

Government of Israel



Economic Mission
to the West Coast

Options for

Engagement

Economic Mission: Scouting

The Economic Mission in San Francisco can source relevant Israeli companies and technologies that address your specific needs once or on a recurring basis. Consider planning a 3-5 day visit to Israel to meet all potential partners face to face.

- Benefits:**
- ◆ Access to the leading Israeli start-ups and technologies in your areas of interest
 - ◆ Completely free of cost and/or obligation

Private Scouting Representative

Hire a full time representative based in Israel to scout relevant Israeli companies and technologies for you on a regular basis.

- Benefits:**
- ◆ Direct access to leading Israeli start-ups and technologies in your area of interest
 - ◆ Physical representation in the innovative Israeli ecosystem
 - ◆ Direct involvement with the Office of the Chief Scientist

MATIMOP

Work with the executive agency of the Office of the Chief Scientist in implementing international cooperative industrial R&D programs

- Benefits:**
- ◆ Direct access to emerging Israeli technology and innovations
 - ◆ Share the risks of R&D with the Israeli Government
 - ◆ Shortened time to market because of collaborative efforts
 - ◆ Access to R&D Infrastructure
 - ◆ Access to funding schemes

Magnet: Consortium Program

Apply to become a member of the Magnet Consortium and join with strategic partners in both the commercial and academic sectors while receiving support from the Magnet program.

- Benefits:**
- ◆ Direct access to emerging Israeli technology and innovations
 - ◆ Direct access to Academic research and discoveries
 - ◆ Grants of up to 66% of R&D costs are allotted

Israeli-US Binational Industrial Research and Development Program (BIRD)

Enter a strategic mutually beneficial partnership with one Israeli company in your sector and share the risks of early R&D.

Notable participants: AOL, BP Solar, General Electric, Motorola, Johnson & Johnson, Applied Materials, Edwards Life Sciences, and many more.

- Benefits:**
- ◆ Preferential access to emerging Israeli technology and innovations
 - ◆ The Bird Foundation covers up to 50% of R&D Costs
 - ◆ Can choose to operate on a small (mini projects) or large (full scale projects) scale
 - ◆ BIRD foundation claims zero equity

Global Enterprise Collaboration Program for MNC's

Enter an agreement with the Office of the Chief Scientist for joint research and development efforts. In this strategic partnership, the corporation provides in-kind support while the OCS screens and scouts the best early stage companies and new developments while providing significant funding.

Notable participants: Panasonic, Abbott, Cisco, Coca-Cola, HP, GE, IBM, Intel, Microsoft, Oracle, Phillips, P&G, 3M, and many more.

- Benefits:**
- ◆ Preferential access to emerging Israeli technology and innovations
 - ◆ MNC can share or completely own IPO
 - ◆ OCS funds 30-60% of Israeli companies prospective budget
 - ◆ MNC is not required to provide any funds, rather add value to the R&D

Technological Incubator Program

Apply to win a tender for your own 8-year technological incubator program based in Israel and enter a strategic partnership in which the Israeli government provides funding and you provide the management.

Notable Participants: Neilson, Phillips, Johnson & Johnson, Hutchison, and many more.

- Benefits:**
- ◆ Direct access to emerging Israeli technology and innovations
 - ◆ MNC owns 100% of the incubator (Government takes zero equity)
 - ◆ Government provides 85% of funding for each start-ups first 2 years budget

Accelerator Models:

- ◆ **Guided Development:** The company hosts start-ups at their facilities and encourage them to develop innovative and unique technologies that fit with their previously defined business needs. **Ex. Samsung and IBM**
- ◆ **Business Development:** Similar to the guided development model, but does not include the guidance in advance, it simply chooses to host start-ups with technology that may eventually become a part of the host company. **Ex. Orange, CitiBank**
- ◆ **“Powered by” and “Plug and Play”:** Operate via outsourcing. “Powered by” is run by one company whereas “Plug and Play” is typically run by a group of companies in a similar vertical. Keeps company in proximity of innovation without heavy investment in physical infrastructure. **Ex. Barclays**

- ◆Classic: Allows for full control and maximum exposure for the host company. **Ex. Microsoft Ventures**

Large Company R&D Centers in Israel's Periphery Program

Establish an R&D center in an area of Israel with lesser economic growth and receive a grant from the Israeli government to cover costs.

- Benefits:**
- ◆Direct access and ownership of emerging Israeli technology and innovations
 - ◆Grants of up to 75% of proposed budget for first 2-3 years are allotted
 - ◆50% of activity takes place in Israel

*The government also provides grants for long term R&D development (up to 50%) and establishment of R&D centers in Israel for the service of the international financial community.

Establish your own R&D center in Israel and take advantage of the innovative Israeli Ecosystem!

Notable companies with R&D centers in Israel: Microsoft, Facebook, Google, AOL, Amazon, Philips, Sony, Oracle, LG, T-Mobile, AT&T, Yahoo, PayPal, HP, Dell, IBM, Motorola, SanDisk, Apple, GE Healthcare, and many more (300+).