



The EIT and its Innovation Communities present:

Connect & Experience 2020

Building the next generation of European Start-up Community Leaders (ESCL)

We are excited to **officially open the call** for the 2020 Connect & Experience cohort. We invite you to join the first European-Israeli community, a platform for peer-learning and collaboration aimed to enhance start-up growth and open innovation of your ecosystem.

Who we are? The EIT Hub Tel- Aviv is an initiative of the European Institute of Innovation and Technology (EIT), aimed to create synergies between the EIT Community and the Israeli innovation ecosystem to support the growth of innovative start-ups and increase the number of EU-Israel collaborative projects. The EIT hub is an initiative of EIT Health, EIT Climate-KIC, EIT Food, EIT Urban Mobility and EIT Manufacturing.

Call for participation

You are invited to apply to a one-of-a-kind, interactive programme and become part of an exclusive European-Israeli active innovation community.

What is the Connect & Experience Programme?

The program encompasses three elements:

1. Intensive 5 day professional training in Israel
2. European “ESCL: Playground” follow up conference
3. Full access to the ESCL innovation community network

1. Professional Training in Israel

This full stack 5-day immersion in the Israeli ecosystem goes beyond the usual introductions, and drills down to the key drivers of ecosystem building. Key drivers include government funding schemes, academia and startups, the role of IDF, community builders and corporates and more. All aspects of the programme are designed to provide with a genuine integration within the Israel ecosystem as well as highest value and impact on participants.

The programme is highlighted by the brand names of the Israeli ecosystem who will share their experience and describe their role in making Israel the innovation success it is today. The programme will leverage existing know-how and best practices, will provide a wider access to mentors, hands-on training and the know-how of how to commercialize ideas, research and IP to better support your start-ups. It will also focus on how to avoid common pitfalls of ecosystem building and how to build a sustainable system in the process.



The content visit will be delivered as a **Mini-Conference** - in addition to presentations by key Israeli players, participants will be expected to present their own challenges and initiatives in their home ecosystem.

Why Israel? The Israeli ecosystem renowned as the ‘Start-up Nation’, has the highest number of start-ups per capita in the world. The country is known for its unique sense of national community, sharing knowledge and information and working together to better support the start-ups. The country’s entrepreneurs are considered as great mentors, many of them are over 30 years old and have founded at least one company. They are considered broadminded and fearless; they are known as high risks takers and use failures as motivation.

2. ESCL “Playground” Follow up Conference

The European Playground is one of the only professional conferences offering practical tools and strategies of developing and managing innovation communities and start-up support. This is the annual highlight of the ESCL community network, bringing together professionals from all across Europe and Israel.

Members will be offered the opportunities to design and co-facilitate content and tools with an Israeli/European peer, who have experience in connecting public and private sector as well as start-ups and corporate players. As such, the playground can be used as a testbed for new ideas and initiatives, receiving real time feedback and potential collaborations from leading experts in the field.

As a community member you will be entitled to a complementary ticket to the playground (ticket value EUR350).

3. Full access to the active ESCL Innovation Community Network

The Connect & Experience programme offers more than training. The ESCL community network is an active EU-IL online and offline community offering easy access to opportunities, curated content, matchmaking, soft landing services and support. The community offers a space for community builders from Israel and Europe to interact, share best practice and collaborate, with the common goal of enhancing your start-up community.



Why should I apply?

- This is **one of the only highly professional ecosystem building** programme in the field.
- **It provides you with top tools to become a leader in your field by** learning best practices of ecosystem management, including community building, tech tools, leveraging networks and more;
- **You will experience the start-up journey**, and effective tools to support it, developed exclusively for the 2020 cohort;
- **You will get immersed** and build sustainable partnerships in **one of the most innovative countries in the world**;
- You will become a part of a **closed community network** of strategic players in ecosystem builders, get ongoing support, access to events and matchmaking service from the EIT Hub Tel Aviv.

Who should apply?

The ideal participant is a European **experienced senior professional** in a management/decision maker level in an organization boosting European start-up growth, significantly impacting the European ecosystem. The participant should deal with **innovation or business creation**, with a minimum of **5 years** of relevant professional experience from all sectors: industry, academia, government. As such, they should be able to contribute to their Israeli and European peers with knowledge, experience and network.

For example: TTO's, heads of: accelerators, innovation agencies, labs, incubators or other business creation activities from academia, industry and government.

The programme is not suited for individual start-ups.

Eligible applicants are divided to four categories:

1. **EIT KIC Partners**¹ and KIC cooperating entities under the EIT Regional Innovation Scheme(RIS) from the 5 KIC's involved in the Israel Hub- EIT Health, EIT Climate- KIC, EIT Urban Mobility, EIT Manufacturing and EIT Food.
2. **EIT KIC Staff** - from 5 KIC's involved in the Israel Hub- EIT Health, EIT Climate- KIC, EIT Urban Mobility, EIT Manufacturing and EIT Food.
3. **Partner/staff from other KIC's**- EIT InnoEnergy, EIT Digital and EIT RawMaterials
4. **Ecosystem Managers**, non-EIT Partners

¹ All 8 KIC's are invited to apply, however funding will be offered to the 5 KIC's active in the Israeli Hub: EIT Climate-KIC, EIT Health, EIT Urban Mobility, EIT Food and EIT Manufacturing. See more in the finance section.



Assessment Process:

Each application will be reviewed and ranked by the following criteria:

- Impact of your organization and programme on the European Innovation ecosystem (i.e.- number of start-ups you meet weekly)
- Professional role and seniority level
- Motivation and added value to the programme
- Gold Card- candidate recommended by a current ESCL community member will receive an automatic 10% addition to their overall score.
- An individual online interview might be scheduled as an additional evaluation criteria.

The selection will be made in a competitive and transparent way without any pre-defined participation quota for the KICs. The final selection will be made by the Israel Cross KIC Steering Committee (with members representing five KICs: EIT Health, EIT Climate-KIC, EIT Food, EIT Urban Mobility, EIT Manufacturing).

Finance:

The price tag for the program is 4.000EUR, however EIT Hub Tel Aviv can offer partial funding of the programs and/or Travel & Accommodation based on the following eligibility:

Participant Category	Eligible KIC's	Eligibility for Program Funding	Eligibility for Travel and Accommodation Reimbursement
(1) KIC Partners and KIC cooperating entities under the EIT Regional Innovation Scheme(RIS)	5 KIC's: EIT Health, EIT Climate KIC, EIT Urban Mobility, EIT Food and EIT Manufacturing.	Fully funded	Reimbursement up to €1.200 per participant
(2) KIC Staff	5 KIC's: EIT Health, EIT Climate KIC, EIT Urban Mobility, EIT Food and EIT Manufacturing.	Fully funded	Financed by the KIC's own resources
(3) Partner/Staff from other KIC's	EIT InnoEnergy, EIT Digital and EIT RawMaterials	75% Funded; Price: €1.000	Financed by participant own resources
(4) Ecosystem Manager (Non EIT)	No required KIC, any individual professional can apply.	50% Funded; Price: €2.000	Financed by participant own resources

Timeline:

Call for applications:

- ESCL Gold Card² applicants open **20 January 2020**
- General Opening: **21 January 2020**
- **Q&A Webinars-** (email yonilevenfeld@eithealth.eu to save your spot)
 - **30 January 2020 at 10 CET**
 - **12 February 2020 at 10 CET**
- Application Closes: **17 February 2020 (23:59, CET)**

Selection announcement and travel arrangements – **24 February 2020**

Onboarding webinar – **Early March 2020**

Introduction to the Israeli Ecosystem - the goal of the webinar is to provide the participants of the programme with an overview about the agenda and about the Israeli innovation landscape before their arrival to Israel.

Visit to Israel – **29 March – 2 April 2020**

European “Playground” - **Tuesday, November 17 2020 in Europe**

Agenda Outline for the Israel Visit

*The below agenda is subject to changes

Cultural Immersion to Israel – Day 0

Optional complimentary tour the Judean Desert.

Day 1 – Deep dive into the Israeli ecosystem

The aim of the day is to expose the participants to the unique structure, key success factors and methods that created the Israeli hotbed of innovation. We will learn the deep connections and roots of the innovation landscape in the traditional economy and how incentivized innovation transformed the Israel industries and society.

Presentation and intimate discussions by ecosystem key-players such as:

²Gold Card is a recommendation system within the ESCL community. Each current member can recommend 1 candidate using a Gold Card which automatically adds a 10% to their overall score.



- **Israel Innovation Authority** will present their practical tools and funding platforms and share insights on the dynamic and changing needs of the local and international innovation ecosystems.
- **Start-up Nation Central**, the preeminent central player in the Israeli ecosystem will present its key findings about the critical points on **ecosystem development**.
- Open Innovation operation models and innovation hubs in Israel, **SAP, Enel, Pepsico**.
- Case studies by top Israeli start-ups - successes in commercialization: **Checkpoint, Wix, Mobileye**.
- **Funding Platforms**- unique VC funding model developed in Israel and attracts substantial international capital and attention: **OurCrowd, Team8**.
- Presentation about the **Israeli Defense Force** and its role as long standing key driver behind fueling Israeli innovation.

Day 2 –“IMPLEMEN-TON” a EU-IL summit on the start-up journey

One of the visit highlights will be a new interactive conference experiencing the lifecycle of a start-up from ideation to commercialization. Together with over 40 highly experienced and influential Israeli players, participants will experience a start-ups journey from the idea/academia research stage until commercialization/industry implementation, facing challenges of IP, scaling, mindset and more while exchanging best practices in supporting the start-ups on their journey.

This will include entrepreneurs, accelerator managers, tech transfer offices and leading industry players such as Technion, Hebrew University, Intel, Mobileye, SNE, Tel-Aviv University, Pepsico, TechStars, MassChallenge and more.

Day 3: Intensive challenge-based community workshop

Location: WeWork

After a first taste of the Israeli ecosystem, it's time to bring it to Europe. During this tailored workshop participants will present and discuss their own ecosystem challenges and initiatives. The participants will learn a comprehensive ecosystem-management model and will implement it on their own use case; including mapping, leveraging strengths, combating challenges and more.

The workshop will be facilitated by local Israeli experts who will share their own challenges and present frameworks and best practices to combat those challenges and boost start-up growth.

Day 4: Haifa



Haifa, Israel's third largest city, is known for drawing **tech giants** (including Amazon, Microsoft and Google) to set-up R&D centers utilizing Haifa's unique university and IDF talent, however it faces community growth and capital retention challenges.

Therefore, Haifa is a great learning grounds for ecosystem development. Among others, we will meet the heads of innovation from **Haifa municipality** and **Technion** who will share how to build a sustainable, organic ecosystem by balancing MNCs, start-ups and talents.

We will visit **Enel's innovation lab** in partnership with the Israeli Shikun& Binui, supported by the Israel Innovation Authority. Enel's lab identifies the most promising start-ups and serves as a contact point between Enel and Israel.

Day 5- Moving Forward

Location: **LABS**, a high end, leading co working space in Israel, hosting most of the innovation hubs, scaleups and MNCs in the country.

We will conclude the visit with a unique 1:1 matchmaking platform, based on your specific request. We will also discuss how we can tailor the lessons and opportunities learned in Israel to your unique ecosystem characteristics. During the last day, we will expose the ESCL community digital platform and share future plans and events.

How to apply?

- Apply [here](#)
- Applicants will be required to include in their submission: CV, motivation expression and a letter of support signed by their organization.
- As detailed above, participants will be assessed according to their European innovation impact, seniority level, professional experience and motivation. An individual online interview might be scheduled as an additional evaluation criterion.
- Final selection of participants is expected by **24 February 2020**.
- For any questions please contact: yoni.levenfeld@eithealth.eu