



ISRAEL HIGH-TECH **SUMMER** BOOTCAMP

Accelerate your tech based startup with the startup Nation!

Why Israel?

- Israel has the third largest number of NASDAQ-listed companies outside the United States, more than all of Europe or all of Asia (except China).
- Per capita, Israel has, over the past three decades, had the largest government and private sector investments in R&D and number of engineers in the world.
- The nation has produced firms such as Teva Pharmaceutical Industries, ISCAR (the first enterprise that Warren Buffett ever bought overseas), MobilEye (Autonomous car enabler) and Check Point Software (used by most F500 companies).
- Technology giants such as IBM, Microsoft, Intel, HP, Motorola, Cisco, GE, Google, Alcatel, Samsung, LG, Phillips, Siemens, Huawei and 300 other multinationals have R&D and regional business centers in Israel. All of this in a country of 8.4 million people, only 69 years old, with virtually no natural resources.

The Bootcamp Concept



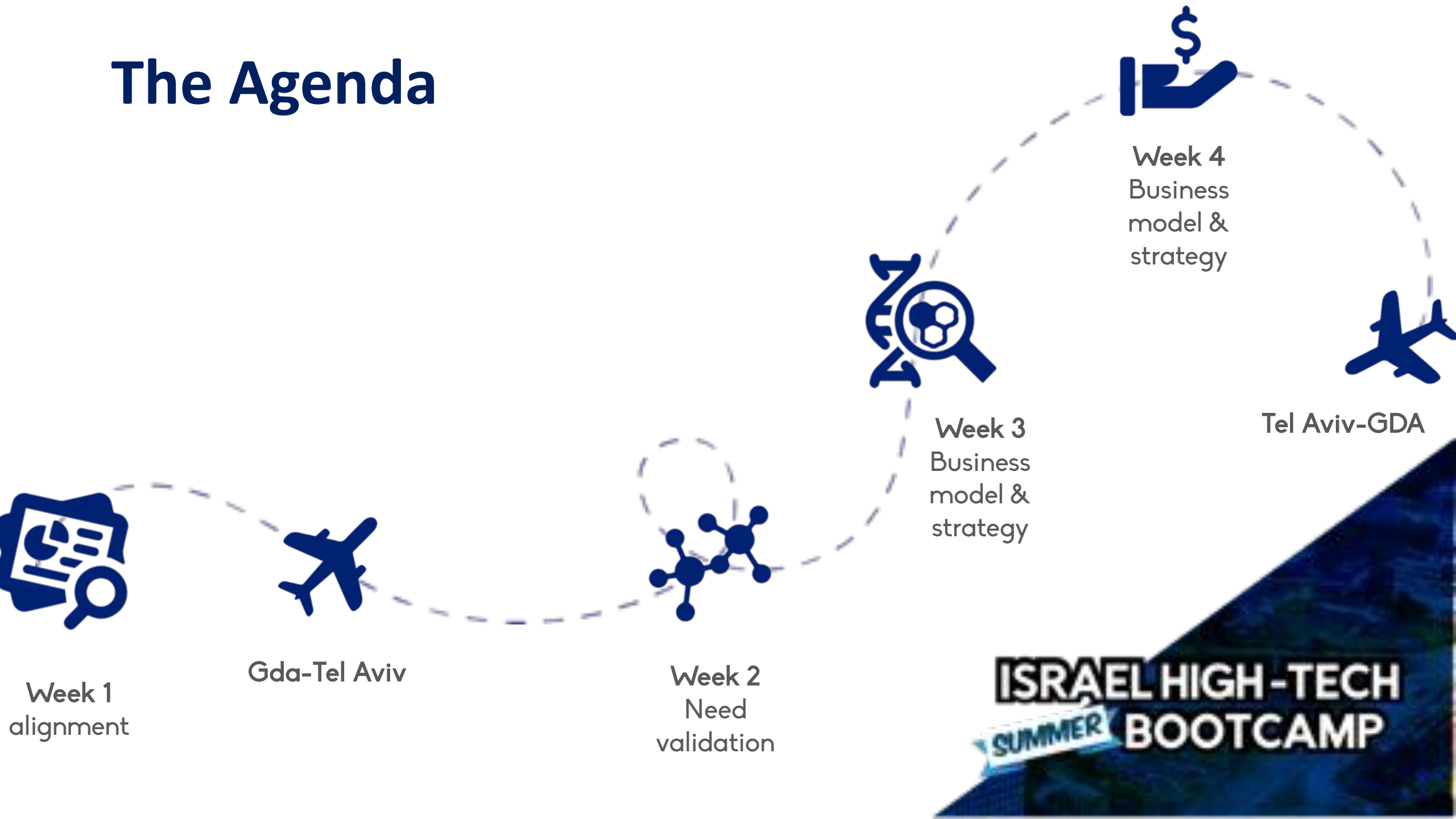
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About our partner

Global Entrepreneurship Network (GEN) is a year-round platform of programs and initiatives created by the communities that celebrate Global Entrepreneurship Week each November. Aimed at creating one global entrepreneurial ecosystem, GEN helps people all over the world unleash their ideas and turn them into promising new ventures—creating jobs, unearthing innovations for society and strengthening economic stability around the world.



The Agenda



The Agenda – Day to day

	Guadalajara	Israel	Israel	Israel
Topic	Alignment week	Need Validation	Business Model & Strategy	Funding
Day 1	<p>The Israel Ecosystem Welcome Call Program Overview Initial Project presentations Objective alignment session. (Signature of commitment letter from participants) Tools for the program. Slack. Documentation. Trello. (To Do's) Israel Apps. Methodology alignment (Collaborative learning) Tools. Validation Board, Lean Canvas etc. Startup Nation. Ecosystem description and why Israel Cutting Edge Israel Technology session</p>	<p>Visit Tel Aviv Stock Exchange; Background lecture about Israel the Startup Nation. Visit Tel Aviv University, Group mutual pitching to a panel of entrepreneurs and analystist. Meet TAU Chairman of the Executive Council, Repeat entrepreneur Dr. Giora Yaron</p>	<p>Market research, TAM: total addressable market, marketing value chain, competitive landscape; Value proposition. The funnel and customer acquisition; Guerrilla marketing; Go to market strategies; Digital marketing Mentor meetings</p>	<p>Funding milestones, types of investors (non equity, love money, crowd, angels, VCs) When your clients are your investors: bootstrapping Brainstorming with mentors</p>
Day 2	<p>Guadalajara ecosystem intro Similar Tech Company visits. Go with a specific agenda for your startup. Fail activity (integration) Select 3 main challenges for the Project and get who's doing that in Guadalajara's ecosystem and what contacts you need to have -get a contact -talk to some stockholder -get specific lead Talk with tech leader</p>	<p>Industry Visit (WIX - Internet, GenCell - cleantech, Credorax - fintech), Google Campus; Welcome networking event</p>	<p>Market research in practice (in teams). Entrepreneurship on Tap (night @ Tel Aviv Bar with entrepreneurial guest lecture in Spanish)</p>	<p>Industry visit (Incubators, accelerators, VC funds); Out of the Books and into the Trenches: Business Strategy, Amir Milo (Equivio), Chen Amit (Tipalti), Ofer Vilenski (Hola!), Arik Kleinstein (Gilot). Entrepreneurial Mixer (networking)</p>
Day 3	<p>Establishment of goals from the program per project Research Israel Ecosystem Technology Benchmark Mentorship Session Technical, business model, strategy MVPs Perfecting prototypes and how to present them better</p>	<p>The business environment, Market validation, TAM; Verticals analysis; Pretotyping Guest lecture: Dr. Alex Coman, "the Arena". Exercise in teams.</p>	<p>Storytelling methodologies; Pitching practice, Mutual pitching; Speed Mentoring. An evening at the Mexican embassy.</p>	<p>Riding the wave of technological megatrends Branding and design Pitch rehearsal.</p>
Day 4	<p>International startups (Legal & Financial approach) Raising money in international ecosystems Deck polishing session Pitch practice Refining presentations</p>	<p>Day trip to Jerusalem, Hebrew University, Intel, Jerusalem Global Ventures. Meeting gov't representatives. Organized afternoon tour in Jerusalem (optional).</p>	<p>Business models and entrepreneurship in the Internet Era; What makes companies succeed: crossing the chasm; success factors; perseverance Brainstorming with mentors</p>	<p>Pricing strategies Exit strategies Touring Tel Aviv, Industry visit to Google Campus and startups Pitch rehearsal with mentors</p>
Day 5	<p>Initial demo day Ready to go evaluation Retro session and work with mentors Press session Networking lunch</p>	<p>Pitching instruction and practice, training in teams; The make-up of your team; Speed mentoring Mentor assignment (night) Tel Aviv High Tech Ecosystem Treasure Hunt</p>	<p>Day trip to Haifa and Galilee Technion accelerator, MATAM (MS, Intel), Rambam, sea of Galilee (optional). Night Field Entrepreneurial Training</p>	<p>Demo day: Pitching to panels of repeat entrepreneurs & Investors.</p>
Day 6	Traveling			
Day 7	Traveling			

Who participates

We are looking for entrepreneurs with a technology-based project or scientific-based project with commercial potential.

Prior work on the project of 6 months.



What you need to know

Date: 4 al 29 de junio

1 week in Guadalajara + 3 weeks in Tel Aviv

Price: \$3,600 USD

Subjects to revalidate:

- EM1005 Emprendimiento
- VA Tópico
- AD2011 Innovación, mercados y desarrollo tecnológico

2 teachers accompany the group.

 **16** Places available



What's included

- ✓ Lectures by: Investors, Entrepreneurs and professional Experts (IP, Legal, Financial)
- ✓ Pitch to investors and Demo days
- ✓ Daytrips across Israel & Networking events
- ✓ Meetings with Angels, venture capitalists and corporate VCs
- ✓ Visiting variety of accelerators and incubators
- ✓ Ecosystem discovery @ Academy Government Industry
- ✓ Brainstorming sessions and Dedicated mentorship
- ✓ Lodging and Meals
- ✓ Transportation airport-hotel-airport and within the city



What's NOT included

- ✓ Plane ticket to get to Gualajara.
- ✓ Plane ticket to get to Tel Aviv.
- ✓ Plane ticket to get back to Mexico.

Further information contact

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