Disrupt Me is a tailor-made service of technology scouting offered to European corporates seeking to advance their company with disruptive groundbreaking Israeli technologies and open innovation know-how.

By joining Disrupt Me you will:

- **Design** your company’s Open Innovation Strategy
- **Engage** with state-of-the-art Israeli technology

Our team designs a unique innovation journey for each selected corporate based on their business and technological need.
You will gain your competitive advantage with Disrupt Me’s 3 main offerings:

1) Open Innovation Strategy
   - Design your company’s innovation protocol
   - Prioritize your company’s business and technological needs
   - Build your internal innovation process
   - Support technology implementation
   - Complete commercial sensitivity

2) Technology Scouting:
   - Define clear company needs assessment scouting scope
   - Ongoing scouting, at your speed
   - Vetted, relevant and ready for POC startups
   - Support in matchmaking
   - Easily managed on Digital platform
   - **Focus on cross sectors technologies such as**: AI, Deep learning, Cyber security, Automation, 3D printing, sensor robotics, IOT.

3) Israeli Immersion
   - Maximize your engagement with the Israeli startup ecosystem
   - Benefit from state-of-the-art technologies developed by leading Israeli start-ups
   - Enhance your innovation activities and structures from active MNC in Israel
   - Learn the cultural and business aspects to seal the business deal with Israeli partners
Proven Track Record

- Year of operation: 3
- Company satisfaction rate: 95%
- Startups engaged: +200
- Open Innovation Models: +17
- Scouting Satisfaction rate: 92%
- Projects: 9

Open Innovation Models: +17
Scouting Satisfaction rate: 92%
Projects: 9
The Necessity of Innovation & COVID-19 Era
Today companies are facing immense challenges intensified by COVID-19 pandemic which generated enormous uncertainty and economic instability. The rapid pace of change and transformation of industries contributed to this challenging business environment.

**AI, Deep learning, Cyber security, Automation, 3D printing, sensor robotics, IOT... sounds familiar?**

These are only some of the cross-vertical expansions in technological advancements in the past decade forcing businesses to adapt and expand more than ever before.

**To thrive, stay relevant and grow in an increasingly uncertain world, organizations have to be able to innovate quickly.**
Why join Disrupt Me?
Innovate with us and benefit from:

- **Tailor made** and flexible services
- **Heavily** funded
- **Engage** with one of the most innovative ecosystems in the world
- **Create** an innovation success story
- **Led by** EIT Hub Israel, a neutral EU body
- **Plug in** to the EIT Hub Israel local network
- **Learn** best practices from other corporates
- **Boost** your brand as a fast moving and agile company
How does Disrupt Me work?
Get selected
Eligible companies will be interviewed, and selection will be made by the Disrupt Me Innovation Team.

Apply
Application will be accepted in 3 pulses with a limited of companies per pulse:
- **Pulse 1**: April – December 2021
- **Pulse 2**: June – December 2021
- **Pulse 3**: August – December 2021

Kick Off & Innovate
Accepted companies will begin the program with the individual design of the companies tailored innovation process.
Disrupt Me Process

Application

Company Innovation Workshop

Israel immersion Lab
3 optional dates to meet your need:
June/ September/ November

Program finale
December 2021
+ 1 year of matchmaking support by the EIT Hub Israel team

Corporate Selection

Scouting

Implementation

*The earlier the company applies the earlier we can begin your innovation process.
Eligibility & Commitment

- Minimum of 200 employees or €80M revenue
- Corporate based in EU Member States and/or Horizon Associated countries
- Dedicated project manager in a senior position impacting innovation in the company
- **Letter of commitment** to participate in the full innovation process including:
  - 2-day company workshop
  - 4-day Israeli immersion lab
  - startup engagement
  - bi-monthly team meetings
  - availability throughout the process including swift email response, coordination calls, etc.

*Virtually or in-person, subject to travel and company restrictions.
The programme cost is valued at **€25,000** per company. However, the following funding schemes are available:

<table>
<thead>
<tr>
<th>Participant Category</th>
<th>Participation Cost</th>
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</thead>
<tbody>
<tr>
<td><strong>Corporates</strong></td>
<td>€8,000</td>
</tr>
<tr>
<td>Any organizations looking for innovation disruption</td>
<td></td>
</tr>
<tr>
<td><strong>EIT KIC Partners &amp; RIS</strong></td>
<td>€5,000</td>
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Meet the EIT Hub Israel
An outreach location of the European Institute of Innovation and Technology (EIT). The hub creates synergies between the EIT community and the Israeli innovation ecosystem to support the growth of innovative start-ups and increase the numbers of EU-Israel and Cross-KIC collaborative projects.

The EIT Hub Israel brings the brightest minds from the worlds of business, research, technology, education and from Israel and Europe together.

Startups
+6600

Multinational R&D Centers
390+
Apply Now!

*Click on hyperlink

**Limited available seats**

For any questions or clarification, please contact
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