

# Lux Research: Israel Innovation Tour Information Meets Matter

March 5<sup>th</sup> – 9<sup>th</sup>, 2016

25 x 25

25 Top Executives Meeting the 25 Top Israeli IMM Startups

Saturday, March 5, 2016	
	<b>Arrive in Israel, VIP Meeting and Assistance at Airport Transfer to Hotel and Check-in</b>
19:30	<p><b>Welcome Dinner</b> Networking dinner for delegation members</p> <p>Dinner with select representatives of the Israeli tech community, focusing on successful Israeli-based information startups and innovators. Among the invitees:</p> <p>Uri Levine (Co-founder <a href="#">Waze</a>) Ziv Aviram (President CEO and Co-Founder, <a href="#">MobileEye</a>) Amir Peleg (Founder and CEO of <a href="#">Takadu</a>) Nimrod Kozlovski (Partner at <a href="#">JVP Cyber Labs</a>) Eran Wagner (General Partner at <a href="#">Gemini</a>) Nili Shalev (Israel Economic <a href="#">Minister to North America</a>) Eitan Yudilevitch (CEO of the <a href="#">BIRD Foundation</a>)</p>

Sunday, March 6, 2016	
8:00	<p><b>Breakfast (Hotel)</b> Overview by Lux Research of Israel's innovation economy, including unique aspects of conducting business in Israel such as cultural issues, legal aspects, government involvement, "startup nation" insights and entrepreneurial lessons learned.</p>
9:30	<b>Departure to Haifa</b>
11:00	<p><b>Technion– Israel's Leading Technology Institute</b></p> <p>Meeting with Technion's President <a href="#">Peretz Lavie</a> - a recognized global thought leader in the innovation economy. Discussion and presentation focused on the global and Israeli innovation economy and the relationship of academia and industry. What makes the Technion unique as a hub to innovators / entrepreneurs?</p>
12:00	<p><b>Networking Lunch at the Technion</b></p> <p>With Benny Sofer, CEO of <a href="#">T3 Technion Technology Transfer Office</a></p>
13:00	<p><b>Technion Lab Tours</b></p> <p>LNBD Laboratory for Nanomaterial-based Devices - <a href="#">Hossam Haick</a> TASP - <a href="#">Technion Autonomous Systems Program</a>, Center for Intelligent Systems Computer Science Department - <a href="#">Assaf Schuster</a></p>
15:00	<p><b>Presentations by Technion-affiliated Startups</b></p> <p><a href="#">PML</a> Particle monitoring technologies <a href="#">ArtSys360</a> Innovative radar system for autonomous cars and other applications Todos Technologies: Camera-on-chip devices for high-volume infrared imagers</p>
16:30	<b>Departure to Herzliya</b>

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17:00	<b>En route: Caesarea</b>
18:00	<p><b>Multinationals Roundtable and Networking Dinner</b> To be hosted by 3M at their new Visitor Center in Herzliya</p> <p><b>Moderator: <a href="#">Yoav Chelouche</a>, Managing Partner, Aviv Ventures; Former Co-Chair, Israel Advanced Technologies Industries (the largest umbrella organization for high-tech and life-science companies in Israel)</b></p> <p><b>Interactive Discussion and Lessons Learned</b> Roundtable discussion with large multinationals that have experience building innovation centers in Israel</p> <p>Among the invitees:</p> <p>Google SAP 3M GE IBM</p>
19:30	<b>Dinner</b>

### Monday, March 7, 2016

8:00	<b>Breakfast (Hotel)</b>	
9:00	<p><b>ISRAEL Information Meets Matter Startup Showcase</b> Opening remarks by Lux Research</p> <p>Each session will start with an overview of the space and the startups selected from a large company perspective</p>	
9:30	<p><b>Automotive and Transportation</b></p> <p><a href="#">AutoTalks</a> OEM vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communication <a href="#">GreenRoad</a> Single solution for changing driver behavior and managing fleet performance <a href="#">Cellint</a> Location analysis and road traffic monitoring <a href="#">Argus Cyber Security</a> Cyber security for the automotive industry</p>	<p><b>One-on-one Business Development Sessions Throughout the Day</b></p> <p>As part of the tour, we will facilitate meetings between delegates and the Israeli startup companies, investors and innovators.</p>
10:15	<p><b>Cyber Security</b></p> <p><a href="#">ARM Israel</a> (SANSa) Cyber security for IoT <a href="#">Illusive Networks</a> Advanced attackers deception <a href="#">RADiFlow</a> Secure ethernet solutions for critical infrastructure applications <a href="#">Sentinel One Israel</a> Next generation endpoint protection <a href="#">Cyberx</a> Securing the industrial internet <a href="#">Indegy</a> Industrial cyber security</p>	<p><b>One-on-one Business Development Sessions Throughout the Day</b></p> <p>As part of the tour, we will facilitate meetings between delegates and the Israeli startup companies, investors and innovators.</p>
11:15	<b>Coffee Break</b>	

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11:30	<p><b>Smart Manufacturing</b></p> <p><a href="#">Augury</a> Remote machine diagnostics and predictive maintenance based on sound monitoring  <a href="#">LightApp</a> Intelligent energy management solutions for industrial manufacturing  <a href="#">n-Join</a> Machine diagnostics and analytics  <a href="#">Plataine</a> Production optimization – bridging the gap between CAD and ERP</p>	<p><b>One-on-one Business Development Sessions Throughout the Day</b></p> <p>As part of the tour, we will facilitate meetings between delegates and the Israeli startup companies, investors and innovators.</p>
12:15	<p><b>Gadgets and Smart Homes</b></p> <p><a href="#">Dojo Labs</a> Consumer security and privacy solutions for the connected home  <a href="#">EyeSight</a> Touch Free control devices using simple hand gestures  <a href="#">Flytrex</a> The world's first cloud connected drone  <a href="#">Pixie</a> Smart tags that help keep track of your possessions  <a href="#">Robomow</a> The robotic lawnmower with a smartphone app</p>	<p><b>One-on-one Business Development Sessions Throughout the Day</b></p> <p>As part of the tour, we will facilitate meetings between delegates and the Israeli startup companies, investors and innovators.</p>
13:15	<p><b>Networking Lunch</b></p>	
14:30	<p><b>Hardware: Sensors, Processors and Batteries</b></p> <p><a href="#">Amitec</a> Advanced monitoring and control systems for industrial applications  <a href="#">BacSoft</a> Wireless M2M remote control solutions for industrial systems  <a href="#">CartaSense</a> Affordable real-time reporting and alert systems  <a href="#">Ceva</a> Microwave-based solutions to maximize bandwidth efficiency  <a href="#">Inuitive</a> Most advanced image and computer vision processor in the industry  <a href="#">StoreDot</a> FlashBattery from organic compounds for the connected world</p>	<p><b>One-on-one Business Development Sessions Throughout the Day</b></p> <p>As part of the tour, we will facilitate meetings between delegates and the Israeli startup companies, investors and innovators.</p>
15:30	<p><b>Coffee Break</b></p>	
16:00	<p><b>Roundtable Discussion Led by Lux with Delegation Participants</b></p>	
17:30	<p><b>Jaffa Walking Tour</b></p>	
19:00	<p><b>Networking Dinner in Old Jaffa</b></p> <p><b>Speaker: <a href="#">Dr. Orna Berry</a>, Corporate VP of Growth and Innovation at EMC Centers of Excellence (former Israel's Chief Scientist)</b></p> <p>With introductions and networking with select representatives of leading Israeli accelerators. Among the invitees:</p> <p><a href="#">8200 EISP</a> - Entrepreneurship and innovation support program of the leading military intelligence unit, the country's most fertile hub for innovation  <a href="#">IBM Alpha Zone Accelerator</a> - 24 week professional program for developing solutions for the enterprise market  <a href="#">Lool</a> - "Growing companies @ internet speed"  <a href="#">The Junction</a> Accelerator - A leading platform for early stage start-ups with partners like SAP and leading Israeli VCs</p>	

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Tuesday, March 8, 2016	
8:00	<b>Breakfast (Hotel)</b>
9:00	<p><b>The Seeds of Innovation – Early Stage Startups</b>            Meeting with select seed and early stage IMM entrepreneurs</p> <p>In collaboration with <a href="#">SOSA</a> - "An innovator's community, established for the startup ecosystem"</p>
10:30	<b>Departure to the South</b>
12:00-14:00	<p><b><a href="#">JVP Cyber Lab, Beer Sheva</a></b></p> <p>JVP is among the most successful VCs worldwide. It has recently opened JVP Cyber Lab which aims to identify, nurture and build the next wave of cyber security and big data companies to emerge from Israel</p> <p><b>Networking Lunch, Tour and Meetings with JVP Cyber Lab Companies:</b></p> <p><a href="#">Morphisec</a> Multilayered security approach to repel attacks on mission-critical systems  <a href="#">SCADAFence</a> Cyber security for critical infrastructure  <a href="#">Thetaray</a> Threat detection to industry, infrastructure and financial institutions</p>
15:00	<p><b><a href="#">Weizmann Institute</a>, Rehovoth</b>            The Weizmann Institute of Science is consistently among the global top universities in technology transfer revenues (<b>\$20B in annual sales</b>) focusing solely on basic science without engineering or applied research. What is the secret?</p> <p>Weizmann President, Professor <a href="#">Daniel Zajfman</a>: Focusing on basic science as a way to spur innovation, tech transfer  <a href="#">Yeda</a> CEO Amir Nailberg: Commercializing university-generated IP            Meeting with select researchers at the Weizmann Science Park</p> <p>Large company perspective by companies that made large acquisitions in the Weizmann Science Park  <b>HP Israel</b> acquired Israeli Indigo for <b>\$800M and now develops printing technologies</b>  <b>Applied Materials Israel</b> has more than \$500M in inspection tool sales produced in the Science Park after the <a href="#">acquisition of Opal and Optrotech</a></p>
19:00	<p><b>Networking Dinner en Route to the Hotel</b></p> <p><b>Speaker: <a href="#">Jon Medved</a>, CEO, OurCrowd, and 1-2 of OurCrowd's portfolio companies</b>            OurCrowd is the world's leading crowdfunding venture firm</p> <p>Also featuring OurCrowd's portfolio companies:</p> <p><a href="#">Enverid</a> Energy efficiency and control of HVAC systems via remote monitoring and removal of air contaminants  <a href="#">BT9</a> Data solutions for complex supply chains  <a href="#">BriefCam</a> Tools for locating events of interest rapidly and accurately using video  <a href="#">Consumer Physics</a> Consumer molecular sensor for food and medical applications</p>

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Wednesday, March 9, 2016	
8:00	<b>Breakfast (Hotel) and Hotel Check Out</b>
9:30	<b>Departure to Jerusalem</b>
11:00	<b>Visit to <a href="#">MobileEye</a> (NYSE: MBLY)</b> Vision and data analysis for Advanced Driver Assistance Systems and autonomous driving. MobileEye's chips are already placed in millions of cars and its technology is available in close to 200 car models.
12:30	<b>Networking Lunch with <a href="#">Avi Hasson</a>, Chief Scientist of the Ministry of Economy of the State of Israel: How the Government can Help (and Stay Out of the Way)</b>
14:30	<b>Visit to Intel R&amp;D Lab: From Basic Science to Manufacturing</b> <a href="#">Intel recent investment plan of \$6B in Chip manufacturing in Israel</a>
16:30	<b>Wrap-up Session in Jerusalem and Lessons Learned Led by Lux Research</b> <i>Transportation to the airport or to the hotel -- Bon Voyage</i>