

Bengis Center for Entrepreneurship & Hi-Tech Management
Guildford Glazer Faculty of Business & Management
Activities Summary 2011

The year 2011 saw diverse activity at the Bengis Center for Entrepreneurship & Hi-Tech Management (the Bengis Center), creating an entrepreneurship and innovation-promoting environment among students and faculty at Ben-Gurion University (BGU), as well as significant cooperation with the community. Activities included dozens of conference and lecture events in which some 3,000 individuals participated, as well as business-advising sessions, forums for assistance in information gathering, and efforts aimed at strengthening contact between students and the business sector, among them the Manufacturers Association of Israel, the Israel Small and Medium Enterprises Authority (ISMEA), MATI Beer-Sheva and others.

Considerable effort was invested in developing programs in which the economic development in Southern region of Israel's was place at the forefront. In every activity the Center initiated or took part in, emphasis was placed on the advancement of the region. Following are details on the Center's 2011 activities:

Competition in Business Plan Writing – From Idea to Business

The annual business plan competition generated much interest on campus. This year, approximately two-hundred and twenty students from BGU faculties participated in the competition. These students received assistance and direction in promoting dozens of business ideas.

The competition is a central tool for the promotion of business ideas and allows participants to receive the knowledge, expertise and tools in developing their ideas into business initiatives. It is intended for BGU students studying towards any degree, from all faculties, and is run with the cooperation of the Israel Industry Association, The Small and Medium Business Agency, MATI Beer-Sheva, and other associations. Within the framework of the competition, the Bengis Center provided support and advisory services including meetings with expert business consultants, lectures and workshops, business information gathering, use of databases, referrals to funding sources and the like. These services were provided in cooperation with MATI Beer-Sheva.

In the final stage of the competition, high-level business plans were submitted by the competing teams. These plans included comprehensive market research, consolidation of strategies, and financial plans assessing the feasibility of the initiative. The project assessment process was performed according to clear criteria, and the ten groups with the highest marks presented their ideas to a judging committee that consisted of businesspeople, entrepreneurship support bodies, etc.

The first place prize was taken by Erez Eitan and Roy Atia from the Guildford Glazer Faculty of Business & Management (GGFBM) for their idea on promoting a bio-startup that develops nasal treatment for hot flashes. The project deals with creating a platform to facilitate efficient application of existing medication for hot flashes through the nasal passages. Nasal transmission

of the medication decreases side effects and allows for accelerated response to treatment, while promising hours of relief from hot flashes.

The second place prize was taken by Shani Avraham, Leon Cohen, Ido Cohen, Albert Stolyar and Eyal Scop from the GGFBM. Their team examined the possibility of leveraging an existing pomegranate agricultural and export business that also offers export services for pomegranate farmers and their produce. This business initiative offers farmers a fair and profitable solution for produce marketing, and will comprise a trustworthy authoritative agent for the European market in the future. Moreover, within the framework of the project additional jobs will be created in Israel's South.

The third place prize was taken by Yuval Deri and Tomer Even from the Faculty of Engineering. They established a business initiative in the smart phone applications development field. Its aim is to help meet the growing need for these applications and to grapple with the shortage of application developers.

Two additional groups won commendations for their work: Nir Shaulski, Ziva Tubul, Ziv Chorev, Hogege Ariel and Moran Biton from the GGFBM Executive Programs MBA received a Commendation for Business Leveraging. Their work dealt with assessing the possibilities of providing ongoing selection for unlimited studies for Master's degree graduates.

Oshri Biton from the Department of Biotechnical Engineering won a Commendation for Innovation for his work on a technological development for scanning cancer medications through cell experimentation, decreasing the costs of equivalent scanning of animals.

The competition's judging committee included individuals from academia and from the business sector: Mr. Shraga Brosh (Chairman), Mr. Uri Bukspan, Mr. Zion Biton (MATI Beer-Sheva), Prof. Amos Drory, Prof. Ayala-Malach-Pines, Prof. Arie Ovadia, Mr. Ran Kiviti (ISMEA), Mr. Arnon Kashensky (Manufacturers Association of Israel), Prof. Dafna Schwartz and Dr. Yitzhak Sharir.

Conferences, Lectures and Special Events

Approximately 3,000 people participated in the Bengis Center lectures and conferences in 2011. Two central events that took place during the year were *Innovation Unconference 2012* with 1,000 participants, and *Initiative Shall Come from the South* (within the events of Global Entrepreneurship Week) with 400 participants. Following are details for these central events:

Innovation Unconference 2012– 30 May 2011

This unique event held by the Bengis Center for Entrepreneurship & Hi-Tech Management at the Guilford Glazer Faculty of Business & Management at Ben-Gurion University promoted an innovation ecosystem in the university and in the region.



This event was part of the BGU Board of Governors' program. Approximately 1,000 individuals participated, among them 200 entrepreneurs, 600 students, tens of faculty members and researchers from both BGU and other academic institutions, BGU Board of Governors members, Prof Rivka Carmi and Mr. Arnold Bengis, Municipal and Regional Council representatives, entrepreneurship and high-tech industry support associates, leading corporate representatives (IBM, Intel, Israel Aerospace Industries, Ltd. [IAI] and others), guests from abroad (Shelly K. Porges, Senior Advisor, Global Women's Business Initiative, U.S. Department of State; Paul Bloom CTO Telecom Research IBM), youth from the BGU programs for technological advancement at the University and in the region, and more.

This event took place under the distinctive "Un-Conference" concept brought to Israel by Dr. Yossi Vardi who also took part in the event. In events such as this, the event's contents are decided upon by the participants, who take an active part in both planning and running it. As such, among the 1,000 participants, nearly 100 filled active roles in the event (as lecturers, as presenters, or as trained personnel in particular areas). During the event, forty-four short lectures and workshops in a variety of fields took place, led by entrepreneurs, CEOs, business support agents, and scientists from both BGU and other universities.



Eight different lectures began every half hour, and participants selected which ones to attend. Lectures were given in English and Hebrew. Throughout the event, dozens of technological innovations were actively displayed in the building's entrance. These included robots, land vehicles, helicopters, water recycling systems, applications, security systems, sophisticated cameras, rehabilitation instruments and more. Some of these displays were premiered at this event, and in many cases participants were able to experiment at operating them.

In preparation for the event, a Facebook page was created and 700 online friends were asked to post tips for entrepreneurs. These tips became the basis of a booklet titled "Tips for The Entrepreneur, From the Social Media", which was handed out to participants at the conference.



Following the event, dozens of enthusiastic reactions were received from participants regarding the comprehensiveness of the event, the business networking accomplished there, the variety of important contents of the lectures, and the exceptional ambience.



Photos and clips from the event are being posted on the event's site, www.innovation-israel.com; it is possible to join the discussion held on our Innovation 2011 Facebook page.

For general details on lectures that took place during the event, see the event's itinerary, Appendix 2.

This event was one of several activities that Bengis Center organized to promote the role of the university in strengthening the economic development of the region.

Events of "Global Entrepreneurship Week"

The events of the Global Entrepreneurship Week took place between Nov. 13th and 20th, 2011. This weeklong event occurs every year in November, and during it leading academic and industrial institutions in Israel and around the world run a wide range of activities pertaining to business entrepreneurship.

As in previous years, the Bengis Center held a wide variety of unique activities to mark the Global Entrepreneurship Week. These activities were uploaded onto the global Entrepreneurship Week website.

Nov. 14, 2011, Monday *The Initiative Shall Come from the South* Event opened the Week at Ben-Gurion University as well as for the South of Israel. The event was conducted as an "un-conference" (aforementioned). The event had over 400 participants: 200 entrepreneurs, 100 students, tens of representatives from entrepreneurship support associations from Israel's South, faculty members, researchers, and a variety of people interested in entrepreneurship from the general public.

During the event, a wide range of lectures, workshops and other activities took place. In all, approximately twenty lectures and workshops were conducted, with topics relating to entrepreneurship: personal experiences of leading entrepreneurs from the region; methods of assessing business ideas; methods of aiding the promotion of entrepreneurship; entrepreneurship in high-tech and more. Additionally, findings of research conducted at the Guilford Glazer Faculty of Business & Management were presented (topics included: gender differences in entrepreneurship, obstacles for small business among the Bedouin sector, entrepreneurship among people with disabilities, microfinance for small businesses, and business networks and their contribution to high-tech companies). Two panels were held on the topics of "entrepreneurship as impetus for populating the Negev" and "opportunities in establishing businesses in Israel's South".

The event was accompanied by online discussions and meetings held on its Facebook page and on the event's site. A competition called "The Southern Opportunity" was held in which participants presented ideas for services and products lacking in the Southern region.



The event took place through collaboration with leading agents for the advancement of

entrepreneurship in Israel's South: MATI Beer-Sheva, The Or Movement and the Beer-Sheva Municipality. Additionally, leading support groups and entrepreneurship-advancement bodies played an active role in the event, among them the Israel Small and Medium Enterprises Authority (ISMEA), the Chalutz Association, the Ness Foundation, the Negev Development Authority, Rotem Industries, Droma Zfona (North South), and the Koret Foundation.

All the activities preceding and during the event focused on the Southern region and endeavored to link the event's many participants.

Nov. 15,
2011,
Tuesday

The event *Entrepreneurship Over Coffee* was held as part of the activities administered by the Bengis Entrepreneurship and Hi-Tech Management track in the GGFBM Department of Business Administration. During this event, students participating in the course "From Technological Idea to Business Initiative" met over coffee at a campus café with five entrepreneurs from different startup firms who came to present their companies.

The visit of delegation from Ceara, Brazil took place with the aim of sharing the Israeli experience in advancing innovation through the relationship between academia and industry, and to build a framework of collaboration in this field. The delegation included the president of the Industrialists Association of Ceara, Brazil, as well as industrialists and rectors and representatives from several of the state's universities.

Nov. 16,
2011,
Wednesday



The panel "Coping with Hardships in the Entrepreneurship World" exposed the participants - 200 students from the GGFBM beginning their activities towards their final projects - to the complex difficulties entrepreneurs are facing today, and to solutions and ways of coping used by these entrepreneurs. Dr. Mosi Rosenboim (GGFBM Management Dept.) who heads the project led the panel. Panel members included entrepreneurs from the South and leading directors of support agencies in the region. The activities were carried out with the cooperation of the Department of Management of the GGFBM.

This event focused on entrepreneurs and regional support agents in order to present the many complexities faced by entrepreneurs in the South to students who are positioned to become the future generation of managers and entrepreneurs.

Nov. 17,
2011,
Thursday

The event "Young Entrepreneurs Doing Business" took place with the participation of tens of students and academic advisors and approximately 300 youths from schools in Beer-Sheva and the Negev participating in the project "Young Entrepreneurs". This event exposed these young people to the university, held events and led projects in innovation and entrepreneurship, and held team-building activities preceding commencement of annual projects.

This event attempts to lead the future generation of entrepreneurs in the region by immersing them in thought processes pertaining to advancement of entrepreneurship and innovation.

Please see the full list of events that took place in 2011 in Appendix 1.

Individual Assistance for student and faculty

As in previous years, great emphasis was placed on individual assistance for students and faculty, with the aim of advancing business ideas. Throughout the year's activities, this group had ninety-eight personal meetings regarding advancing of business ideas. Twenty students were referred to consultations with expert business advisors in a variety of areas (marketing, law and legalities, finance, and the like), twenty students received tutoring (twenty hours project accompaniment by an expert business advisor), and 100 students were assisted with business information gathering from electronic databases.

Each year between ten and thirty businesses are founded with the assistance of the Center, and many initiatives have been established and/or are receiving assistance toward leveraging the business. One of these initiatives, "HaMa'ayan HaKasum" (The Magic Wellspring) was founded by a Ben-Gurion University student and his wife, David and Drory Ashu'ach,; the business provides activities for pre-schoolers ([link to their site](#)). With the assistance they received (which included a course in entrepreneurship and consultation meetings), the couple managed to significantly grow the scope of their enterprise's activities, which led to the hiring of three additional employees - also students from BGU. This is but one of the many examples proving the importance of the Bengis Center's activities in the economic advancement of the southern region and of the assistance- and implementation methods it provides to its students in particular.

Planned future collaborations and activities

Activities in collaboration with final projects of the Department of Management

In the past year the Bengis Center has reinforced its activities with writers/participants in the final projects at the Department of Management of GGFMB. Within this framework, the Center has helped focus final projects towards advancing the South of Israel. As part of this project, approximately two hundred students began activities aimed towards advancing and strengthening about fifty different organizations located in the Southern region. For the list of projects receiving guidance by final projects, see Appendix 2.

Fieldtrips - the Center was active in funding seven study fieldtrips in the South which focused on topics of entrepreneurship relating directly to subjects and to organizations guided by students doing their final projects.

Applied Courses in "Initiating a Business"

Together with MATI Beer-Sheva, the Bengis Center will open applied courses titled "Initiating a Business", designed for anyone hoping to open their own business, as well as for current business owners. Both students and faculty can join this course; they will form a leading group that will receive an array of services and that will, in turn, allow its participants to learn how to promote a leading enterprise in a range of fields.

This program will begin in March 2012 and continue for three months in two classes (Sundays and Tuesdays). To see the syllabus, [click here](#). Two additional courses are expected to open in July and August of 2012.

Strengthening ties to the BGU Faculty of Engineering in the final projects

The Faculty of Engineering will be presenting its final projects at the Innovation Un-conference 2012 event. This event will strengthen ties with the Faculty of Engineering.

Round Table on “Entrepreneurship as a Vehicle for Employment in the Bedouin Sector of the Negev”

A round table discussion on the topic of entrepreneurship as a vehicle for employment in the Bedouin sector in the Negev will be held. Discussions to be held at this event will revolve around a variety of central topics, including: identifying obstacles faced by Bedouin entrepreneurs and business owners, assistance methods for entrepreneurs and business owners, approaching entrepreneurship as a solution to employment obstacles, current policies for encouraging entrepreneurship in the Bedouin towns and villages in the Negev, opening markets for Bedouin entrepreneurs, and finance.

Appendix 1 – List of conferences and workshops held during the year 2011

Activity/Event	No. Partici.	Date
Hosting youth groups as part of the framework of the Program for the Advancement of Entrepreneurship among young Ethiopian-Israelis	20	15/12/2011
Opening event for the Young Entrepreneurs in the South activities year	350	17/11/2011
Panel on Coping with Hardships in the Entrepreneurship World	200	16/11/2011
Coffee Clutch	30	15/11/2011
From the South Shall Come Forth Entrepreneurship “un-conference” event www.biz-negev.org	400	14/11/2011
Technological Entrepreneurship	30	26/10/11
Sales Techniques	30	26/10/11
Laws and Legalities in Business – lecture within the framework of the course “entrepreneurship as a business vehicle”	40	11/10/2011
Procedural Requirements for Setting up a Business – lecture within the framework of the course “entrepreneurship as a business vehicle”	40	05/10/2011
Financial Planning - lecture within the framework of the course “entrepreneurship as a business vehicle”	40	05/10/2011
Marketing Strategies (cont.) - lecture within the framework of the course “entrepreneurship as a business vehicle”	40	21/9/2011
Online Marketing and Sales - lecture within the framework of the course “entrepreneurship as a business vehicle”	40	14/9/2011
Forming Marketing Strategies - lecture within the framework of the course “entrepreneurship as a business vehicle”	40	14/9/2011
Principles of Strategy Formation and Business Plan Writing	40	07/9/2011
Business entrepreneurship in the Peripheries	110	18/6/2011
Innovation2012	1000	
Entrepreneurship and Communications – guest lecture by Tali Heruti-Sover	30	24/5/2011
Principles of Writing Financial Plans	25	4/5/2011
Business Information Gathering & Use of Databases	25	27/4/2011
Principles of Writing Internet Contents	20	26/4/2011
Marketing Planning – Part II	20	13/4/2011
Networking	20	12/4/2011
Marketing Planning – Part I	20	6/4/2011
Setting up a Word press Website	20	5/4/2011
Principles in Forming Business Strategy & Writing Business Plans – Part II	20	30/3/2011
Facebook – proper marking	20	29/3/2011
Principles in Forming Business Strategy & Writing Business Plans – Part I	50	23/3/2011

Facebook as a means for advancing sales online	22	22/03/2011
Intro to Business Entrepreneurship	20	16/3/2011
Intro to Social Media and Internet Marketing	22	15/3/2011
Social Entrepreneurship – conference in collaboration with the BGU Student Union	20	13/03/2011
Entrepreneurism Coffee Clutch – meeting of students and High-Tech entrepreneurs over coffee	30	8/3/2011
Procedural Requirements in Setting up Businesses and Interactions with Tax Authorities	20	2/3/2011
Principles of Writing a Financial Plan	30	23/2/2011
Legal Aspects of Setting up a Business	20	05/01/2011

Approximately 2900 participants took part in about thirty-five events.

Appendix 2 – Itinerary of Innovation 2011 Event

	Room 5 Ground Floor	Room 6 Ground Floor	Room 7 Ground Floor	Outdoors Ground Floor	Honors Room Ground Floor	107 First Floor	IEM basement	IEM basement
10:00	Event Opening, presentation of event concept, presenter lectures							
10:30	<u>Paul David</u> Gray Water Recycling Systems	<u>Dr. Mordecai Landau</u> When to Apply for a Patent – event tales	<u>Yaki Eichbaum</u> The iPhone 6 will be See-through!	<u>Dr. Yossi Vardi</u> The Secret Sauce of Israeli high- tech	<u>Prof. Dan Blumberg</u> - The responsive space; lessons learnt from the 2004 Tsunami	<u>Hagit Freedman-Kuba</u> Social Responsibilit y: Your tool for getting out of the danger zone	<u>Danny Weissberg</u> - Mobile Enterprise - the next big thing	<u>Roi Meltzer</u> Patents and other myths
11:05	<u>Prof. Shlomi Arnon</u> Happiness through technology	<u>Dr. Iris Arbel</u> Innovation, the challenge of tomorrow's teams	<u>Dr. Dan Kaufman</u> So how do you begin without money?	<u>Paul Bloom</u> -IBM Watson Plan presentation	<u>Dr. Stav Rosenzweig</u> Back to the Future – the inventions that changed our lives and future trends of innovation	<u>Merage Foundation</u> The Secret's Out! Where is the best place in Israel today to develop a technologica l product from the idea stage	<u>Roi Doron:</u> Algo Trading Introduction	<u>Dr. Robert Moskowitz</u> QiSec Security as a Service at Your Finger Tips
11:40	<u>Dr. Yair Sharan</u> <u>Tel Aviv Univ.</u> <u>ICATF</u> The Dark Side of Technology	<u>Didi (Liad) Nishlis</u> The Art of Persuasion	<u>Noam Josephides</u> Interactive Movies are already Here and it's powered by Israeli technology!	<u>Prof. Mark Last</u> - The Dark Web	<u>Amir Karniel</u> Robotspins: between robot and human	<u>Alon Sherer</u> The code of relevance – how to decipher the underlying behavioral code of the consumer audience	<u>Adi Dishon</u> sustainable entrepreneur ship	<u>Underground artist</u> Guidelines for the image of guerilla art in the age of social media
12:15	<u>Zion Biton</u> The process of opening a small business – including gov't financing and assistance	<u>Dr. Uzi Mor</u> - Financial Social Networks	<u>Dr. Ziona Elkayam</u> It's a small world after all		<u>Paul Bloom</u> -IBM Visual presentation of the Watson Project	<u>Dr. Aharon Hauptman</u> Is your robot going to see you naked and read your mind?	<u>Eric Klein</u> - Data Demand : Its cause and effect on the network	<u>Ido Lapidot</u> – TRIZ
12:50	Break Performance of "Safranin" ("Librarians") choral group during light lunch							
13:20	<u>Prof. Ron Folman</u> - What have we learnt from our discussions with the atoms? From future technology to philosophy	<u>Jonathan Moore</u> Toys and games	<u>Gali Ben-Michael</u> Assistance tool from the Min. of Trade, Industry & Employment in innovation and creativity management		<u>Josh Lawson</u> The Buying Brain	Women entrepreneur s pitching to U.S. Investors: get feedback on your pitch US Embassy event	<u>Prof. Julie Cwikel Prof. Bracha Shapira & Denis Klimov</u> How your webcam can help prevent occupational health problems	<u>Bella Bleicher, Sari Barel</u> - Think like a zebra

13:55	<u>Assaf Landau</u> The Location Based Cloud and The remote Employee	<u>Hagai Yedidiya</u> The life story of a startup and of a serial entrepreneur, Secure Erasure	<u>Gilad Moller</u> From zero knowledge to mobile (android) application in a half hour		<u>Dr. Amir Shapiro</u> Robotics – past and future	<u>Idan Pektor</u> Viral marketing in the age of social media		<u>Medilogos</u> , The electronic stethoscopes of the 21 st century
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Appendix 3 – List of Final Projects

<ul style="list-style-type: none"> • EMC • Spirooline • Ami Association for the Mentally Handicapped • Agam Yerucham (Parks) • Eshkol Regional Council • The Joe Alon Center • Dubkin Fisheries • Push Printing • The Israeli Business Analysis Institute IBAI • The Phoenix • Negev Development Authority – greenhouses • Beer-Sheva Municipal Open Market • Arad Saltrooms • Naot Farm • Arad Mushroom Farm • Hura Regional Council • Teracotta Ofakim • Israel Air Force Museum • MATI Ofakim • MATI Beer-Sheva – Old City • Meitar Regional Council • Ramon Hotel 	<ul style="list-style-type: none"> • The Business Center of Beer Sheba • Rahat Matnas (Community Center) • Adanim Youth Village • Ayalim Association • Latet Israeli Humanitarian Aid • Reut Association • Shema (Assoc. for hearing disabled children) • Arava Power Company • Arava Tichona (Mid-Arava) Regional Council • Ecotourism Development – Arad • Diane Flowers • Einstein Group • BGU Eilat Campus • Kiryat Gat Municipality • Merage Foundation • Arad Artists' Colony • Ramat Hovav Regional Council • Pharmadom Desert Spirit Village • Negev Development Authority – Tourism • Ramat Negev Regional Council • The Israel Employment Service • Bedouin Tourism • Or Movement
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