



# Impact StartUp Nation



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# Technology connecting people



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**THE *NEW YORK TIMES* BESTSELLER**

**"Fascinating and illuminating . . . indispensable."  
— Jeffrey Goldberg, *Atlantic***



# **START-UP NATION**

**The Story of Israel's Economic Miracle**

**DAN SENOR AND SAUL SINGER**

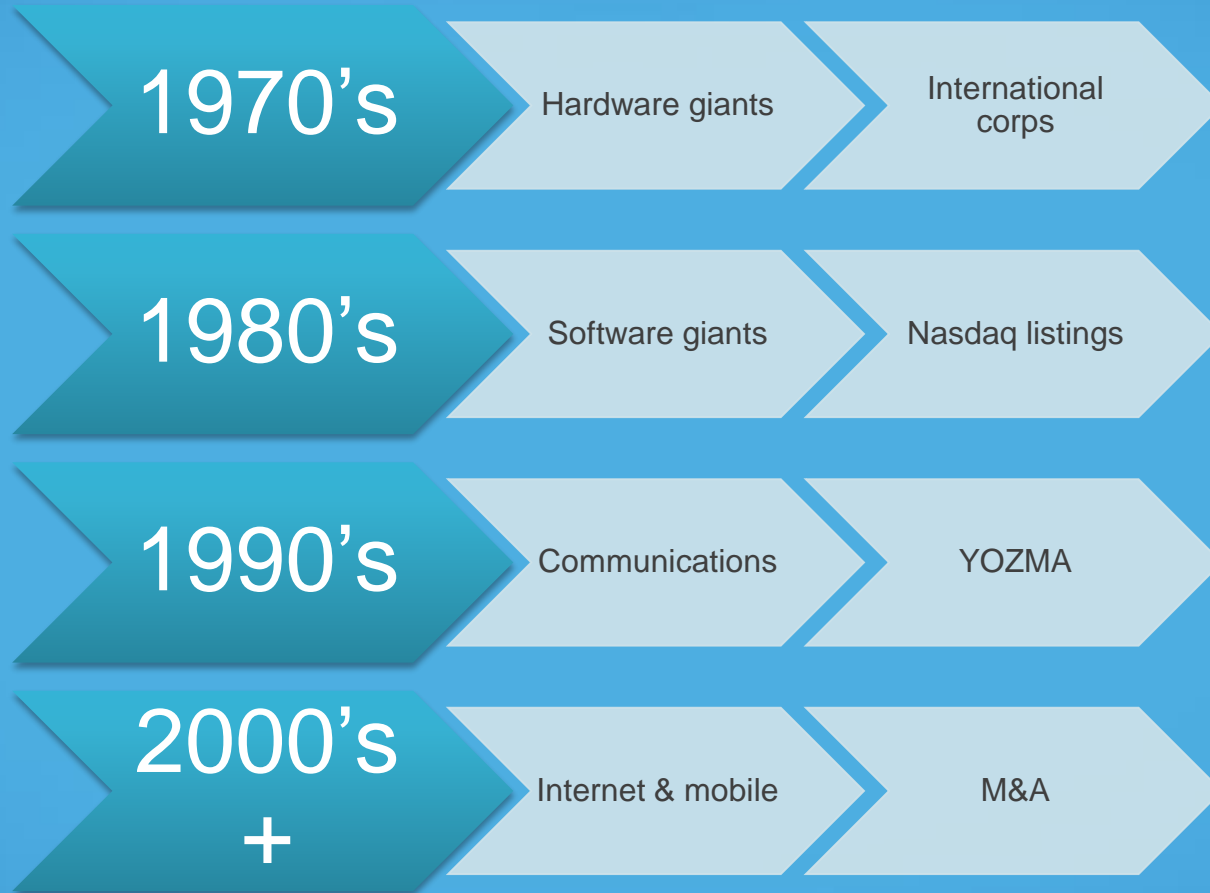
**A Council on Foreign Relations Book**

**With a New Foreword by Shimon Peres  
and Afterword by the Authors**



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# Start-up Nation evolution



# One week in January

THIS IS WHAT THE ISRAELI STARTUP ECO-SYSTEM DID LAST WEEK

**\$140 Million**  
in startup funding

+

**\$770 Million**  
in acquisitions

= **910**

**MILLION  
DOLLARS  
IN ONE WEEK**

**JANUARY, 2015**

|            |                  |       |
|------------|------------------|-------|
| ravello    | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$28M |
| AppsFlyer  | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$20M |
| EarlySense | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$20M |
| BlueVine   | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$18M |
| Taykey     | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$15M |
| Vaultive   | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$12M |
| realmatch  | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$8M  |
| Visualcub  | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$6M  |
| insert     | 🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱🔱 | \$5M  |

Geektime

amazon.com

~\$370M



HARMAN

\$200M



Dropbox

~\$150M



Microsoft

~\$50M

equivio

Source: [www.geektime.com](http://www.geektime.com)



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**That is truly amazing!**  
**Except....**



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# Out of Their Hands | Poverty

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Poverty rates and income inequality in Israel are amongst the highest in the developed world. Government assistance provided to the elderly and children is low and does not manage to narrow the gaps between the rich and the poor.

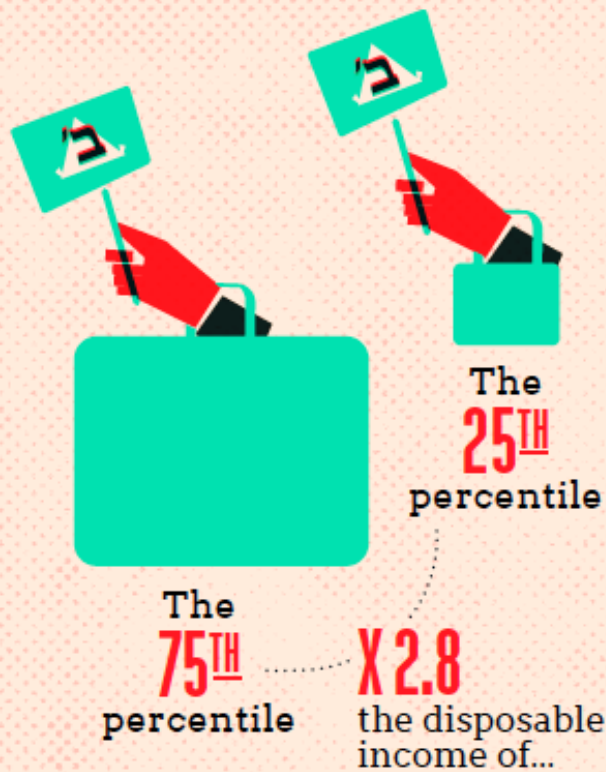
Elderly and child poverty rates  
before government intervention\*

50%

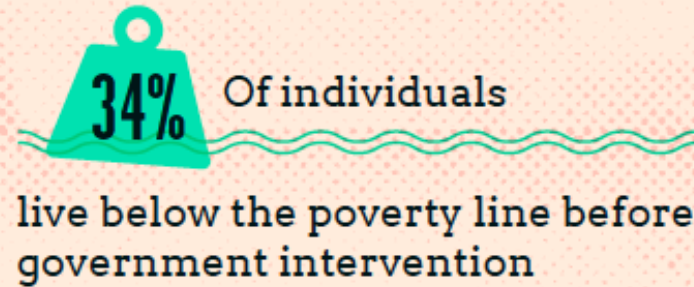


Info-graphic: Taub Center, Bezalel, Raya Cohen 2015

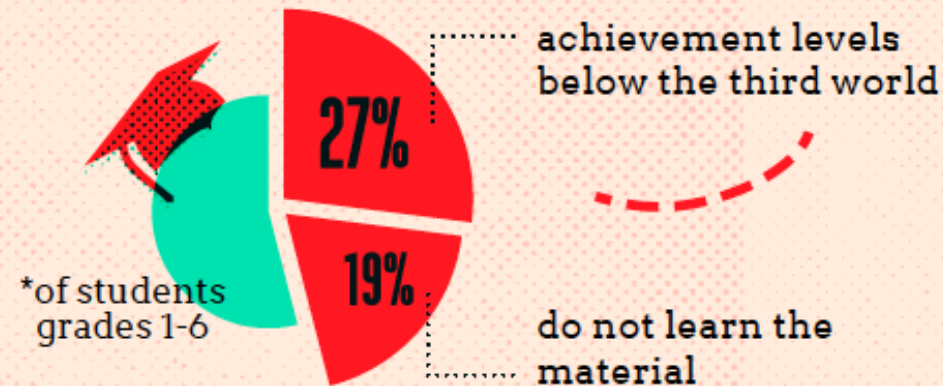
**Even in the middle class**  
the gaps remain wide



## 1 Wide gaps in disposable income



as a result of a faltering education system\*



Info-graphic: Taub Center, 2015, Bezalel, Dar Laor



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# But why is this happening?

# Low productivity

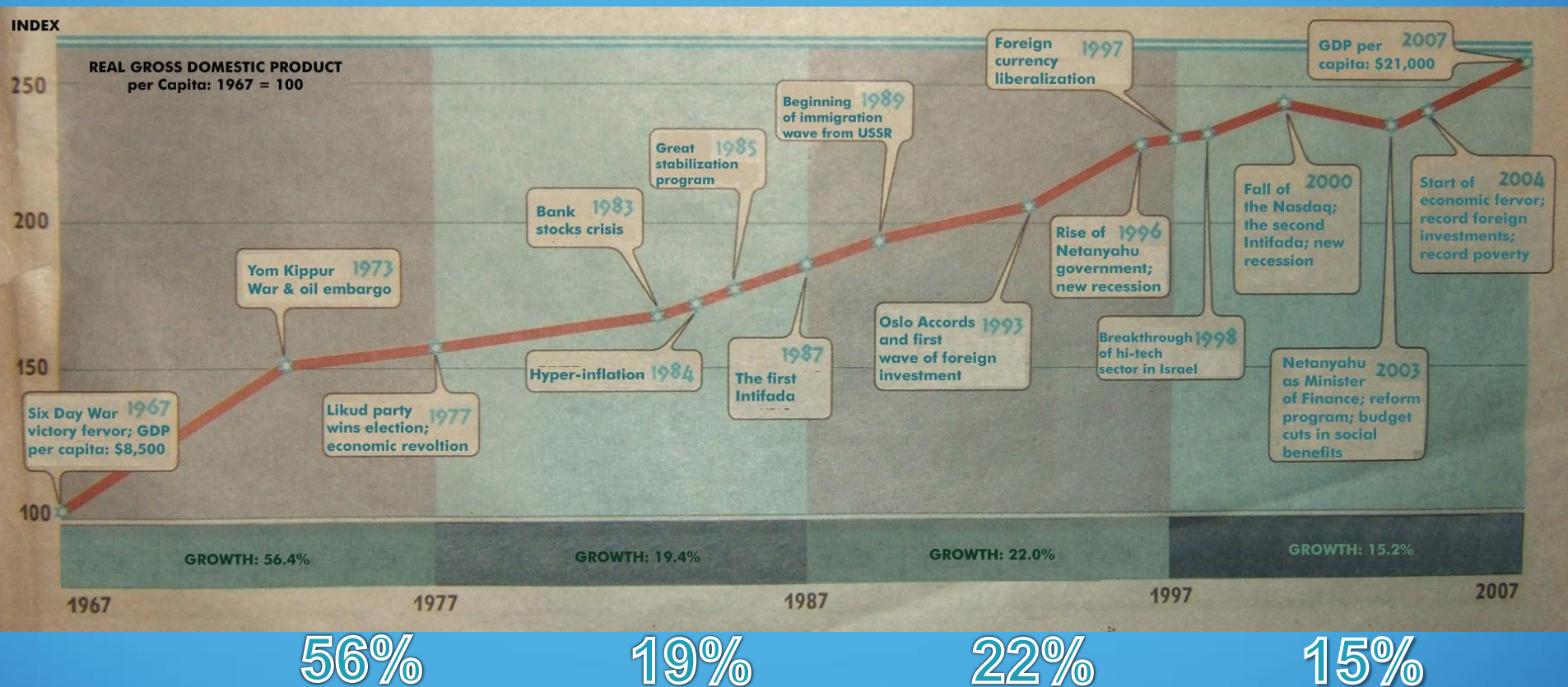
Labor productivity in Israel  
among the lowest in the  
developed world



Low labor productivity  
across Israeli business  
sectors

Credit: Taub Center, 2015

# Slower economic growth

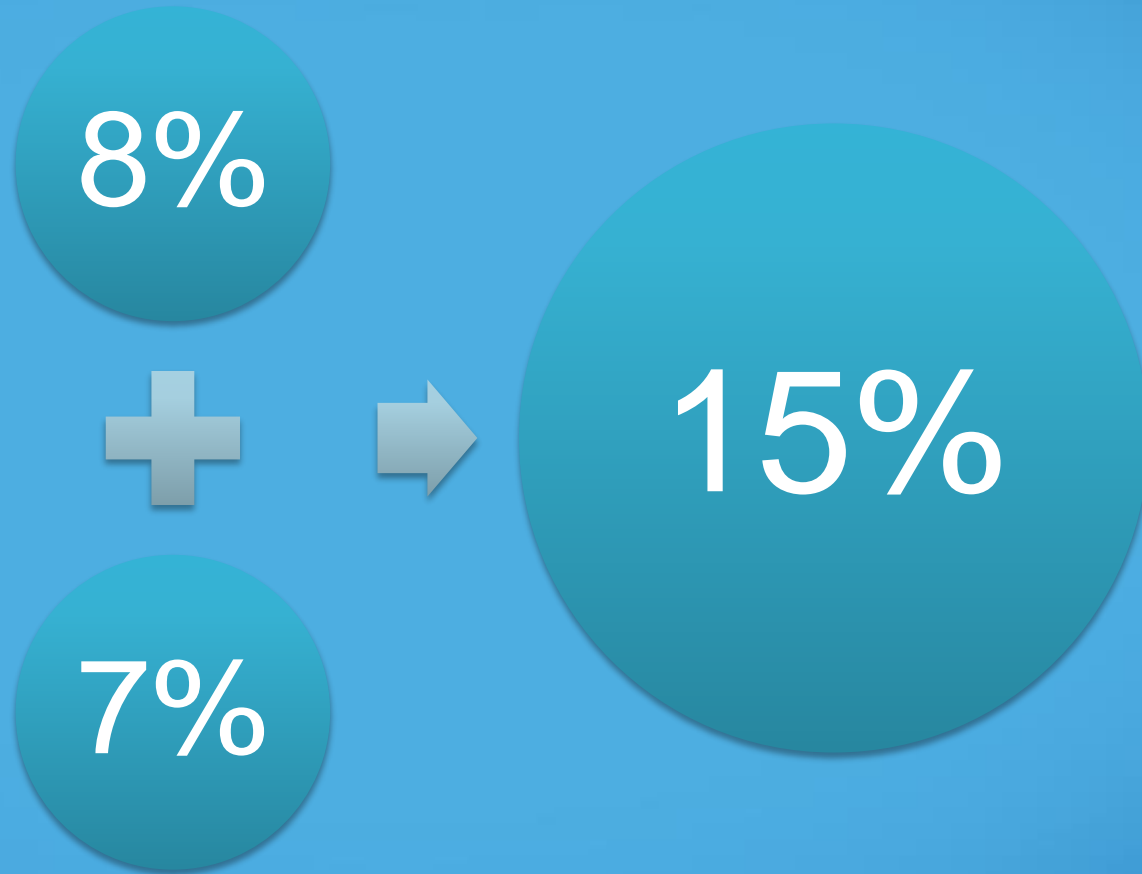


**How does this fit with  
“the Start-up Nation”?**



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# It doesn't







# From Start-up Nation to **GROUND-UP NATION**

**INNOVATION FOR THE 100%**



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# Making entrepreneurship accessible to:



Grow local  
economies



Enrich  
community life

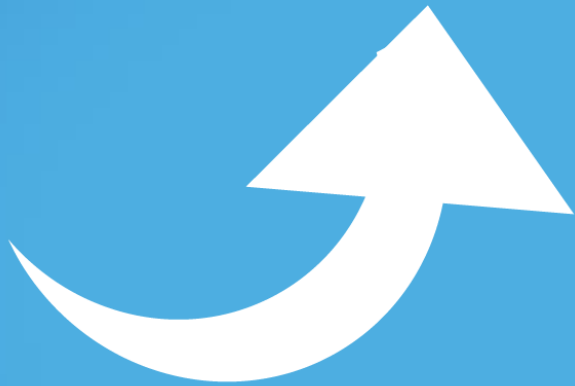


Solve core society  
challenges



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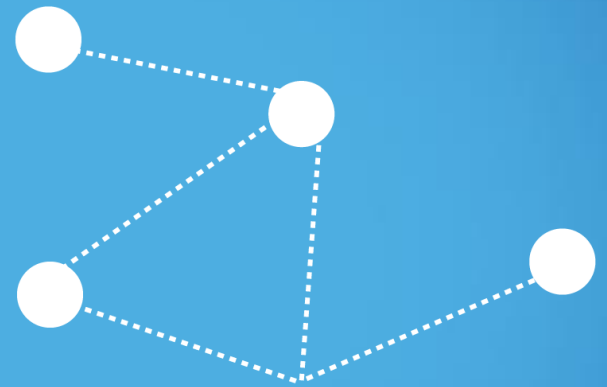
# What we do:



**Venture  
Accelerators**



**Innovation  
Workshops**

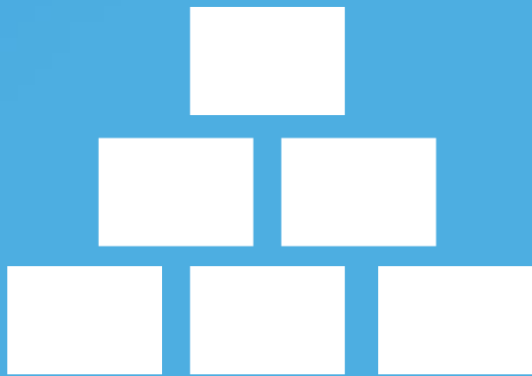


**Entrepreneurship  
Ecosystem  
Development**



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GROWTH

# PresenTense equips passionate people with



entrepreneurial  
skills



tools



supportive  
networks



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# Israel Accelerators 2015-16



Social enterprise accelerator in Haifa

#### Partners:

- >> Boston-Haifa Connection
- >> Haifa Young Adult Center



Social enterprise, tech, and small business accelerator in Baqa al-Gharbiya

#### Partners:

- >> Al-Qasemi College
- >> Citi Foundation



תכנית ההאצה ליזמים חברתיים של Presentense והתנועה הירושלמית  
Social enterprise accelerator in Jerusalem, now in its 6th year

#### Partners:

- >> The Yerushalmit Movement
- >> The Leichtag Foundation



Social enterprise and small business accelerator in Beersheva

#### Partners:

- >> Tor Hamidbar
- >> Jewish Federation of Metrowest NJ, Ness Fund

The Haifa Project

Q-Start

A3i

Made in Lod

Yazamim

Yazamim

Mubadren

HaMeitz



NaserahTech

**A3I** Accelerating Inclusion in Israel  
מאצנים שילוב בישראל

Accelerator focused on innovative solutions for people with disabilities

#### Partners:

- >> Beit Issie Shapiro
- >> Jewish Federation of Greater LA
- >> The Ruderman Family Foundation



Social enterprise and small business accelerator in Lod

#### Partners:

- >> Applied Materials
- >> Lod Municipality
- >> Lod Young Adult Center

**מאץיהיזמיות 1:1**

Small business accelerator in Jerusalem for Haredi women

#### Partners:

- >> Temech
- >> Levi Lassen Foundation
- >> Hadassah Foundation

**Mubadron**

מבדרון נקאווין  
Social and small business accelerator for the Bedouin community, based in Hura

#### Partners:

- >> Hura council
- >> JFNA Social Venture Fund

NaserahTech

Tech accelerator for Arab entrepreneurs, based in Nazareth

#### Partners:

- >> Citi Foundation
- >> Citi Innovation Lab TLV
- >> Alpha Omega
- >> Tsafen
- >> Takwin Labs
- >> UK Israel Tech Hub



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## Orientation and Basic Tools

-  Presenting your venture, BMC intro
-  Letter to myself
-  Tell others: "I am an entrepreneur"

## Visioning

-  Storytelling, forming a vision
-  Write a vision statement
-  Receive feedback from 10 people about your vision

## Become an Expert

-  Maven Map and the 4 C's
-  Map out your network
-  Research partners and reach out

## Inspiration

## Customer Deep Dive

-  VPC, empathy interviews, observation techniques
-  Create a survey to prioritize customer needs
-  Interviews with customers and distribution of surveys

# Welcome to the Presentense!

## Alumni Community

## Launch Night

## Implementation

## Money Time

-  Budget template, Gantt work-plan, executive summary
-  Product list, complete BMC\*
-  Confirm budget assumptions and meet with investors

## Marketing

-  Branding, design language, templates
-  Publicity and marketing materials
-  Create a lead list

## Ideation

## Prototyping and Assessment

-  VPC and MVP\*
-  Align the product/service to customer needs
-  Create and iterate prototype

# Sesame Enable

Oded Ben Dov 2014 A3i Accelerator.

\$1million Verizon prize, Genesis Generation Challenge, 3000 units shipped

- <https://www.youtube.com/watch?v=fwH4XaxlYlc>



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# Talkitt

- Talkitt aims to help millions of people with Speech disabilities use their voice to communicate.
- <http://www.talkitt.com>





# “SMS for Life”

Improving medicine access through innovation

## A Roll Back Malaria Partnership Initiative

### 1 Receive a text message requesting stock information



### 2 Count stock



### 3 Compose and send an SMS message to: 15009



### 4 Receive free air time credit



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# Myndlift



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