

Sofaer Global MBA

1238.3670.01 – The Israeli Venture Ecosystem

Module 1 – 2021-2022

Course Section Details

| Day | Hours | Final project | Lecturer | Email | Telephone |
|--------|------------------|---------------|---|--|-------------|
| Sunday | 10:00 - 13:00 | | Prof. Moshe Zviran, Dean Dr. Eyal Benjamin | zviran@tauex.tau.ac.il eyalbenjamin@tauex.tau.ac.il | 052-2266526 |

Teaching Assistant (TA):

Office Hours: By appointment

Course Units

Course Units: 1 course unit (CU)

4 ECTS (European Credit Transfer and Accumulation System) = 1 course unit

By making higher education comparable across Europe, ECTS makes teaching and learning in higher education more transparent and facilitates the recognition of all studies.

Course Description

This course has two objectives: First, to familiarize students with the Israeli venture ecosystem in a methodological way. This will allow them to learn about the key factors and characteristics that are unique to the Israeli venture ecosystem and have made the country the "Startup Nation". Second, to provide students with the skills to learn a new 'Vertical' while gaining familiarity with some of the prominent innovation ecosystem verticals.

Students will be introduced to different and diverse industries from Israel's leading high tech scene such as cutting-edge biomedical engineering, AgroTech and energy, FinTech, autonomous cars (smart mobility) and more.

To obtain the courses objectives, we will conduct field visits to new ventures and ecosystem communities that are aiming to transform their industries.

Course Objectives

- Understanding the concept of 'innovation ecosystems' (i-ecosystem)
- Familiarity with the Israeli i-ecosystem and its attributes
- Firsthand experience and interaction with the Israeli startup culture

Assessment and Grade Distribution

| Percentage | Assignment | Date | Group Size/Comments |
|------------|---|------|-----------------------|
| 15% | Attendance and active participation in a company visit | | Individual |
| 50% | Group Assignment: Vertical outreach report (go out and research an ecosystem vertical and submit a group report) | | Pre-set groups of 4-5 |
| 35% | Final personal assignment: ecosystem reflection. (compare your hometown i-ecosystem with the Israeli i-ecosystem) | | Individual |

This class requires that students actively participate. The goal is for each student to contribute to the discussion. Above-average participation grades will denote consistent, timely and astute observations, answers, or comments, which clearly elevate everyone's learning experience. Below-average participation grades will denote either lack of participation or excessive/disruptive comments that prevent others from getting the most out of the class. Note that your participation grade will also be affected if you miss any class session(s), unless justified (such as in case of reserve duty or illness).

*According to university regulations, a student must be present in every class (Article 5).

Course Assignments

Group Assignment: Presentation & Report

The group assignment consists of a presentation about a selected vertical that we will discuss in the course. The topics will be assigned during the first session. The assignment will include the mapping of a specific vertical (e.g. FinTech, FoodTech, IOT, etc.) including global trends and Israeli activities. The assignment will include outreach to visit and/or interview a significant ecosystem member within the given vertical.

Each team will deliver: 1) A 10-minute presentation during session #6; 2) A detailed written report. The full assignment description will be provided in class.

Personal Assignment:

Each student is expected to deliver a comparative analysis of the ecosystems in their hometown with the Israeli i-ecosystem. The full assignment description will be provided in class.

Grading Policy

The Collier School of Management implements a grading policy for all graduate level courses. This policy applies to all graduate courses in the school, and will be reflected in the final course grade. Additional information regarding this policy can be found on the Faculty website.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

Course Site (Moodle)

The course site will be the primary tool used to communicate messages and material to students. It is, therefore recommended to periodically check the course site in general, periodically, before each lesson, at end of the course as well. (For example: exam details and updates regarding assignments.) Course slides will be available on the course site.

Course Outline*

| Class | Topic | Lecturers / Guest lecturers |
|------------------------------|--|---|
| Part I: Ecosystems | | |
| 1 Oct 10 th | I/ Introduction: Welcome to the Startup Nation, an overview. II/ Innovation Ecosystems: Course introduction. Ecosystem in work: structure and dynamics. | (Prof. Zviran) (Dr. Benjamin) |
| 2 Oct 17 th | I/ Founders: Understanding verticals from the founder's point of view and how to analyze them. II/ Fintech: Meeting with a FinTech founder and hearing his story. | (Dr. Benjamin) Yuval Tal, Founder and President of Payoneer |
| 3 Oct 24 th | Outreach activity TBA | |
| 4 Oct 31 st | I/ Investors: Accelerators, Incubators and VC funds II/ MNC: Multinational corporates and their involvement in the IL ecosystem. | Liron Azrielant, Partner at Meron Capital Tzahi (Zack) Weisfeld, G.M. Ignite: Intel for Startups |
| 7 Nov 7 th | I/ Government: Government involvement and its role in the ignition and support of the ecosystem. II/ Public-Private Collaboration: A new form of venturing and startup development bridging the government-private sectors. | Avi Hason, CEO Israel Innovation Authority Nimrod Cohen, Managing Partner of Tau Ventures and the HLS accelerator program. |
| 6 Nov 14 th | I/ Vertical Presentations: Team presentations of verticals and their insights from outreach. (Example verticals: Autonomous cars (smart mobility) Medical Devices (Healthcare), AgroTech etc.) | (Dr. Benjamin) |
| 7 Nov 21 st | Final Meeting: Israeli innovation and the ecosystem (summary) – Visit to the Israeli Innovation Center at the Peres Center for Peace and Innovation and round table discussion with the Dean. | (Prof. Zviran / Dr. Eyal Benjamin) Note the change in date and time! Sunday 9:45-13:00 |
| | 2 weeks from last session: | Submitting final project |

**Program and guest speaker list are subject to change.*

Teaching Methods

The lectures will be used to introduce core conceptual and theoretical material.

Reading materials:

Mandatory:

1. Cohen, Peter S. *Startup Cities: Why only a few cities dominate the global startup scene and what the rest should do about it.* Apress, 2018.
2. Mason, Colin, and Ross Brown. "Entrepreneurial ecosystems and growth oriented entrepreneurship." *Final Report to OECD, Paris* 30.1 (2014): 77-102.

3. Senor, Dan, and Saul Singer. *Start-up Nation: The story of Israel's economic miracle*. Random House Digital, Inc., 2011
4. Jackson, Deborah J. "What is an innovation ecosystem." *National Science Foundation* 1 (2011)

Recommended:

1. Feld, Brad. *Startup communities: Building an entrepreneurial ecosystem in your city*. John Wiley & Sons, 2012.