

***The Bengis Center for Entrepreneurship & Innovation
Guilford Glazer Faculty of Business and Management***



Highlights of 2015 Activities



Bengis Center for Entrepreneurship & Innovation

Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev

Greetings from Arnold Bengis

The Bengis Center for Entrepreneurship and Innovation continues its leadership role in the education and promotion of Entrepreneurship and Innovation. It has been successful in assisting students as well as business people both in creating ideas and transforming such ideas into viable businesses. It plays a meaningful role in keeping Israel in the forefront of International Entrepreneurship.

The past year has been most significant with a wide range of activities that benefited not only the individual but also the region and the country as a whole.

The vision that I hoped for when the Center was created has been greatly exceeded thanks to the remarkable efforts of the staff and to the enthusiasm of the students and the Business Community.

My good wishes are extended to all these parties for an inspiring and successful 2016.

Arnold Bengis

Founder

Bengis Center for Entrepreneurship & Innovation



Bengis Center for Entrepreneurship & Innovation

Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev

Greetings from Prof. Dafna Schwartz

We are pleased to present the major highlights of the year 2015. Throughout this past year, the Bengis Center has been involved in an impressive range of programs cultivating entrepreneurship and innovation. Among the many activities taking place were: business plan competitions, conferences, special events, gatherings – including TEDx, lectures open to the public, hackathons and many more. We assisted students and university staff members in advancing their ideas into initiatives by hosting workshops and providing personal consultation sessions. The Center supported research activity, ran academic courses, brought in guest lecturers, and held international courses in partnership with universities overseas (in Brazil and Australia).

An important component of the Center's activities is the regional communal aspect; we make a point to include activities for the benefit of the Negev region, in cooperation with local organizations. Activities included a business plan competition focused on projects assisting regional economic development, events held at local pubs in the city of Beer-Sheva, support of local youth activities related to innovation and more. Many of these activities have been conducted in collaboration with other entities from the university, the region, throughout Israel and from overseas.

We recently, together with B.G.N. Technologies, founded the "Inno-Negev Technological Accelerator", which provides entrepreneurs in their early stages with support tools needed to increase viability and develop the abilities to advance their ventures.

In 2015 students, university staff, business people, entrepreneurs and organizations from the region and throughout Israel all took part in the Center's activities. This is a testament to the capabilities of the Bengis Center in advancing innovation and entrepreneurship in the university in particular, and for the economic development of the region as well.

We would like to express our appreciation to the Guilford Glazer Faculty of Business and Management, headed by the Dean, Prof. Oded Lowengart, for its continuing support.

We also want to take this opportunity to thank Mr. Arnie Bengis for his vision and ongoing support, which has enabled us to implement all of these programs.

Prof. Dafna Schwartz

Chairperson & Director

Bengis Center for Entrepreneurship & Innovation



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Introduction to the Center

The Bengis Center for Entrepreneurship & Innovation at the Guilford Glazer Faculty of Business and Management, was established in 2001 as a response to the ever-growing need of understanding the main issues faced today in the fields of entrepreneurship, innovation and hi-tech management and, with great vision and foresight by Ben-Gurion University of the Negev, to promote a spirit of entrepreneurship and innovation, support its practice, and conduct research in these areas. Our goal is also to 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.

Throughout 2015, the Bengis Center was involved in an impressive range of programs cultivating entrepreneurship and innovation through various collaborations. 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.

This past year, over 300 students submitted 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 two tracks offered this year were the **Socio-Economic Development of the Negev Track** and the **Innovation & Hi-Tech Track**.

The ultimate goal for the Socio-Economic Development of the Negev track was 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, and hopefully encourage them to remain in the region after graduation.

The winners of the Socio-Economic Development of the Negev for the year 2015 were as follows :

Socio-Economic Development of the Negev Track

Place	Members	Business Plan Topic	Details
First	Or Kadosh, Yael Guy, Maya Glasman & Tamar Islar	Branding & Business Models for Wines and Vineyards in the Ramat Negev Regional Council	The business plan covered strategic recommendations for the geographical area of Ramat Negev, home to various wine businesses.
Second	Ben Hajaj, Doreen Vienerov, Inbar Eli, Peleg Roiter & Shani Rotman	Collaborations between Farmers in the Central Arava Regional Council	Agriculture is the field of highest income for the Central Arava, which is why it is of great importance that it be preserved and leveraged. A strategic plan was created to increase collaboration between local farmers.
Third	Yael Volodever, Lihi Segal, Nitzan Tuvis, Shir Nehamia & Shira Schwartz	IDF Preparatory Class, “Mechinat Lachish”	The plan targeted the promotion and development of “Mechinat Lachish,” focusing on optimal organizational structure and effective fundraising.



Innovation & Hi-Tech Track

Place	Members	Business Plan Topic	Details
First	Amotz Koskas, Alex Rivkin & Shiran Maor	SayVU	The team built a multi-purpose, emergency dispatch application.
Second	Lital Yaish, Ophir Hazan, Dan Shmilovich & Avihai Goldfarb	Advanced Coating for Artificial Implants	The plan reviewed the profitability of leveraging the activity of the R&D Center for Advanced Coating, of Rotem Industries LTD.
Third	Oran Shemesh, Idan Petel & Chen Evron	GovNagish	Formation of ideas for technological innovations that will improve digital service, focusing on Israel's public sector.

Special Events

Collaborations with Israel Police

Future Cop Hackathon The Future Cop Hackathon was held on June 12 in collaboration with the Israel Police Force, in order to bring together developers, entrepreneurs, students and others for an expedited development process. In only 24 hours, participants developed their product ideas and created their first prototype. The hackathon concluded with team presentations to a judging panel comprised of experts in relevant fields.

Hackaton -The Future Cop



The theme of the hackathon was "Future Cop," due to the newly formed partnership between the Bengis Center for Entrepreneurship & Innovation and a Unit of the Israel Police. On the judging panel was **Professor Dafna Schwartz** (Judging Panel Chairman), Chairperson of the Bengis Center; **Chief Superintendent Meir Hayun**,

Commander of the Cyber Crime Unit, Israel Police; **Mr. Doron Nadjar**, Head of R&D at Motorola Solutions Israel; and **Moni Avraham**, formerly Head of Technology Review at Bank Hapoalim.

More than 100 students, entrepreneurs, policemen, hackers, designers and programmers participated and competed in developing technological projects that will have an impact on law enforcement. Attendees were provided with mentors who are experts in academics, the business sector or the police force. In addition, a number of guest lectures were offered. Lecturers included **Chief Superintendent Meir Hayun**,



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Yoav Avrahami, Chief Architect at Wix.com and more. Throughout the hackathon, executive figures of the police force, such as commanders of technological units, took part and provided support.

After an entire day and night of non-stop development the teams presented their projects to the judging panel, and the winners were presented with a significant monetary prize prize and were awarded a month of mentorship from the Cyber Crime Unit of Israel Police, with the option of pilot testing the product within the unit.

The judging panel felt that the initiatives presented were all of high quality and practical potential. Of the thirteen final teams, three were awarded winning places and two received honorable mentions. In first place was **Brain Scanner**, which developed a tool for police investigators to recognize and identify faces through the scanning of brain waves. This tool uses the subconscious of the



person being investigated, rapidly showing them pictures of suspects while tracking brain activity.

MobiDEX, a forensic tool that extracts evidence from mobile devices, such as history of phone calls and messages, contact lists, media, online history, emails, use of social media and more, won second place.

Third place went to **CommuniCops**, which tackles communication problems that occur in the police emergency unit as a result of language impairments. Honorable mention was awarded to a group of high school students that developed an application that checks if a device contains espionage software, and to

She Codes, an application that prevents sexual harassment. The event was extremely successful and was widely covered in the press.

“Criminal Technology” Event on the Bar

This event took place at a local bar in Tel Aviv on April 30, and was a celebration of the newly-founded partnership between the Center and figures who have a mission of empowering the innovation and entrepreneurship ecosystem in fields of cyber security, homeland security and more. It hosted over 200 participants, including entrepreneurs, CEOs and policemen/women from technological units.

The Meetup had three guest speakers, each touching on criminal technologies and the different challenges faced by enforcement systems. First to lecture was **Dr. Nimrod Kozlovski**, Partner of JVP Cyber Labs, who presented the world of dark networks, the technologies used for organized crime and the main issues in confronting them. **Superintendent Gilad Banet**, Legal Counsel for the Cyber Crime Unit of the Israel Police Force, spoke about the different factors of the police cyber system, which is expected to bring about changes in perception and to incorporate globally recognized technologies. He also informed the audience that the unit is currently working on protecting children on the Internet, defending Israel’s online networks, protecting privacy rights and preventing online incitement. The third speaker was **Barak Ben-Eliezer**,



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former Talpiot Commander, former Consultant to the Police Commissioner and National Security Council, and current Partner and CEO of Winnovation Venture Capital. Barak introduced the advanced technologies of a wide range of crimes and showed the possibilities of development in the field, focusing on the possible damage that can be done to the national security.

Concluding the gathering was **Chief Superintendent Dan Fisher**, Head of Strategic Planning, who invited participants to present their own technologies to the crowd. This marked the importance and high impact of collaboration between the academia and the business and public sectors.



iCSI Meetup

The iCSI Meetup group was developed in order to bring together members of the ecosystem who are interested in technological advancements in law enforcement. The group gathered on September 21, which allowed them to meet and develop discussions on important topics such as security, safety and the quality of life in Israel's public spaces. Israel Police representatives, six startups, entrepreneurs and concerned citizens attended the Meetup to learn more about these issues.

Numerous representatives of the Israel Police addressed the above-mentioned issues in fascinating lectures. **Jonathan Ilan**, Head of GIS in the Israel Police Strategy Unit, presented the common problems faced by the 100 emergency dispatches. **Chief Superintendent Dan Fisher**, Head of Strategic Planning in the Israel Police, talked about the program for innovation empowerment in the Israel Police and the newly-developed innovation compound at the police academy in Bet Shemesh. Another guest speaker was **Commander Ronen Yefet** of the southern district, who mentioned the challenges faced by Israel Police in ensuring quality of life. In addition, a number of citizens addressed the audience, speaking about various aspects of the importance of technological advancement in law enforcement, and received feedback from the Police representatives.

As a tradition at iCSI events, the event concluded with an open stage where entrepreneurs were able to pitch their initiatives. One example is **Sensority**, a sensor-based identification system for anomalies.

TEDx Events

The TEDx program is a global trend that has gained popularity over the years, promoting "ideas worth spreading". TEDx conferences are independent and local events that bring people together to experience



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a conference resembling global TED conferences. Such a conference includes a combination of recorded and live lectures, sparking in-depth discussions among the participants.

TEDxBGU

x = independently organized TED event

For the past three years the Bengis Center has organized TEDxBGU events at BGU, and these 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 expanded, 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 an extreme impact on a global level. As a result of the overwhelming number of applicants for the previous year's event, there was also a live screening of the entire conference online in 2014, 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.

TEDxBGU "Breaking Barriers"

The 2015 TEDxBGU took place on May 13 with the theme "Breaking Barriers", where each speaker brought to light their own entrepreneurial story. The event hosted eight speakers from various industries who showed that it is possible to break barriers and succeed in their mission against all odds.

TEDxBGU began with opening words from **Prof. Dafna Schwartz**, Chairperson of the Bengis Center for Entrepreneurship & Innovation. Later, **Mr. Arnie Bengis**, Founder of the Bengis Center, greeted the audience and addressed the unique innovative and entrepreneurial spirit of Israeli society and culture. *For Mr. Bengis' opening remarks click [here](#), and for Prof. Schwartz's remarks click [here](#).*

Eight speakers took the TEDxBGU stage and gave short talks of under 18 minutes in length. **Dov Moran**, Inventor of the DiscOnKey, showed participants that innovation is all around us and talked about the importance of failure. **MK Erel Margalit**, founder of JVP, spoke about Israel's critical role in promoting innovation within the startup revolution. More leaders of Israel's hi-tech spoke, including **Yoav Avrahami** of Wix. *The TEDxBGU Website: www.tedxbgu.com | TEDxBGU Talks can be viewed [here](#).*

Supporting the TEDxWhiteCity event

This was the first year of TEDxWhiteCity, and the Bengis Center for Entrepreneurship & Innovation helped promote the event, by supporting its production from the start. The event aligns with the Center's mission,



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and brought Israel's entrepreneurial ecosystem together for a day dedicated to innovative ideas, networking and entrepreneurship.



The first ever TEDxWhiteCity was the largest TEDx event yet in Israel, making its debut on October 12 at the Tel Aviv Port. It was organized by Mr. Yossi Vardi, with a crowd of over 1,800 entrepreneurs in attendance. TEDxWhiteCity served as a crossroad for Israel's leaders, from young entrepreneurs to globally recognized serial innovators and social change makers. The eclectic community included

leading minds in technology, art, education, innovation, medicine, social action, and more.

The theme of the event was Entrepreneurship & Innovation, featuring many talented speakers from Israel's entrepreneurial ecosystem, including **Jared Morgenstern**, Project Manager of the "Facebook Like", and **Arnon Zamir**, Director of TOM – Tikkun Olam Makers. **Mr. Shimon Peres**, former President of Israel, spoke at the event as well, providing the audience with inspiration and insight on making a difference and taking initiative. *TEDxWhiteCity Talks can be viewed [here](#).*



Mr. Shimon Peres and Mr. Yossi Vardi



The TEDxWhiteCity Audience



Official Invitation

Model UN

Supporting the National Model UN Competition

On April 12 of 2015, Ben-Gurion University of the Negev hosted the national Model UN competition for the first time. The Bengis Center for Entrepreneurship & Innovation assisted BGU's Model UN team, BGUMUN, in organizing the conference, which was the largest competition to take place on campus in



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recent years. Over 170 students from across the country gathered to discuss critical issues concerning the Middle East.



The students formed six teams to compete in simulating international institutions such as the UN Security Council, the Arab League, the United Nations High Commissioner for Refugees and the United States Government under crisis. Twenty students acted as judges and presented prizes to participants who excelled in their presentation.

In addition to the main debate, there were two keynote speakers at the conference: **Jonny Cline**, Executive Director of UNICEF Israel, and **Keith Maynes**, Head of the Political Department at the USA Embassy in Israel.

Global Entrepreneurship Week 2015 (GEW)^(November 17-26, 2015)

The Bengis Center for Entrepreneurship & Innovation of the Guilford Glazer Faculty of Business and Management (GGFBM) at the Ben-Gurion University of the Negev annually leads the Global Entrepreneurship Week (GEW) in the Negev.

In 2015 the GEW once again consisted of a variety of events, each of which was held in collaboration with leading promoters of innovation. The Bengis Center invited students, faculty and staff, young entrepreneurs, programmers, developers, hi-tech personnel and others to take part and be exposed to varied worlds of content, to network, to learn applied tools and to receive feedback on ideas. These activities – from large-scale competitions and hackathons to lectures and intimate networking gatherings – connect participants to potential collaborators, mentors and even investors, introducing them to new possibilities and exciting opportunities.

Ben-Gurion University of the Negev has long been instrumental in the region's economic development, and the activities of the Bengis Center are a great example of this involvement. Such activities are testament to the Bengis Center's commitment to the region, and aim to stimulate its innovation ecosystem.

Global Entrepreneurship Week (GEW) 2015 Events

Series of Lectures: Entrepreneurs, Investors and Global Companies (November 17, BGU)

These lectures were presented on November 17 at Ben-Gurion University of the Negev. During this event, participants had the opportunity to learn about advanced technological initiatives and strategies as well as



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how to pitch to them, and about high-tech investors. In addition, participants met with expert representatives from the Gav Yam Negev Advanced Technologies Park (ATP).

The opening ceremony had over 100 attendees – students, faculty, hi-tech personnel, entrepreneurs and others. Together, they were exposed to the region's developing ecosystem of innovation and entrepreneurship. Speakers at the event were: Roy Zwebner, General Director at Gav Yam Negev ATP; Attorney Oleg Brodt, Senior R&D Director at Deutsche Telekom; Idan Katz, Vice President at Incubit Technology Ventures; and Ronen Lago, CTO at Lockheed Martin.



Attorney Oleg Brodt – Senior R&D Director, Deutsche Telekom



Ronen Lago – CTO, Lockheed Martin



Idan Katz – Vice President, Incubit Technology Ventures



Roy Zwebner – General Director, Gav Yam Negev ATP

Entrepreneurship on the Bar (Three events)

“Start-Up Stadium: What Do Investors Want?”

(November 12, Beer Station Pub)

This Entrepreneurship on the Bar event consisted of a live discussion and Q&A session, led by Izhar Shay. Izhar is a high-tech entrepreneur and venture capital investor who has successfully managed two venture-backed start-ups to their exit.

Izhar moderated a down-to-earth, sincere and direct discussion regarding the main factors that differentiate between entrepreneurs who get funded and those who do not. Together with the audience, the following questions were answered: What are investors looking for? What is the most effective way to approach them?



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From the Kibbutz the IPO Will Come

(November 17, Beer Station Pub)

The event revolved around the question: "Can today's kibbutz serve as a breeding ground for entrepreneurship and innovation?" Over 120 local entrepreneurs attended this Entrepreneurship on the Bar event, including teams from the Inno-Negev and Madgera accelerators, kibbutz startups, entrepreneurs, hi-tech personnel and more. Attendees heard from successful hi-tech entrepreneurs coming from the kibbutz movement.





“Social, Business or Technological: Similarities and Differences in Advancing Innovations”- in collaboration with the “Young Entrepreneurs Do Business” project
(November 18, Beer Station Pub)

The gathering brought together social, business and technological entrepreneurs to learn about the principles of advancing innovation in various fields, during life spans, with different aspirations, dreams, and more.

“From Idea to Business” Competition – Final Ceremony in collaboration with GGFBM Department of Management (November 25, BGU)

The competition, which consists of writing a business plan – “From an Idea to Business” – was held once again this year, with the mission of providing students with the necessary tools and information needed for developing ideas into successful ventures. The Bengis Center provides competing teams with guidance in developing their ideas, including workshops, professional consultation, assistance in gathering information and more. The competition consists of two tracks: Socio-Economic Development of the Negev and Innovation & Hi-Tech. During this event, the competition winners were announced.

The “Young Entrepreneurs Do Business” Project in collaboration with “Young Entrepreneurs”

The opening ceremony for the “Young Entrepreneurs Do Business” event took place during Global Entrepreneurship Week, marking the launch of the “Young Entrepreneurs” project in the Negev for the 2016 academic year. The “Young Entrepreneurs” organization strives to expose youth to business and entrepreneurship through school-based programs, special events and guidance, and encourages students to become part of the business world. Based on these shared goals, the Bengis Center has collaborated with the organization’s local branch in order to implement business-oriented competitions, organize guest lectures on creative entrepreneurial topics and advise students on their business projects.

Participating in the energetic opening ceremony were 350 youths and their teachers from dozens of schools in the Negev, as well as BGU student advisors. The ceremony included several inspiring talks about social entrepreneurship. The advisors of the project are Bachelor’s students from the Department of Management, as part of their senior projects. Following the ceremony, the participants were given a challenge related to these topics, beginning their journey as teams.

Every year the Center creates an entertaining video to kick off the new year which is shown to the participants at the opening ceremony. The video can be viewed [here](#).



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Innovate2Educate Hackathon (November 26-27, JVP Cyber Labs, Gav Yam Negev ATP)

Innovate2Educate was an initiative of the Bengis Center, the Faculty of Health Sciences at BGU, the 7Tech Entrepreneurship and Hi-Tech community of Beer-Sheva and the Negev and the Division for Gifted and Outstanding Students at the Ministry of Education. Leading companies also participated, such as WIX, JVP, WeWork, EMC and more.

The Innovate2Educate was a 30-hour development marathon that brought together developers, designers, educators, entrepreneurs, students, faculty and others in order to develop technologies that will change the face of learning and education in the future. This was the first hackathon to focus on health education technologies.

Participants experienced the development process at the JVP CyberLabs at Gav Yam Negev ATP, and the opening and closing events were held at the offices of the Center for Digital Information. WIX sponsored prizes for the winning teams.

The overall goal is to shift from teacher-based teaching to student self-learning, which has been shown to be more effective. Events of this type, which connect people from different worlds, could lead to innovative initiatives that will change educational processes in the future.

The team **3D Anatomy** took first place, winning NIS 3,000. They presented a 3D teaching platform that uses 3D-printed objects or 3D-printed displays. Teachers can “pin” questions on models to test students, and students can then use the models to prepare for tests.

Sim 360 Phone and **MEDETECT** tied for second place. **Sim 360 Phone** is a system in which anyone can photograph ongoing procedures from multiple angles and add comments, for example in moving ambulances. **MEDETECT** is a monitoring system for patients in internal medicine wards that warns of deterioration in the patients’ condition and offers treatment advice. Both teams in took home a prize of NIS 2,000. Coming in third, **MedQ** wants to bridge the language gap between patients and doctors. It is an application for tablets that enables the doctor to ask questions in the patient’s language and arrange the answers effectively. The **Find the Gap** application received an honorable mention. It is used to help teach



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about healthcare inequality by enabling classes to go outside the classroom to map and discuss where those inequalities exist.



Altogether, the 2015 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 has made great strides in providing diverse events and in stimulating those interested in the fields of technology, entrepreneurship and innovation.

Supporting Academic Activities

Assisting the Final Projects of the GGFBM's Department of Management

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 also 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.

Innovation in Management- Research Position Papers

The Bengis Center was established in order to respond to the ever-growing need of understanding the main issues faced today in the fields of entrepreneurship, innovation and hi-tech management. In light of this goal, and to strengthen the ties between the public business sector and academia, the center aims to promote education and research in the fields of Innovation and entrepreneurship.

Therefore, in the year of 2015, it was decided to offer research grants to researchers from the different units in the Guilford Glazer Faculty of Business and Management, who study the fields of innovation, entrepreneurship finance and regional development.



The researchers who received the grants were asked to prepare position papers based on the findings of their researches or on the existing literature. The position papers had to include practical recommendations.

The position papers submitted can be divided into two main fields: innovation in regional development and innovation in finance. All of the papers are in line with our philosophy that entrepreneurship can be promoted through innovation research. Following, are the papers abstracts.

Encourage research in the in the field of Innovation in Regional Development Posotion

Papers

- **Technological Innovation in the field of energy and regional development: advantages of the periphery over the center**
Dr. Stav Rosenzweig, Dr. Ofir Rubin and Aviv Steren from the Department of Management.
- **Technological innovation in the field of energy and consumer behavior- why do consumers behave in contrast to expected behavior?**
Dr. Ofir Rubin, Dr. Stav Rosenzweig and Aviv Steren from the Department of Management

Position Papers in the field of Innovation in Finance

- **Innovation in insurance finance and pension**
Prof. Rami Yosef from the Department of Business Administration MBA
- **Randomness shouldn't be ignored in new venture planning and assessment**
Dr. Zvika Afik from the Department of Business Administration MBA
- **Innovation in pyramidal ownership structures: policy implications**
Ilanit Gavious & Dan Kaufman from the Department of Business Administration MBA

Supporting Global Academic Activities

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

This course is part of the Entrepreneurship & Innovation track of the MBA program of the Department of Business Administration, the Guilford Glazer Faculty of Business and Management at Ben-Gurion University of the Negev. This course concludes with an annual seminar that takes place in Brazil, 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.



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Eight students are chosen annually to travel to Brazil, in order to analyze existing models and measures, and to experience advanced business activities in these markets. This seminar allows them to study emerging markets from a new perspective and to gain an in-depth understanding of Brazil's economy. This year, the students worked in teams to research tools of innovation, which they later recommended for implementation in Ceara, Brazil.

The course took place in both Israel and Ceara, Brazil, in cooperation with the University of Fortaleza and with FIEC, Ceara's Federation of Industrialists. The Center supports and subsidizes this course, encouraging entrepreneurship and innovation among students and faculty.



Academic Course: Technological Entrepreneurship



This academic course took place in Israel and Australia, with a team of students coming from Ben-Gurion University of the Negev and from Monash University. The goal was for students to learn firsthand about the unique characteristics of the high-tech industry and the integral processes of the startup lifecycle's initial phases. Students of the program experienced all that is involved in creating technological business concepts, from executing market analysis to preparing business plans and presenting to investors. Israeli students from the Department of Business Administration at the Guilford Glazer Faculty of Business and Management



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examined various aspects of a startup, such as marketing, analyzing competition and more, while the Australian students focused on examining the technological aspects.

Entrepreneurship & Innovation Track (Ginsburg Ingerman Overseas Students Program)

The Bengis Center, in collaboration with the Office of International Academic Affairs, provides students from abroad with the opportunity 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 come from all fields of study, and they develop career skills that will be fundamental in their future work as entrepreneurs or employees. Learning outcomes of the program include experience in business procedures, understanding the principles of formulating business ideas, turning ideas into viable business ventures, learning unique factors of the hi-tech industry and understanding the processes that have led Israel to be dubbed the "Startup Nation". *More information can be found [here](#).*

Innovation Tour for the International Student Delegation

On April 16 the Center hosted a delegation of international undergraduate students, and provided them with a tour of the Negev's innovation ecosystem. The students were able to see the "Startup Nation" firsthand and enhance their learning about the startup ecosystem by meeting with the top innovators of the region. The tour included a visit to the Gav Yam Negev ATP, a demo at the Deutsche Telekom lab, a meeting with students of the overseas program and more.



Additional Activities

“First Steps in Entrepreneurship” Seminar

This seminar takes place several times a year and consists of two intensive sessions. 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. In March of 2015 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.

Leading the “Innovation in the Public Sector” Program (a joint program of Google and Ben-Gurion University in the Negev)

Ben-Gurion University’s top students of Business Management, Engineering, and Public Policy participated in the “Innovation in the Public Sector” program, organized this year for the first time. The objective of the program was 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.

Over the course of approximately three months, the students formed multidisciplinary teams and competed in making a difference in the public sector using of innovative technologies. This was done by first conducting practical research, collecting information and identifying challenges in need of solution. The teams then formed business plans for technological solutions and presented them to relevant figures in the fields of education, health, welfare, economics and others. Although there were only a limited number of winning groups, each participant received a significant monetary prize.

Google Israel and Ben-Gurion University of the Negev provided the contestants with assistance and tools during the program, including two mentors per team who assisted them both academically and professionally. The teams were also put in contact with mentors and executive important government figures.

In first place was **iWitness**, a mobile emergency dispatch center that alerts relevant authorities at the time of emergency (police, fire department, ambulance, etc.). This app results in rapid, more efficient treatment in emergencies. The team won a monetary scholarship, as well as support in further developing their



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project at a leading technology incubator. They are currently examining investment opportunities and strategic partners abroad.

In second place was **GovNagish**, a website that brings together all of the government websites and allows users to navigate them simultaneously, with the goal of simplifying the process of working across government offices. The website is in development and will soon be used in a trial phase.

Articles on the winning team can be found on [Telecom News](#).



2015 Participants



iWitness – Winning Team

Innovation Afternoon- In collaboration with “Starter”

Innovation Afternoon took place on June 15, hosting over 160 students and local entrepreneurs to celebrate the end of an eventful academic year. This was organized in a collaboration between the Bengis Center and Starter, a student organization that was founded in December of 2014. Starter’s mission is to promote entrepreneurship and innovation on campus, and to provide necessary tools to students and young locals who are interested in these fields.

The Afternoon’s main event was a lecture “What investors are looking for”, by venture capital investor **Izhar Shay**. He then led a panel on the topic “How to become an entrepreneur,” with expert panelists: **Maya Hoffman Levy**, Site Leader in Beer-Sheva at EMC Center of Excellence; **Itai Buchan**, Partner at Lions; and **Einat Meyron**, Marketing & PR expert and Startup Stadium Community Manager. There were also had workshops in various fields, such as mastering an elevator pitch, improving UX and Python programming. Participants were provided with an opportunity to learn, network and present innovative ideas.

Magshimim Program

Magshimim is an excellence program that focuses on training and developing expertise in the field of cyber and computers among students aged 16-18 living in the geographic or social periphery. The program aims to significantly increase the number of potential candidates from the periphery for work in cyber-related



industries, as well as training the future cadre of professionals for Israel's newly established National Cyber Bureau and Cyber Defense Authority. Magshimim introduces participants to the latest knowledge in cyber, taught by instructors and experts from industry and from academia. Understanding the importance and great relevant of this program, the Bengis Center chose to support Magshimim's vast activity During 2015.

The Inno-Negev Technology Accelerator

A joint venture of the Bengis Center for Entrepreneurship & Innovation at Ben-Gurion University and BGN Technologies

A new initiative lead by Bengis Center and BGN Technologies (Ben-Gurion University's technology company) is the new Inno-Negev Technology Accelerator. Inno-Negev provides students, start-ups and hi-tech entrepreneurs with the support and essential tools needed to advance their ventures.

Inno-Negev is committed to serving as the critical bridge and meeting point for entrepreneurs, investors and global organizations in one of the most rapidly developing hi-tech regions in Israel – the Negev. Inno-Negev is run in cycles, and each Inno-Negev cycle opens its doors to hi-tech entrepreneurs, with a different focus of activity for each cycle (Cyber, Homeland Security, ICT, Medical Devices, and more). The ventures targeted are in the early, pre-seed stage and have undergone a rigorous screening process to test the viability of the project and evaluate its team.

The accelerator offers a 4-month acceleration program (held twice a week) to entrepreneurs seeking assistance, direction, connections and business support. This includes mentorship provided by experienced mentors and expert advisors; practical lectures and workshops given by leading individuals and experts in intellectual property law and finance; branding packages; basic venture funding and office space; and more.

Inno-Negev has a cadre of fifty leading business and technological mentors including CTOs of global companies such as Deutsche Telekom and Lockheed Martin, experienced business consultants, investors, hi-tech entrepreneurs and more.

Inno-Negev's greatest strength is the partnerships recruited for each cycle, which vary in area of expertise in accordance with the cycle's focus of activity. Partners provide active assistance to participants, including contact with experienced investors and, global companies, technical support and more. Partners in the initial cycle include the following leading organizations – Incubit Technology Ventures by Elbit Systems Ltd. (technological incubator), Deloitte (accounting), Leumi Tech (banking), Beta (social entrepreneurship),



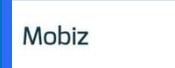
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Luzzatto Law Firm (law), Luzzatto & Luzzatto Patent Attorneys (IP), Plus Ventures (venture capital fund) and the Office for Negev Development (governmental agency).

Website: www.innonegev.com

First cycle portfolio companies

 SmartFeed	 Magic in Bits - Read more	 Configo.io - Read more	 Mobiz - Read more	 AgroWatcher - Read more	 Skyfall - Read more
 Goodies - Read more	 Voxi - Read more	 FairTech - Read more	 CyBellum - Read more	 BrainWizer - Read more	 FituUp - Read more



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The Bengis Center for Entrepreneurship & Innovation Guilford Glazer Faculty of Business and Management

The Bengis Center for Entrepreneurship & Innovation 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 Advisory Committee – Prof. Rafi Bar-El, Prof. Amos Drory, Prof. Oded Lowengart, Prof. Dafna Schwartz and Mr. Arnold Bengis.

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



Mr. Arnold Bengis
Founder



Prof. Dafna Schwartz
Chairperson and Director



Mr. Yosef Shavit
Project Manager

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