



**Wednesday, February 12, 2020**  
Binyanei Hauma / ICC, Jerusalem

Welcome to \_\_\_\_\_

## The 2020 OurCrowd Leaders Forum

On behalf of the OurCrowd team, I thank you for joining us today. We truly appreciate your participation among our close-knit network of investors, corporate partners and portfolio companies, and have designed this day for you.

Today is an opportunity for this remarkable group to gather in an intimate and customized setting, explore trends, and set the agenda for the rest of the year. There will be tailored programming for each group, the opportunity for energized conversation and brainstorming, and valuable networking.

The Leaders Forum has grown over the past four years into the conference that you see today, covering a wide range of timely and crucial industry-specific issues. In keeping with this gathering of OurCrowd's global network, we are beginning the day with all audiences in the Opening Plenary, to hear from industry thought leaders on how private equity and global transformations are affecting Israeli innovation. By tackling these topics head on, together we can create real progress for the global ecosystem, strengthening our bonds and propelling us forward throughout the coming decade – and beyond.

I look forward to seeing you again at the 2020 OurCrowd Global Investor Summit tomorrow at the same venue, Binyanei Hauma / ICC. Registration and breakfast starts at 8AM; come early to avoid the crowds. And I look forward to sharing a drink with you at our unbelievable ShukTech after-party in the open air Machane Yehuda market after the Summit.

Warm Regards,

**Jon Medved**



Founder & CEO  
OurCrowd

## Schedule

**ALL DAY** Pre-Scheduled Meetings

08:15-09:00 Registration and Breakfast

09:00-10:15 Opening Plenary

10:15-10:45 Networking Break

10:45-12:00 Breakout Sessions

12:00-12:15 Coffee Break

12:15-13:15 Joint Sessions and Roundtables

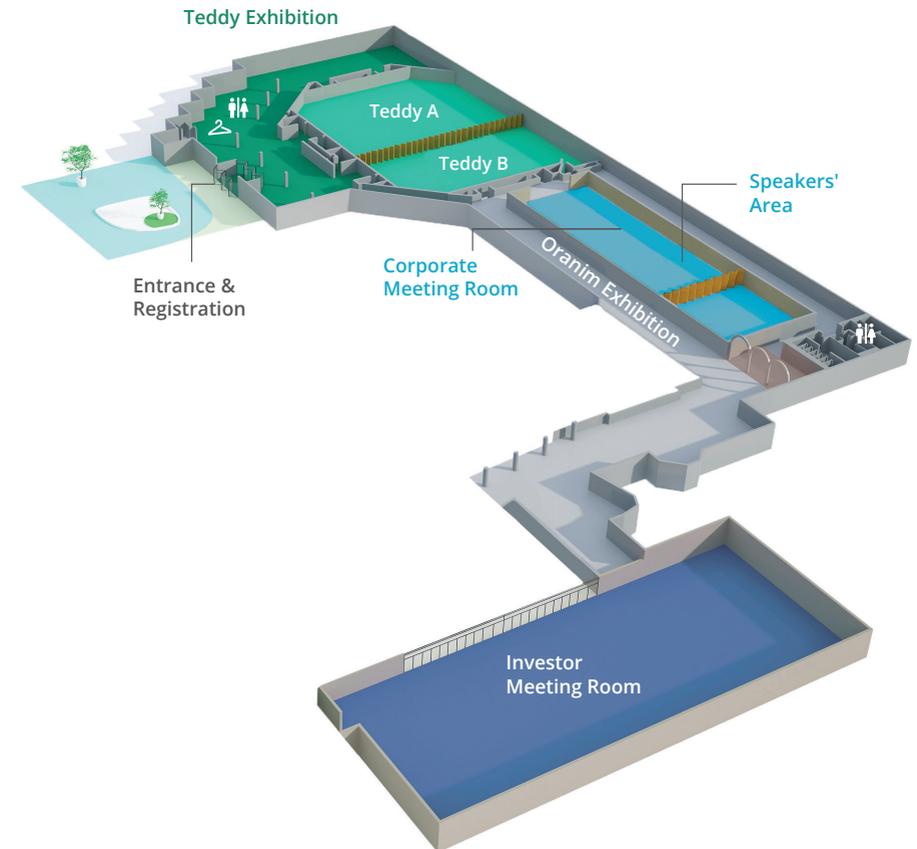
13:15-14:15 Lunch

14:15-16:00 Pre-Scheduled Meetings

**Hashtag:** [#OurCrowdSummit](#)

**WiFi Network:** [NSLComm@OurCrowdSummit](mailto:NSLComm@OurCrowdSummit) 

## Map & Exhibitor List



### Oranim Exhibition

- |                        |                  |
|------------------------|------------------|
| 19. UPnRIDE            | 24. Foretellix   |
| 20. VayaVision         | 25. Innoviz      |
| 22. Intuition Robotics | 26. Vizible Zone |
| 23. C2A Security       | 28. Zoomcar      |

### Teddy Exhibition

- |              |                        |
|--------------|------------------------|
| 30. QuantLR  | 36. Ride Vision        |
| 31. ITsMine  | 38. Superpedestrian    |
| 34. ThetaRay | 49. CorrActions        |
| 35. iXDen    | 50. OurCrowd Innovate! |
|              | 51. proof              |

## Featured Sponsors

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### Media Sponsors



### Supporting Partners



## Detailed Agenda 08:15-10:45

08:15-09:00

Registration & Breakfast

Teddy Exhibition

09:00-10:15

Opening Plenary

Teddy A

MC: *Alan Weisleder, Partner & EVP Investor Relations, OurCrowd*

### Welcome Remarks

Speaker: *Jon Medved, Founder & CEO, OurCrowd*

### Greetings From the Chief Scientist

Speaker: *Dr. Ami Applebaum, Chairman, Israel Innovation Ministry & Chief Scientist, Ministry of Economy*

### 2020 Insiders Preview

The Chairman of OurCrowd U.S., who has led hundreds of tech deals with some of the largest and most dynamic companies in the world, provides a look back at the year and the potential for the coming one.

Speaker: *Alec Ellison, Chairman, OurCrowd U.S*

### The Surprising New Driver of Israeli Innovation: Private Equity

The incredible increase and growth of Israeli startups has prompted interest from the exclusive world of private equity, providing another potential source of investment, acquisition, and acumen. Managers of global PE funds explain why they're looking, what they're looking for, and the pitfalls and windfalls available to entrepreneurs. Sponsored by Weil, Gotshal & Manges LLP.

Moderator: *Mark Thompson, Corporate Partner, Weil, Gotshal & Manges LLP*

Speakers: *Eran Gorev, Operating Partner, Francisco Partners*

*Anders Thulin, Head of Digital Practice, Triton*

*Yuda Doron, Co-Managing Partner, Greenfield Partners*

### Keynote: Israeli Innovation in the Era of Global Transformation

Speaker: *Shlomo Dovrat, Co-Founder & General Partner, Viola*

10:15-10:45

Networking Break

Teddy Exhibition

## Breakout Sessions 10:45-12:00

### Investor Track

10:45-12:00

The Pre-Summit Show with Jon Medved

Teddy A

**Host:** *Jon Medved, Founder & CEO, OurCrowd*

In an entertaining, talk-show format, hear from the people behind your investments and gain insights into the latest, ground-breaking technology from some of the most promising startups in the tech ecosystem.

#### Speakers:

*Assaf Frenkel, Co-Founder & CEO, SeeTrue*

*Mike Telem, Co-Founder, Kemtai*

*Yossi Pollak, Co-Founder & CEO, SightDX*

*Harel Tayeb, CEO, Kryon*

*Tal Lapidot, Founder & CEO, Silo*

### Startup & Corporate Track

10:45-12:00

A Walk Along the Innovation Journey

Teddy B

**MCs:** *Laly David, Partner & Head of Business Development, OurCrowd*

*Dan Fishel, VP of Business Development, OurCrowd*

#### The State of Innovation

A brief Introduction to OurCrowd Innovate!, and what has happened over the last year in corporate innovation in Israel.

#### Straightening Bananas: What Makes Innovation in Israel Unique

A highlight of the unique, audacious way Israelis operate – and why it produces results. Discover how working with Israeli startups can be both frustrating and, more important, rewarding.

**Speaker:** *Dr. Nir Tsuk, Founder, NYU Institute for Impact & Intrapreneurship*

#### Startup & Corporate Track Continued

#### The Big Three: Successful Models of Corporate Innovation in Israel

Over 500 multinational corporations have opened offices in Israel to connect with Israeli innovation, 150 of them over the last four years alone. A recent report by Startup Nation Central and PwC outlines their most successful models of operation, and the goals they set for each year.

**Speaker:** *Eliran Elimelech, Director of Strategic Partnerships, Startup Nation Central*

#### From Proposal to Engagement: What Works, What Doesn't

Top executives share their insights on best practices for successful POCs, and their key achievements vs. challenges over the past year.

**MC:** *Laly David, Partner & Head of Business Development, OurCrowd*

#### Panelists:

*Dr. Inken Braunschmidt, Chief Innovation and Digital Officer & Executive Board Member, Halma*

*Tony Cannestra, Director of Corporate Ventures, Denso*

*Mitchell Weinstock, Partner, HP Tech Ventures*

*Alan Goldstein, Managing Director, P&G Ventures*

*Tatyana Orozco, Vice President of Corporate Affairs, Grupo Sura*

#### Couples Therapy: The Ups & Downs of a Startup-Corporate Relationship

Watch corporate executives and startup CEOs put their working relationships under the microscope. They will share the embarrassments, the disappointments - and the keys to a successful partnership.

**MC:** *Dan Fishel, VP of Business Development, OurCrowd*

**Special Consultant:** *Pamela Becker, VP Marketing, proof*

#### Couples:

*Michael Migendt, Head of Innovation and Cooperation, TeamBank*

*& Uri Rivner, Chief Cyber Officer, BioCatch*

*Eran Levy, Founder & GM, Enel Innovation Hub Israel*

*& Natan Barak, Founder & CEO, mPreSt*

Startup & Corporate Track Continued >>

## Detailed Agenda 12:00-16:00

12:00-12:15

Coffee Break

Teddy Exhibition

12:15-13:15

Joint Sessions and Roundtables

Teddy B

**MC:** *Laly David, Partner & Head of Business Development, OurCrowd*

### Capital Making Impact

Tmura and OurCrowd will award one of their biggest contributors, Argus, after their significant exit, and discuss the importance of the involvement of the high-tech community in the nonprofit world.

#### Speakers:

*Baruch Lipner, Executive Director, Tmura*

*Ofer Ben-Noon, Co-Founder & CEO, Argus Cyber Security*

### Fireside Chat: The Reality of Digital Transformation

**Moderator:** *Alec Ellison, Chairman, OurCrowd U.S*

#### Speakers:

*Barry Simpson, SVP & Chief Information and Integrated Services Officer, The Coca-Cola Co.*

*Mariano de Beer, Chief Commercial and Digital Officer, Telefonica*

### Special Presentation

**Speaker:** *Paola Pisano, Minister for Technological Innovation & Digitalization, Government of Italy*

### Roundtable Discussions

Join discussions of real examples in fostering and deploying innovation, and hear insights into how investors can help and benefit. Each table will be led by an industry thought leader, and will include members of the corporate, startup, and investor spheres.

13:15-14:15

Lunch &amp; Networking

Teddy Exhibition

14:15-16:00

Pre-Scheduled Networking

Corporate Meeting Room

Investor Meeting Room

## About OurCrowd

OurCrowd is a global venture investing platform that empowers institutions and individuals to invest and engage in emerging companies. The most active venture investor in Israel, OurCrowd vets and selects companies, invests its capital, and provides its global network with unparalleled access to co-invest and contribute connections, talent and deal flow. OurCrowd builds value for its portfolio companies throughout their lifecycles, providing mentorship, recruiting industry advisors, navigating follow-on rounds and creating growth opportunities through its network of multinational partnerships.

With \$1.3 billion of committed funding, and investments in 200 portfolio companies and 19 venture funds, OurCrowd offers access to its membership of 40,000 individual accredited and institutional investors, family offices, and venture capital partners from over 183 countries to invest alongside, at the same terms. OurCrowd's portfolio is diversified across sectors and stages, ranging from seed and series A through late stage and pre-IPO firms. Since its founding in 2013, OurCrowd portfolio companies have been acquired by some of the most prestigious brands in the world, including Uber, Canon, Oracle, Nike, and Intel.

To register and get involved, visit:

[www.ourcrowd.com](http://www.ourcrowd.com)

## About *Innovate!*

Innovate! is OurCrowd's new corporate partnership program. As Israel's most active venture investor, OurCrowd leverages its large network, deal flow and domain expertise to help corporations navigate their innovation journey successfully. Dozens of major multinational corporations are already signed up and benefiting. Joining Innovate! is free for approved corporate partners.

For more information and to get involved, visit:

[innovate.ourcrowd.com](http://innovate.ourcrowd.com)