

## Apply for the 'Disrupt Me' 2020 programme of the EIT Hub Israel



### **Disrupt Me 2020: The leading programme for European corporations<sup>1</sup> to engage with disruptive Israeli start-ups**

*“Disrupt Me opened up the Israeli ecosystem for us and facilitated Colruyt’s open innovation practices and activities. During the visit in Israel we engaged with a dozen handpicked Israeli start-ups based on our company’s specific needs and requests. We are now excited to test some of these technologies in our facilities and supply chains.”*

**Veerle Poppe, Sustainability Strategist and EIT lead, Colruyt Group**

<sup>1</sup>Corporations - company, organization, institute, government or local government.

Following the success of the pilot programme 'Disrupt Me' in 2019, **we are excited to announce the launch of the Disrupt me 2020 programme**. Applications can be submitted from 8 June to 13 July 2020.

The 'Disrupt Me' programme is an umbrella programme that offers a number of 'Open Innovation' products and services to different size corporates. The following call which covers core matchmaking services, is designed and executed by the EIT Hub Israel together with the team of Deloitte Catalyst Israel. This programme provides the chosen corporates with access to state-of-the-art and mature Israeli technologies, which can be a unique differentiator in Europe. During the past 20 years, Israel became home to thousands of high-tech start-ups focusing on innovation and global technology development.

### **'Disrupt Me' at the EIT Hub Israel**

The 'Disrupt Me' 2020 programme will support corporates in tackling the substantial challenges they are facing due to the COVID-19 pandemic and other technological challenges.

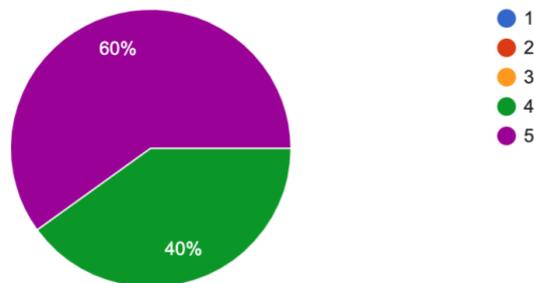
The main goal of the 'Disrupt Me' 2020 programme is to enable and enhance commercial collaboration and co-creation between Israeli start-ups, technologies and the **EIT Knowledge and Innovation Communities** (KICs). The programme will bring Israeli disruptive technologies in the fields of climate, food, health, manufacturing and urban mobility to 10 European companies that are looking to transform and enhance their business. Additionally, the programme will provide them with knowledge and best practices to support their corporate open innovation efforts.

The programme is designed by the EIT Hub Israel, an initiative of European Institute of Innovation and Technology and its Innovation Communities, namely **EIT Climate-KIC**, **EIT Food**, **EIT Health**, **EIT Manufacturing** and **EIT Urban Mobility**.

## 2019 Corporate feedbacks and testimonials

How would you rate the start-up's scouted for you (in terms of answering the challenges you presented) (1- least satisfied, 5- most satisfied)

10 תגובות



### Did the program meet your expectations?

- *“Yes, the program meets my expectations. The purpose of our company was to learn about the Israeli ecosystem, its market (if there was one), the world of Israeli start-ups and have the opportunity to interact with them. Furthermore, it is very important for us to have the support of industry experts (such as EIT and Deloitte) in order to move forward with the various collaborations, and this has been proposed.”*
- *“We were very pleased with the content and the team. The program is of high quality and the organisation well managed. People we met were always very professional and friendly. We felt always very well received. “*
- *“Yes, it met our expectations both in understanding the Israeli ecosystem and in creating relationships with the main actors of the ecosystem and in contacting disruptive startups.”*

### Why should I apply?

- Tackle the challenges your organization is facing through the new reality brought by the COVID-19 pandemic and/or other technology challenges;
- Build your open innovation capacity and internal corporate open innovation processes;
- Learn and engage with one of the most innovative ecosystems in the world;
- Benefit from state-of-the-art technologies developed by leading Israeli start-ups;
- Prepare your company to the future and create a competitive advantage by embracing new transformational technologies;
- Learn best practices from other corporates that are running innovation activities in Israel and Europe;
- Create an innovation success story and get the buy-in of company stakeholders.

## Programme Highlights

Participating companies will be engaged in a deep innovation process that will include:

### 1. Needs and Challenges identification and prioritization

Tailor-made 'need assessment sessions' for each individual company to select the main innovation and disruption challenges as identified by the selected company.

### 2. Open Innovation Workshop and Technology Scouting

Deep Corporate Innovation consultation process to provide each company with a full background about the relevant field (climate, food, health, manufacturing and urban mobility) in the Israeli innovation ecosystem and doing business in Israel.

\*In the event that COVID-19 circumstances will limit our ability to perform the corporate workshops at the company HQ, we will convert the workshops to interactive remote sessions with the company team. The sessions will use state-of-the-art tools used by both EIT Hub Israel and Deloitte to allow for an in-depth understanding of the company's needs and challenges and a joint discussion on identifying the best way forward when interacting with the Israeli innovation ecosystem. The sessions will include an overview of the sectors of interest to the company with an emphasis on the key technological trends and players.

### 3. Immersion Lab in Israel

A four-day matchmaking visit to Israel for matchmaking with preselected, top Israeli start-ups. The matchmaking will be complemented with meetings with industry leaders, workshops in which participants learn about the best practices of technology adoption and technology transfer in their particular industry domain.

\* If COVID-19 circumstances will not allow participants to come to Israel, a virtual alternative will be implemented. The virtual immersion lab is extensive and based on a substantiated methodology. The immersion lab will span over several half-days and will cover all the relevant innovation and top industry stakeholders will be involved.

### 4. Follow-up

The final stage of the programme will focus on the follow-up and implementation process to support the joint business development of European companies and Israeli start-ups in European markets. In the weeks and months following the visit to Israel, participants will be encouraged to continue cooperation with the Israeli counterparts. The EIT Hub Israel and Deloitte project team will support selected participants in their

Proof-of-concept (PoC) testing process. The programme will include workshops and provide tools to develop PoC initiatives back in Europe.

The main midterm goal of the programme is that the participating European corporations will develop new products or services utilizing Israeli technologies, products or services.

**Note:** This open innovation process can take place without revealing any commercial/trade secret and with the highest sensitivity towards the companies' IP. Corporates can request a signed NDA with the innovation team before beginning the process.

## **Application and Programme Details**

### **Eligibility criteria:**

- Be a corporation/entity with **a minimum** of 200 employees **or** €80M revenue.
- Have no institutionalized innovation activities in Israel [i.e. innovation hubs, R&D centers, CVC etc]
- Corporate based in EU Member States and/ or Horizon2020 Associated countries

\* EIT Hub Israel offers open innovation services and capacity training to SMEs. If your organization does not meet the eligibility criteria for this Programme please contact us for information on available services. Click [here](#) to stay up to date.

### **Programme Timeline:**

**Application Period:** 8 June – 13 July 2020.

**Announcement of Disrupt Me 2020 participants:** 20 July 2020

**Open Innovation workshop and technology scouting:** August –October 2020

**Immersion Lab in Israel:** 19 -22 October 2020

**Follow-up and implementation process:** October – December 2020

\* The proposed timeline above is tentative and might be subjected to changes as required by COVID-19 or other constraints. The open innovation workshop at the company HQ and Immersion lab in Israel could be converted to virtual engagements if necessary.

### **Finance:**

The full programme cost is €25,000 per company. The cost is including the full disruption processes. Each company can send up to three representatives to visit Israel.

**However, the following funding schemes are available:**

<b>Participant Category</b>	<b>Eligible KIC's/Other</b>	<b>Eligibility for Programme Funding</b>
(1) KIC Partners and KIC cooperating entities under the EIT Regional Innovation Scheme (RIS)	EIT Health EIT Climate KIC EIT Urban Mobility EIT Food EIT Manufacturing	<b>Price: €3,000 per company</b> Funding Support - 88%
(2) Partner from KIC's with observer status	EIT InnoEnergy EIT Digital EIT Raw Materials	<b>Price: €6,000 per company</b> Funding Support - 76%
(3) Corporate ) - Organizations looking for innovation disruption05 (non-related to the EIT Community)	Any company, organization, institute, government or local government.	<b>Price: €8,500 per company</b> Funding Support - 66% <b>Price for NGO: €6,000</b>

- The cost does not include airfare, accommodation and travels to and from the airport.

### **How to apply?**

- [Apply here](#) [Application will open between 8 June - 13 July 2020]

## **Selection Criteria**

Applicants will be assessed according to the following criteria:

- 1) General eligibility criteria (see page 5)
- 2) Innovation Culture, maturity (strategy and goals), available resources (funding, dedicated team) and experience in implementing novel technologies in the organization.
- 3) 'Disrupt Me' Programme commitment – Seniority level of participants and management intention reflected in a Letter of support from CxO to take part in the programme and the ability and resources to implement new technological solutions.

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