green technology, marketing, food-tech and innovation in medicine (to view the list of workshops and lecturers, [click here](#)).

Technology Displays

A central area was designated for anyone interested in setting up a display during the Un-Conference. This made it possible for entrepreneurs, global corporations, and students to freely and easily present their technologies, products, or services, while providing them with the opportunity to network and receive feedback from other conference participants. A number of major companies, such as Strauss, Bank Hapoalim, and Teva, set up stands at the event.



Lecture Room

The Innovation Un-Conference attracts leaders from across Israel, and as a result representatives from the hi-tech, industrial, financial, and business sectors were in attendance. In order to tap into the concentration of national leadership present, BGU President Prof. Rivka Carmi hosted a President's Roundtable event, an informal forum established to bring these high-profile individuals together to discuss and promote regional development. The President's event provided an opportunity to share BGU's

commitment, expertise, and leadership in this realm, and opened the door for widespread participation in the exciting enterprise of advancing the Negev region.

Additional events included the TEVA seminar, Start-Up Stadium Venture Capital panel, Innovation Speed Dating ("Inno-Dating"), iGEM panel, Alstom lectures, and more (to view a few of the unique events that took place, click [here](#)).



Innovation Displays

As in years past, the senior projects of third-year students from the GGFBM's Department of Management were on display, including 50 strategic, management, and marketing plans prepared for various organizations in the Negev (municipalities, local councils, non-profits and businesses). The plans were prepared as part of the "Business Management in Israel" program, and this year the program

focused on the socio-economic development of the Negev.

Collaboration between the Bengis Center and the Faculty of Engineering Sciences (the largest of BGU's faculties) resulted in the display of engineering students' senior projects at the event. More than 500 engineering and technology projects were exhibited.

The Un-Conference was a great success on all counts. The breadth of programs in which to participate, presentations to experience, projects to view, and opportunities to interact and network was tremendous, and reflected the Center's great dedication and commitment to its mission of inspiring innovation.



Conference Networking



President's Roundtable Event



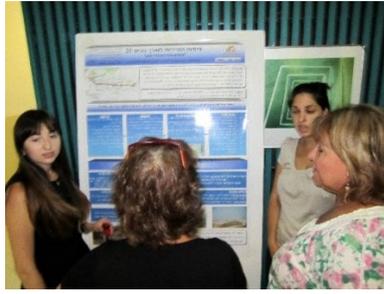
Lecture Room



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Ben-Gurion University of the Negev



*Department of Engineering Project
Displays*



*Department of Management Final
Projects*



TEVA Display

To view the highlights of the Innovation 2014 Un-Conference, click [here](#).

TEDx Events



The TEDx program is a global trend that has been spreading over the years, promoting “ideas worth spreading”. TEDx conferences are independent and local events that bring people together to experience a conference resembling global TED conferences. Such a conference includes a combination of recorded and live lectures, sparking in-depth discussions among the participants.

For the past three years, the Bengis Center has organized TEDxBGU events at BGU which have become an integral part of the Center’s annual activity. The first conference took place in 2012, with an audience of 100 participants. In the years 2013 and 2014 the conference grew to become an even greater success. During each of these two years the events attracted over 450 participants, with hundreds more signing up to attend. It is important to note that in addition to the number of people in the audience, TEDx events have extreme an impact on a global level. As a result of the overwhelming amount of applicants for the previous year’s event, there was also a live screening of the entire conference online, which drew in thousands of views, from numerous countries. Most importantly, every lecture is recorded and uploaded to the TEDx YouTube channel. Lectures from TEDxBGU 2014 received thousands of views within weeks, and currently have over 18,000 views, which are still increasing.

In 2014 the TEDxBGU Conference took place on Sunday, May 11, with over 450 participants. The theme was “Roots”, where each speaker brought to light their own unique perspective of the word. Each talk was unique and explored an innovative topic. President Prof. Rivka Carmi started the event with a few words, after which Dr. Yossi Vardi greeted the audience. The event hosted nine speakers, from various industries, and an additional creative performance of spoken word poetry and dance. Among the speakers were Imi Eiron, Co-Founder of the Saloona women’s website; Ori Shavit, professional food critic and blogger; Mutasim Ali, a well-known Sudanese asylum seeker; and many more. In addition to impressive talks, the structure of the event itself and the audience



interaction that was generated were mentioned on the official TED Innovation Blog. Overall, TEDxBGU 2014 was very successful, with many motivational talks and great audience interaction.

The TEDxBGU Website: www.tedxbgu.com

Photos from the 2014 event: www.flickr.com/photos/tedxbgu/sets/



Dr. Yossi Vardi Greeting the Audience



Prof. Rivka Carmi Greeting the Audience



The TEDxBGU Audience



Students Line Up to Attend

Global Entrepreneurship Week at BGU

November 16-27, Beer-Sheva



WearSheva Hackathon

The Bengis Center for Entrepreneurship & Hi-Tech Management of the Guilford Glazer Faculty of Business & Management at BGU invited young entrepreneurs, programmers, developers, hi-tech personnel, and others to take part in Beer-Sheva's Global Entrepreneurship Week (GEW). GEW consisted of many different events, each of which was held in collaboration with leading promoters of innovation – IBM, Google, EMC, JVP, Wix, Intel, “Young Entrepreneurs” Organization, Maof, the Rothschild Cube, the Milbat NGO, and others.

Prof. Dafna Schwartz, Director of the Bengis Center, stated: “The Global Entrepreneurship Week events offer opportunities to be exposed to varied worlds of content, to receive applied tools, to give and receive feedback on ideas, to create fertile ground for collaborations, and more. All of the



activities are held in collaboration with leading partners in the business and public sectors, a tool which in and of itself is of great importance in empowering the region and strengthening the innovation-entrepreneurial culture.” During GEW, over 150 developers, programmers, and hi-tech enthusiasts came to learn and network, having a great time doing so!

WearSheva Hackathon

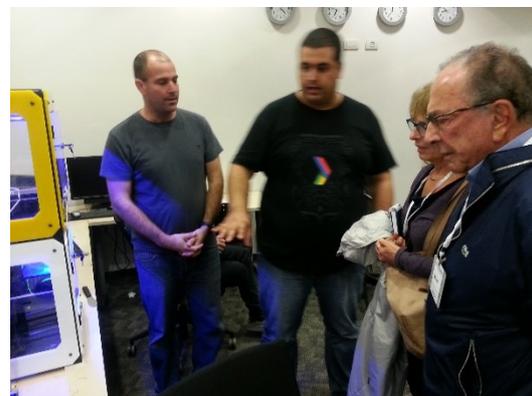
On November 20 to 21, the Bengis Center held a 26-hour developers' marathon for wearable technology, together with the Google Developer's Group. Participants of the WearSheva met with professional mentors, heard guest lectures, and competed for valuable prizes – a MacBook Pro, gadgets, and more. The first place team was SlideWear. This team developed a solution for class management, allowing both students and teachers to view slideshows on their wearable device and provide anonymous feedback throughout the class and afterwards. Sponsors included Google, JVP, Wix, Deloitte, VEMO, Intel, and Elbit.



In addition to this event, The Center joined forces with Beer-Sheva's Google Developer's Group (GDG) on various occasions, such as at lectures and gatherings. The lectures offered by GDG this year included the Android, Chrome, Drive, Google Cloud platforms, and more. The GDG gatherings enabled people to get together and watch Google developer videos and discuss new Google technologies.



WearSheva Hackathon Winners



3D Printing of Prototypes



Elbit Presentation



WearSheva Participants

WearSheva in the news: <http://goo.gl/827ijF> & <http://goo.gl/7gk10G>

Introducing the Life-Changing BLUEMIX Technology



Introducing the Life-Changing BLUEMIX Technology

One week after the hackathon, on November 27, another great event took place – “Introducing the Life-Changing BLUEMIX Technology”, in collaboration with IBM and “20:80” (BGU’s Forum of Industrial Management and Engineering Students). IBM representatives displayed their new platform and spent the day teaching participants to develop and deploy their very own cloud applications.

Think Good, Do Good



Think Good, Do Good Conference

Setting aside the technological events, a number of events were organized in an effort to make an impact and inspire others. One of the most influential events was the “Think Good, Do Good” Conference for life-changing technologies, on November 18, organized by the Bengis Center and the Milbat NGO, in collaboration with the Rothschild Cube, Xnet, the National Insurance Institute of Israel, and the Ministry of Social Affairs and Social Services. More than 100 people came to hear about the connection between the field of product development and hi-tech entrepreneurship, and specifically about technology’s ability to change the lives of the disabled and elderly. In addition to lectures, technological displays, and application launching, Social Welfare Minister MK Meir Cohen attended the conference. After welcoming the audience, he spoke about the importance of accessibility for the disabled and the elderly, emphasizing technology’s role in advancing this field.



The “Young Entrepreneurs Do Business” Project



Young Entrepreneurs' Project

The opening ceremony for the “Young Entrepreneurs Do Business” Project was also on November 18, and marked the launching of the organization’s activity in the Negev this year. The organization’s project strives to expose youth to business and entrepreneurship with school-based programs, special events, and guidance, which encourages students to become part of the business world. Based on these shared goals, the Center has collaborated with the organization’s local branch to implement business-oriented competitions, organize guest lectures on creative entrepreneurial topics,

and advise students on their business projects.



During the energetic opening event, 300 youths and teachers from dozens of schools in the Negev were inspired by several talks and lectures which dealt with social entrepreneurship. Afterwards, the participants were given the challenge to compete in creating a strategic campaign to promote book reading.



*Social Activism: A New Direction of
Entrepreneurship*

Social Activism: A New Path of Entrepreneurship

On the prior evening, November 17, the Bengis Center held this panel, which discussed social activism and its connection to the world of entrepreneurship. During the panel, leading activists shared their views and provided key tips to starting a journey towards making a difference.



“Innovation in the Public Sector” Program



*Innovation in the Public Sector
participants*

The following week, on November 23, a new and important student program kicked off at the Google headquarters in Tel Aviv. Ten of BGU’s top students of Business Management, Engineering, and Public Policy gathered to begin the program, organized by the Bengis Center, BGU, and Google. The objective of the program is to develop ideas for technological and innovative ventures that will lead to the improvement of online services – with an emphasis on its impact on Israel’s public sector.

The opening day included lectures, a tour of the Google headquarters, and meetings with representatives of various organizations and government officials, such as Deputy Finance Minister Mickey Levy. Over the next few months, the students competed in making a difference for the public sector, with use of innovative technologies. Although there were only a limited number of winning groups, each participant received a significant money prize.

The Negev Making Its Way onto Israel’s Innovation Map

Beer-Sheva and the Negev are up-and-coming, with plans for the Israel Defense Forces (IDF) to be moving South, as well as and multinational corporations, investors, and start-ups arriving in the South. For this reason, the Bengis Center felt the need to incorporate such a critical topic into its activity. On November 26, a panel was held, discussing “The Negev Making Its Way onto Israel’s Innovation Map”, with a crowd of 200 participants. The event was organized in collaboration with the Department of Management, EMC, and JVP. Prof. Dafna Schwartz moderated the panel, which included Prof. Dan Blumberg, BGU Vice-President and Dean of R&D; Yoav Tzruya, JVP Partner and CEO of JVP Cyber Labs; Maya Hoffman Levy, head of EMC’s Center of Excellence in Beer-Sheva; and Adva Eshel Rabinowitz, Senior Branch Head at the Negev and Galilee Development Ministry, who stated: “The Negev region has extremely fertile ground. The businesses missing here offer ground for entrepreneurs to take action.”

To top off the event, the “From an Idea to a Business: Writing a Business Plan” winners were announced for the Socio-Economic Track and the Innovation and Hi-Tech Track.

During the prior week, on November 18, the Bengis Center and the Jewish Federation organized the closing event of the competition’s CleanTech Track. The final eight teams presented their business plans to the judging panel, after which the four winning contestants were announced, with two companies receiving citations.



Entrepreneurship on the Bar

During GEW, the Bengis Center organized a set of events in the format of “Entrepreneurship on the Bar”. This popular global trend has made its way to Beer-Sheva in the last few years, with great success – the different events drew more than 200 participants to discussions, networking, and beer at a local bar.

The first event, “Entrepreneurship, Let’s Not Leave it in the Drawer”, was held on November 16 at the Bengi Bar in Beer-Sheva. The partners for this event included the “Young Entrepreneurs” Organization and Maof (the agency for small businesses in the Ministry of the Economy). Experts in the field assisted young and aspiring entrepreneurs in learning how to take their idea and turn it into a successful business. Also at the Bengi Bar, on November 20th, Chief Architect of WIX Yoav Avrahami came to speak about the process of becoming a large global company and the challenges associated with it. In order to appeal to an international crowd, the lecture was in English, and the Bengis Center, with the help of the BGU International Club of BGU's Student Union, invited students speaking all languages to attend. The third and final evening was “Social Entrepreneurship on the Bar”, on November 23 at the Halutz 33 Bar, also in Beer-Sheva. It was organized by the Bengis Center, along with the Rothschild Cube, Kivunim, the Merage Foundation Israel, and the Economic Company for Be’er Sheva Development. People from Be’er Sheva gathered to hear about social entrepreneurship, and how to step out of their comfort zone in order to make a difference.



Entrepreneurship, Let’s Not Leave it in the Drawer



The Negev Making Its Way onto Israel’s Innovation Map, Audience



Entrepreneurship on the Bar, with Yoav Abrahami of WIX



The Negev Making Its Way onto Israel’s Innovation Map, Panel



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Altogether, the Global Entrepreneurship Week was a great success, providing thousands of people with opportunities to learn and take action. The Bengis Center for Entrepreneurship & Hi-Tech Management made great strides in providing diverse events and assisting those interested in the fields of technology, entrepreneurship, and innovation.



Global Activity

Academic Course: "Innovation and Entrepreneurship in an Emerging Economy: Brazil"

This course is part of the Entrepreneurship and Hi-Tech track of the MBA program of the Department of Business Administration, the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev. This course consists of a seminar that takes place annually, thanks to the generosity of Mr. Arnold Bengis, who has donated a special fund for this mission (through the Center).



In light of the dynamic changes in global markets, the objective of the seminar is to expose students to the potential activities taking place in growing markets, and in one of the four BRIC countries in particular. Eight students are chosen to travel to Brazil to analyze existing models and measures, as well as to experience advanced business activities in these markets. This seminar allows them to study emerging markets from a new perspective and gain an in depth understanding of Brazil.

The course takes place both in Israel and Ceara, Brazil, in cooperation with the University of Fortaleza and with the FIEC (Ceara's Federation of Industrialists). The Bengis Center for Entrepreneurship & Hi-Tech Management supports and subsidizes this course, encouraging entrepreneurship and innovation among students and faculty.



Arriving at Fortaleza



Visiting UNIFOR



Student Presentations



Students Prepare Innovation Plans

For more information and pictures, click [here](#).



Promoting Global Activity

During the year 2014, a great deal of planning took place in order to execute the activities for the year 2015. These activities focus mainly on academic projects with essential entrepreneurial practicality:

Academic Course: Technological Entrepreneurship

This academic course was planned to take place in both Israel and Australia, with teams of students of both Ben-Gurion University of the Negev and Monash University. The goal is for students to learn firsthand about the unique characteristics of the high-tech industry, as well as the integral processes in the initial phases of a start-up life cycle. Students of the program experience what is involved in creating technological business concepts, executing market analysis, preparing business plans, and presenting to investors. Israeli students from the Department of Business Administration in the Guilford Glazer Faculty of Business and Management examine various aspects of the start-up such as marketing, competition and more, while the Australian students focus on examining the technological aspects.



For more information, click [here](#).

To view a picture from the course, click [here](#).

Entrepreneurship and Innovation Track - Spring Semester

The Bengis Center, in collaboration with the Office of International Academic Affairs, provides students from abroad with opportunities to learn about entrepreneurship and innovation. This track combines courses from various academic fields, as well as practical skills and theory, in order to provide students with useful tools and to educate them in innovative thinking and entrepreneurship. Participants in this track, who come from all fields of study, develop career skills that will be fundamental in their future work as entrepreneurs or employees. Expected learning outcomes of the program include experiencing business procedures, grasping the principles of formulating business ideas, turning ideas into viable business ventures, learning the unique factors of the hi-tech industry, and understanding the processes that have led Israel to be dubbed the "Start-up Nation".

<http://ibgu.co.il/devint/>

Additional Activities

First Steps in Entrepreneurship

This seminar takes place several times a year and consists of two intensive sessions each time. During the seminar, practical content is presented on various topics, such as formulating a business idea, starting a venture, communication with tax authorities, and aspects of the business world. During March of 2014 the course took place twice, and about 30 University students and alumni took part in each session. Some of the participants were in the early stages of developing a business



venture, whereas others were interested in gaining the information needed in order to consider this option.

Kick-Start your Start-up in the South



In an effort to promote innovation in the South, the Bengis Center, JVP, EMC-RSA, and Microsoft organized a day of networking in Beer-Sheva's new Hi-Tech Park. More than 50 people gathered at JVP Cyber Labs in July 2014 to attend the "Kick-Start your Start-up in the South" event – despite Operation Protective Edge. They met with leaders of the Israeli high-tech industry for networking and round panel discussions. A number of leading figures took part in the event: MK Erel

Margalit, entrepreneur and founder of JVP; Dr. Orna Berry, Corporate Vice President of Growth and Innovation of EMC-RSA; Gadi Tirosh, General Partner of JVP; Adi Sofer-Teeni, CEO, Facebook Israel; Raffi Kesten, VP Security Solution at Cisco; and Izhar Shay, General Partner at Canaan Partners.

This was a great opportunity to learn from hi-tech leaders dedicated to assisting entrepreneurs from the South. Attendees learned about the current and future industry needs, necessary tools for success, new trends in the market, and how to transform ideas into successful ventures.

MindCet Education Hackathon



In April of 2014 the MindCet Hackathon took place, in collaboration with MindCET, an EdTech innovation center that brings together entrepreneurs, educators, and researchers to develop educational technology. The educational system is an essential part of the technology and innovation revolution around the globe. To strengthen the connection between both worlds, the Bengis Center and MindCET organized a two-day Hackathon for educational technology ventures. At the Hackathon, developers, entrepreneurs, and designers formed teams to develop a prototype for a new program or an improvement to an existing one, while focusing on the integration of technology, innovation, and education, all in the short time period of 30 hours. The event, held at the MindCET hub in Yeruham, was open to students interested in contributing to change in the educational system, as well

as to the general public. Over 100 attendees from various fields, including education, programming, graphic design, user experience developers, and more, participated in the event.



סוכרת במגזר הבדואי

iGEM BGU 2014
ממחים להדמין אתכם לקחות חלק ביום עיון שכולו טובי
מניעה וטיפול במחלת הסוכרת בחברה הבדואית

יום שישי 19.9
אולם בנסיים אורן
במיק 26

לוח האירוע

כניס וקבלת פנים	8:30 - 9:00
כינס פתוח: סגור אבו סעיד, סגור אבו סעיד, סגור אבו סעיד	9:00 - 9:05
הסוכרת והחברה הבדואית: ד"ר יוסף אבו רבעה, חסא בכיר וממחה לסוכרת	9:05 - 10:30
הספקה	10:30 - 10:45
תגמדות עם מחלת הסוכרת: סיפור האישי של איברהים אבו ראש	10:45 - 11:15
הקשר בין וזנה לסוכרת: דפנה קיסר, דיאגנוסת קלינית	11:15 - 12:00
דרכי הטיפול בסוכרת: שפא טלאיקה, אחות מתמחה בסוכרת	12:00 - 12:45
הצגת הפרויקט iGEM BGU 2014	12:45 - 13:00

מרכז בנסיים לרפואת עיבור הי-טק
במסגרת פרויקט iGEM BGU 2014

iGEM Seminar: Diabetes in the Bedouin Sector

The International Genetically Engineered Machine (iGEM) Foundation is dedicated to education and competition, advancement of synthetic biology, and the development of open community and collaboration. In 2014, the Bengis Center for Entrepreneurship & Hi-Tech Management supported the various activities of the university's iGEM team, 'iGEM BGU'. One of the activities was the "Diabetes in the Bedouin Sector" seminar. Over the course of the seminar, various professionals of the medical field took the stage to discuss various aspects of diabetes, as well as its prevalence in the Bedouin community.



iGem Seminar Registration



iGem Seminar Lecture

Supporting Academic Activities

Assisting the Department of Management's Final Projects

In addition to integrating the topic of entrepreneurship into diverse academic courses, the Bengis Center provided third-year students from the GGFBM's Department of Management with the opportunity to observe entrepreneurship in the field with tours and site visits, in order to support their senior projects.

Support included financing field trips; assisting in mentoring activities; creating videos presenting the various projects, which also helped expose the activity to potential organizations; helping produce essential events, such as judging ceremonies; and integrating the projects into the annual Innovation Un-Conference event.



**Bengis Center for Entrepreneurship
& Hi-Tech Management**
Guilford Glazer Faculty of Business & Management
Ben-Gurion University of the Negev

**The Bengis Center for
Entrepreneurship & Hi-Tech Management
Guilford Glazer Faculty of Business and Management**

The Bengis Center for Entrepreneurship & Hi-Tech Management of the Guilford Glazer Faculty of Business and Management was established in response to the growing need faced by entrepreneurs and corporations alike to define the entrepreneurial character of business in Israel and abroad. The Center serves as a catalyst and facilitator, creating and channeling innovation and entrepreneurial activity within the University premises, the Negev community, and throughout Israel. The Center promotes research and supports faculty members and all students at BGU who are engaged in innovation and entrepreneurial activities, by encouraging applied academic research, educating a future cadre of scientists and business leaders dedicated to converting technological ideas into new marketable products and businesses, and offering assistance to individuals, start-ups, and companies.

The Director and Chairman of the Center is Prof. Dafna Schwartz and Mr. Yossi Shavit is the Project Manager.

Advisory committee - Prof. Rafi Bar-El, Prof. Amos Drory, Prof. Oded Lowengart and Mr. Arnold Bengis.

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Appendix

Winners of the “From an Idea to a Business: Writing a Business Plan” Competition: Socio-Economic Development of the Negev Track

First Place – Breaking the Glass Ceiling

A plan to promote the project “Breaking the Glass Ceiling”, whose aim is to integrate entrepreneurial women into the world of business and technology, especially in the Negev. The project was in collaboration with the Beer-Sheva municipality and “She Codes” by EMC, incorporating students, academic staff, and individual partners working in social entrepreneurship in the fields of technology and education.

Second Place – Preserving Eshkol's Demographic Growth

A strategic business plan constructed for the Eshkol Regional Council, which works to maintain demographic growth with two focal points: developing the community and providing solutions for the needs of the Council's younger demographic.

Third Place - Yaron Agricultural Work, Inc.

A business plan analyzing the feasibility of establishing production, packaging, and marketing factories for Yaron Agricultural Work Inc.'s freshly-cut vegetables in the local market, as well as assessing its potential contribution to regional development.

Citation – Beer-Sheva's Zoology Garden

A business plan created to reposition the expansion of Be'er Sheva's Zoological Garden, in an effort to turn it into one of the five most recommended sites in the Negev, and in Beer-Sheva specifically. The students recommended a number of possible strategies for demand management, looking to increase the number of visitors and maximize the use of visitation income. Students overcame both educational and communal challenges, while succeeding in reaching their strategic goals.

Winners of the Hi-Tech and Innovation Track

First Place – Touché Medical

A business plan was created for Touché Medical as a tool for fundraising. This Israeli start-up is developing an inexpensive patch used to infuse medicine into the human body. The pump connects to the body directly, without the need for tubes. Using an electronic sensor and closed circuit monitoring, controlled and exact amounts of medicine are infused into the patient. This has a great advantage, enabling full compatibility for children under the age of seven (unlike existing infusers); for people with Parkinson's disease, diabetes, cancer, and other painful conditions; and for those taking hormones.

Second Place – Torso Stepper

In order for the Torso Stepper to receive funding for clinical studies, a business plan was created. This revolutionary product is used for walking rehabilitation, mainly among people who have



undergone strokes or have multiple sclerosis. The Torso Stepper is a motorized chair that creates a unique sequence of motions, with sessions lasting only a few minutes.

Third Place – Griip

This group created a strategic business plan in order to raise funds for the activities of Griip, an engineering company in the automotive field. Griip develops and produces racecars, and also provides guidance and advanced engineering services in the racecar industry. This includes both laboratory services and experiments.

Finalists of the CleanTech Track

AUGWIND Ltd. - Creates synergy between wind and solar energies. The idea is to use the infrastructure of an existing windmill and add a component consisting of a thermo-solar system, based on the CSP method. Working in parallel, the two systems will produce a single stable product that incorporates an energy preservation system in the form of condensed air.

Chakratec, Ltd. - A system that creates energy by using the momentum of a unique wheel, saving and storing energy in the process.

EConcrete Ecological Solutions - Ecologically-sensitive cement technologies for use on the coast and in the sea. These technologies improve the biological and ecological impact of infrastructure, such as wave breakers and sea walls, and contribute to the strength and sustainability of the structures.

H2 Energy Now - Clean-tech storage for alternative energy.

RuBind - Additives improving and strengthening pavement asphalt mixtures.

SolView - An automatic system for the detection of solar-roof capacity.

SSG - A control system for synchronized converters, connecting wide scope renewable sources to electricity.

The Water Recycling Company - A facility for the treatment of greywater using “biological filter” technology, within an ecological basin to be built on the grounds of the Beer-Sheva Country Club, with the authorization of the Ministry of Health.