A. Updates on company and internship focus – Have there been any major changes at the company since you started? What about changes in the market or industry that have impacted the company? What are your views on these, whether from the technological perspective, or from the business angle? Alternatively, compare your understanding of the company, its industry or product/s from the time you first started, to how you view them now, as you prepare to complete your attachment. Reflect on the factors that have shaped your perspective.

Our focus is still in Singapore, Korea and Japan, however we are trying to expand into Indonesia. As countries develop, the amount of critical infrastructure that it needs increases, and so the market demand for Waterfall products for cybersecurity increases.

B. Internship details – What were the main projects or functions that occupied your time during this reporting period? Did your role at the company evolve and why? Related to the projects or functions above, please give details about two significant contributions you made during the reporting period and explain why they were important to the company. What new skills or knowledge did you acquire through your involvement in these projects? What challenges did you face, and what would you have changed if you could?

C. Aspects of personal growth – How has your stint in Israel facilitated your self-development and promoted self-discovery in the areas of entrepreneurship and innovation? What specific entrepreneurial or business skills and knowledge did you acquire, whether from the internship or through networking and other interactions/activities of your own seeking? What observations and insights can you share from your participation in the IDC or TAU program, through your classes, reading materials, interaction with local students and faculty, as well as other campus-related activities?

Being in Israel has ‘forced’ me to go out of my comfort zone. One thing I have learnt from the Israelis is always to be direct and upfront, and not to be too concerned about offending others. Being able to speak your mind, and not having to worry about the thoughts and feelings of others is a self-development skill. Also, as foreign students, we need to rely on Israel’s public infrastructure for our daily needs. But services such as transport, health, housing, the execution level of predetermined plans are not what we are used to. Coupled with the fact that many of the signs, guides, and directions are in Hebrew and Arabic, this can create messy situations, or as the Israelis call it ‘balagan’. We were constantly spurred on to develop a mindset of being able to adapt and react quickly to changes in surroundings and situations, and making decisions based on the limited information available to us at that point in time. Having such a mindset helps us in entrepreneurship, especially in starting a business, where market conditions, and company focus changes frequently.

The TAU program was really helpful in terms of thinking about how to conceptualize a business model, and how it works together with the targeted market. I really appreciate Professor Noga’s efforts to expose us to the entrepreneurship ecosystem. On top of that, being a well-connected venture capitalist, she has brought in high ranking officials, who are from the public sector, active entrepreneurs, and so on in order to expose us to the different factors that affect the startup scene, thereby broadening our perspectives.

D. Entrepreneurship focus and outcomes – Having been immersed in a highly creative and entrepreneurial environment for half a year, what innovative products/technologies or business ideas have come to mind? Please share one of these ideas in some detail. How do you intend to pursue or develop it, post-program? In your opinion, what else can be done during the program to facilitate exploration and experimentation in this regard? How should the program’s assessment methodology be improved so as to enable interns to more concretely measure the extent of their learning and transformation?