



# 2018 OurCrowd Global Investor Summit



## HIGHLIGHTS AND SUMMARY

The startup world gathered on February 1 for the 2018 OurCrowd Global Investor Summit – to interact, invest, and hear what trends will dominate in the coming year. The Summit proved to be not only a local tech investing event, but a global phenomenon, with attendees coming from over 90 countries, thousands of people around the world watching live-stream, and global press coverage that continues to roll in.

Held at the International Convention Center in Jerusalem, the Summit was the largest business event in the history of the country. Attendees represented more than a trillion dollars of managed capital. Over 10,000 people registered to attend, including 250 VCs, close to 1,000 entrepreneurs, 350 multinational corporations, 100 journalists, and TV crews from around the world. Most sessions and presentations were held at full capacity, complemented by massive networking interactions, including thousands of 1:1 meetings during the event and throughout Summit week, all centered around Israel's innovation ecosystem.

And while serious business was taking place, attendees also enjoyed great food, awesome post-Summit partying, and 4,000 hot Belgian waffles (which may just be a world record for an industry event).

**10,000+**

Registered to attend from 122 countries

**\$1TR**

In capital represented

**350**

Multinational corporate representatives

**1,000**

Entrepreneurs

**250**

Venture capitalists

**180**

Speakers

**1500**

Meetings and connections made

**50**

Diplomats from 20 countries



Highlights

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# HIGHLIGHTS FROM THE MAIN STAGE

## HIGHLIGHTED SPEAKERS

Vijay Anand,  
SVP, Intuit Global  
Development Centers

Ami Appelbaum,  
Chief Scientist, Israel  
Innovation Authority

Nir Barkat,  
Mayor of Jerusalem

Naftali Bennett,  
Minister of  
Education,  
Israel

Dorel Blitz,  
Head of  
FinTech, KPMG

Sir Ronald Cohen,  
Chairman, Portland  
Trust and Social Impact  
Investment Taskforce

Lydia Dishman,  
Fast Company

Ido Fishler,  
Business Development  
Lead, SAP

Mesh Gelman,  
SVP Siren Ideas,  
Starbucks

Constance Gustke,  
New York Times

Ori Israeli,  
Investment Director,  
Motorola Solutions

Michael Lebor,  
CMO and SVP Strategic  
Innovation, AmTrust  
Financial Services

Ramona Liberoff,  
COO, Innogy  
Innovation Hub

Rajan Luthra,  
Chairman's Office –  
Head Special Projects,  
Reliance Industries

Barbara Mazur,  
VP Tech & Acquisition  
Strategy, DuPont  
Pioneer

Nisso Moyal,  
Director of Business  
Development and Big  
Data, Mobileye

Valerio Nannini,  
Head of Strategies &  
Performance, Nestle

Michael Nehmad,  
Program Manager, Honda

Ryan Noach,  
Deputy CEO,  
Discovery Health

Michael Radwin,  
Director AI & Machine  
Learning, Intuit

Daniel Schreiber,  
CEO, Lemonade

David Stein,  
Head of Strategy &  
Innovation, Siemens  
Healthineers

Tsutomu Wakitani,  
COO, Honda R&D  
Center-X

## The State of the Crowd

OurCrowd CEO Jon Medved provided an intriguing update on the tech landscape, the Startup Nation, and how the crowd continues to revolutionize startup investing. He also debuted a special video presentation celebrating OurCrowd's fifth birthday.

- Israeli startup investments in 2017 totaled a record \$5 billion+, 80% coming from overseas, along with exits totaling \$23 billion.
- OurCrowd has now invested over \$650 million in 145 companies, and experienced 18 exits.
- Global venture seed funding is down, presenting a major opportunity. OurCrowd plans to meet demand through its new Labs/02 incubator and venture capital funds such as [Qure](#) and [Cognitiv](#) that provide greater access to more investors.

*"Things are good and getting better." - Jon Medved, CEO, OurCrowd*



## The Innovation Revolution: Case Studies from the Ecosystem

The most anticipated session of the Summit explored the growing phenomenon of interconnections among the players in the ecosystem that are super-charging technology creation and implementation. Dialogues between four pairs of entrepreneurs and corporate executives illuminated the path to their partnerships and their synergies.

- Ofer Ben-Noon, CEO & Co-founder, [Argus Cyber Security](#), and Werner Koestler, Senior Vice President, Continental AG, explained how the acquisition of Argus solved one of Continental's biggest challenges: as the car becomes part of the Internet of Things, it must be secure – and with different components created by diverse manufacturers, a common solution is essential.
- Elad Benjamin, CEO & Co-founder, [Zebra Medical Vision](#), and Jeff Herbst, VP of Business Development, Nvidia, discussed Nvidia's plan to build an ecosystem of companies that utilize its platform for AI. Zebra's solution uses the Nvidia platform for reading and diagnosing medical imaging data, providing medical professionals and patients with faster, more accurate, more affordable care. Jeff Herbst said, "We're here to look for the next Zebra, the next really great AI startups doing amazing things."



## Top Ten Tech Trends for 2018

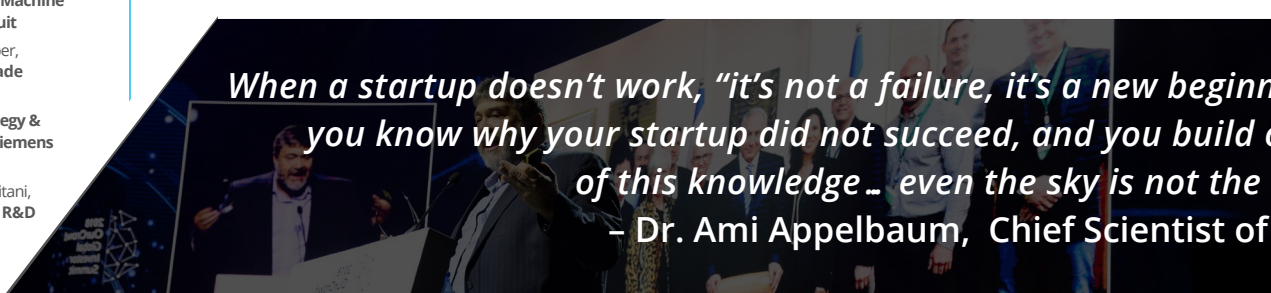
Eli Nir, Senior Investment Partner, OurCrowd, and Stav Erez, Partner and EVP Business Development, [Labs/02](#) (OurCrowd's seed-stage incubator), revealed what's going to be hot, disruptive, and actionable in the coming year.

- **AI is coming after your professional job:** Automation is predicted to eliminate 6% of the jobs in the U.S. in the next five years, including highly skilled, knowledge-based positions. AI-based software targeting the developers themselves has already started to emerge. Startups will focus on software testing, debugging, and even front-end development.
- **Quantum computing will challenge cybersecurity:** Quantum computing can crack most types of encryption, and no one knows how to make quantum-computer-proof encryption. The market cap for quantum encryption is expected to grow in the next 5 years to at least 5% of the encryption market estimate.
- **Smart Mobility – Humans will never be obsolete:** By 2030, 15% of cars will be fully autonomous and 60% will have a high degree of ADAS (advanced driver-assistance systems). Yet, many situations will require human intervention to operate vehicles remotely, creating opportunity for companies that can facilitate.



*When a startup doesn't work, "it's not a failure, it's a new beginning. If you know why your startup did not succeed, and you build on top of this knowledge... even the sky is not the limit."*

*– Dr. Ami Appelbaum, Chief Scientist of Israel*



# HIGHLIGHTS FROM THE MAIN STAGE

## HIGHLIGHTED SPEAKERS

Horst Bente,  
Founder, **Adi Dassler International**

Leonard Brody,  
President, **Clarity Digital**

Daphne Gottschalk,  
Head of Innovation, **Amdocs**

Jeff Herbst,  
VP Business Development, **Nvidia**

Rafael Herrmann,  
Director Technology Acquisition Strategy, **DuPont Pioneer**

Marco Huesch,  
Chief Medical Officer, **Ping An Innovation Office**

Amit Karp,  
Partner, **Bessemer Partners**

Frederic Lardinois,  
**TechCrunch**

Christopher Longo,  
COO, **AmTrust Financial Services**

Ran Maidan,  
CEO of **Netafim**

Gonzalo Martinez De Azagra,  
Founder, **Cardumen Capital**

Haim Pinto,  
CTO, **Bank Hapoalim**

Yael Rivkind,  
Director of Partnerships, **otonomo**

Stewart Rogers,  
**VentureBeat**

Ralph Simon,  
Chariman, **Mobilium**

Michael Stiasny,  
Chairman, **Vector Limited**

Mickey Steiner,  
MD, **Innogy Israel**

Fitz Tepper,  
**TechCrunch**

Michal Vakrat Wolkin,  
MD, **Lear & Innovation M**

Jack Yeung,  
CEO, **Ace Corporation**

Janet Young,  
MD, **Group Channels & Digitalization, UOB**

Wilson Zhu,  
Business Planning and Management, **Baidu Asset Management**

## Digital Health: The Future of Healthcare

Senior executives from the largest companies leading the Digital Health revolution revealed tomorrow's tech healthcare solutions, and how startups can participate.

- David Stein, Head of Strategy and Innovation at Siemens Healthcare, talked about the need to build a truly global ecosystem so "we can look at how the previous 300 million patients have been treated... and how in real time we adapt your treatment to your own unique biology."
- Learning from other industries will allow health insurance to grow and improve, said Dr. Marco Huesch, Chief Medical officer of Ping An, the largest Chinese healthcare company. "We will be a data-driven technology business as opposed to a traditional insurance business."

*"There's no better place than the OurCrowd Summit to start thinking about the big theme: how can we live better, how can we eat better, in order to have a better life?" – Valerio Nannini, Head of Strategies and Performance, Nestle*



## How Startups Save the World: Three Incredible Stories of Life-Changing Tech in Action

In the most talked-about session of the Summit, three dramatic and inspiring case studies – drones locating flood victims, AI hunting down a predator, and scanning technology reversing spinal injuries – demonstrated the power to make a real difference in our daily lives.

- Sgt. John Michael O'Hare, a detective at the Hartford, Connecticut police department, used **BriefCam** technology to rescue a kidnapped child. Sophisticated video analysis that normally took hundreds of hours was cut to seconds. The department also uses Briefcam's technology to fight drug trafficking and recently caught a homicide suspect as well.
- **Edgybees**, presented by CEO Adam Kaplan, provides augmented reality overlays for drone and CCTV cameras, which allows victims to be identified and points of interest in natural disaster zones like flooded areas. He showed how it can map streets and powerlines to protect and direct first-responders, and was used successfully during California forest fires and hurricane Irma.



## Taking the Ecosystem to the Next Step: Introducing OurCrowd Connect

The audience was treated to the global debut of OurCrowd Connect, a business development engine for portfolio companies to search potential strategic connections among OurCrowd's ever-expanding global network. Morgan Stanley and **enVerid**, an energy efficiency and air quality startup, provided a case study.

- An online, scalable technology platform can facilitate introductions in the large scale.
- More than 500 introductions have already been facilitated.

*"It's through relationships with OurCrowd that we get to find the best of the best startups at the right time." – Uri Lichtenfeld, Executive Director, Technology Business Development, Morgan Stanley*



*"Making the right connection to the right person at the right time is a key factor for a company's success." – Laly David, Business Development Partner, OurCrowd*

## SOME ATTENDING COMPANIES

Accenture • Aetna International • Amazon Amex • Apple • AT&T Australian Securities Exchange • Bangkok Bank • Barclays • BASF • Bayer Bloomberg BNP Paribas Boeing Cisco Systems Citibank Credit Suisse Deloitte • Deutsche Telekom • DHL • DuPont • Ernst & Young • Facebook Ford • GE Ventures General Electric General Motors Goldman Sachs Google • Honda Innovations • HP IBM • innogy • Intel Intesa Sanpaolo Intuit • JetBlue Johnson & Johnson Julius Baer • Kimberly Clark • Kodak • KPMG LG Electronics LinkedIn • London Stock Exchange Mastercard McKinsey & co. Merck Group Microsoft • Mobileye Morgan Stanley Motorola Solutions Nestle • New York Yankees • Nvidia Oracle • PepsiCo Philip Morris Phillips • Ping An Procter & Gamble Prudential • PwC Qualcomm Reliance Industries Renault • Samsung SanDisk • SAP Shell • Siemens Snapchat • SONY Uber • UBS • UOB Verizon Ventures Virgin Management

## IN THE THEATER

### Eat the Sharks: Three Startups Grill Three VCs

A packed house greeted a session designed to turn the tables on the venture capitalists, with founders of three successful startups probing what three leading investors bring to the table for their investments. (One VC, when asked what he considered his worst mistake, said, "Agreeing to be on this panel.") The importance of brand, track record, and deep pockets were three key elements touted, but each VC mentioned unique offerings.

- Nir Blumberger, Venture Partners, Accel Partners, touted basic compatibility between VC and CEO as fundamental to the decision to invest and to long-term success. "This is a pretty long marriage... Is that someone I can relate to and enjoy working with as well?... Personal connection and trust is crucial."
- Another kind of relationship was emphasized by Chaim Meir Tessler, Principal at OurCrowd: the network of contacts that a VC can offer its startups to help them grow. "We can pretty much help our companies get to almost anyone they want in the world. That creates a lot of value for an early stage company that's trying to build up their brand."

*"I like to do as much diligence on my investors as they do on me and my company."*  
– Meredith Perry, CEO & Founder, **uBeam**



### Demo Theater: No Pitches, Just Wow

With a standing-room-only crowd three rows deep, a lineup of leading-edge startups showed off the coolest, most eye-popping technologies. Live demonstrations included real-time video and audience participation.

- **NSLComm**: Daniel Rockberger, Co-founder and Chief Engineer, brought an actual satellite and deployed its breakthrough antenna onstage. The beta-launch of NSLComm's nano-satellite will take place in India in November 2018.
- **BioCatch**: Frances Zelazney, Chief Strategy & Marketing Officer, challenged the audience to fool BioCatch's biometric security technology. It uses over 500 different "challenges" imperceptible to the user to create a unique profile that secures personal data beyond passwords or fingerprint scanning.
- **TytoCare**: The audience watched a remote medical checkup using a unique mobile diagnostic tool that listens to the heart and lungs and streams it live in high-quality audio directly to the doctor. Ofer Tzadik, COO & Co-founder, said the company is already working with Walgreens to roll it out worldwide.



### The OurCrowd Hackathon: Crowdcreating a Startup

This year, the Hackathon did something unprecedented: the crowdcreation of a startup. It was the launch event of **Labs/02**, Jerusalem's new startup incubator. Hebrew University, one of OurCrowd's partners in Labs/02, supplied three remarkable technologies from its researchers and the crowd competed to identify how best to commercialize each. Judges were drawn from some of the world's most innovative corporations, including Motorola Solutions, Innogy, and Reliance Industries. It was truly a demonstration of the power of the crowd, and one of the winning ideas will become part of Labs/02's incubation process.

- Optical recognition technology that tracks consumer interest while online shopping
- Smell sensors providing law enforcement with quick detection of drugs, explosives, and radioactive materials
- 3D printing of smart objects allowing micro-monitors to be embedded in artificial hearts



*"If you want to effect profound change, you've got to start at the fundamentals, the underlying business model."*  
– Daniel Schreiber, CEO & Co-founder, **Lemonade**



# BREAKOUT SESSION HIGHLIGHTS

## SELECT STARTUPS PRESENTING

Agentology  
AppDome  
Argus Cyber Security  
BrainQ  
BillGuard  
BioCatch  
Bizzabo  
BriefCam  
Celeno  
Cimagine  
Clipfort  
Consumer Physics  
Corephotonics  
CrediFi  
CyberX  
DreaMed  
Freightos  
HIL Applied Medical  
Influitive  
Innoviz Technologies  
Intuition Robotics  
Invertex  
Jump Bikes  
Kenna  
Lemonade  
MedAware  
Memic  
Missbeez  
mPrest  
MUV Interactive  
Nanorep  
NSLComm  
Proov  
ReWalk  
Rewire  
Scopio  
Sight Diagnostics  
Surgical Theater  
Stringify  
Syqe Medical  
Taranis  
uBeam  
UPnRIDE  
Virgin Hyperloop One  
VocalZoom  
Wave  
Zoomcar  
Zebra Medical Vision

## Killer Robots and Mutant Children: How To Keep Next-Gen Tech from Destroying Us

Moderated by ALYN Hospital's Innovation and Venture Capital executive Danna Mann (a former OurCrowder), this panel explored the practical and ethical questions humanity faces as technology advances.

- Based on his hands-on army experience, Professor Alon Peled said "killer robots" such as drones and intelligent tanks actually give "commanders in headquarters something they have never gotten in the history of warfare... time to think." That can save lives, he said.
- Yael Man Shaha, a researcher into the psychology of technology, said professionals in every discipline are being challenged by arm-chair experts schooled by the internet. "The egalitarian way that technology flattens the world is scary more than everything else."

*"Using data science...the insights we can have to improve quality of life honestly is compelling. So much good can come if used by the right people for the right purposes." – Christopher M. Longo, VP Amtrust*



## Blockchain, Bubbles, and BS: Live Debate on What's Real and What Isn't

In this lively standing-room-only give-and-take, Guy Corem, the founder of cryptocurrency startup DAGLabs, squared off with Haim Pinto, CTO of Bank Hapoalim, Israel's largest bank, to argue the pros, cons, and consequences of blockchain technology.

- Haim Pinto told the audience that while blockchain holds some promise for banking applications, cryptocurrencies and ICOs were dangerous, particularly given the lack of regulation. "You don't want to start messing around with the most valuable asset you have," which is trust. "Without the bank there is no fintech, there is no bitcoin, there is nothing."
- Guy Corem couldn't have disagreed more. "The future is via public ledger, via cryptocurrencies...Cryptocurrencies will be here to stay, even when we move to a cashless society, even when the regulators will try to block access to exchanges, it will become a unit of accounting."

*"Cryptocurrencies, the permissionless systems, are an extinction event for traditional financial systems. It will take time, but it's happening." – Guy Corem, DAGLabs*



## Meet the Startups: CEO Presentations

The people behind the most exciting breakthrough startups in the OurCrowd portfolio presented updates on their companies throughout the day. Tracks included:

3D printing	E-Commerce	Hardware	Security
AgTech	Enterprise Solutions	Internet of Things	Software
Augmented Reality	FinTech	Marketplace	Video
Communications	GreenTech	Mobility	
Data	MedTech		



*"Impact investing – that's where the investor money is going to flow and that's where the talent is going to flow and that's where the opportunities are going to flow." – Sir Ronald Cohen, Chairman, The Portland Trust and the Social Impact Investment Taskforce*



## BREAKOUT SESSION HIGHLIGHTS

### SELECT COUNTRIES REPRESENTED

Afghanistan  
 Albania  
 Algeria  
 Angola  
 Antartica  
 Argentina  
 Armenia  
 Australia  
 Austria  
 Bahamas  
 Bahrain  
 Bangladesh  
 Belarus  
 Belgium  
 Bolivia  
 Brazil  
 Bulgaria  
 Canada  
 Chile  
 China  
 Cyprus  
 Czech Republic  
 Congo  
 Ecuador  
 Egypt  
 Ethiopia  
 Finland  
 France  
 Germany  
 Greece  
 Hong Kong  
 Hungary  
 Iceland  
 India

### Pitch the Press: How To Become a Media Tech Star

Senior journalists from some of the world's most influential tech media organizations – including Fast Company, TechCrunch, CNBC and VentureBeat – revealed what piques their interest and gets them to write for their audiences of millions. The CEOs of Airobotics, Zebra Medical Vision, and Intuition Robotics got schooled in what they're doing wrong and what they could do right.

- Don't just tell a great emotional story, back it up with statistics and facts.
- Start with the problem and how your solution addresses it.
- Tweak your pitch according to the journalist's beat, so make sure to do your homework.
- Give context. For instance, don't just give your price point but also that of your competitors. Differentiate yourself as much as possible.



### 10 Tough Questions for Venture Fund Managers

A stellar panel of VCs was asked the things you always wanted to know – and some things you didn't know you needed to ask. A very lively session resulted in some surprising, some reassuring conclusions. A couple of key takeaways:

- The rule of thumb for appropriate investment size is 20% of the company at exit, but it's not that simple. "Companies need more money now," explained Jonny Saacks, Managing Director of F2 Capital. "They're staying private longer, there's more competition, a lot more capital is needed for marketing and distribution. So it's difficult to maintain that 20%. You need to think of what percentage you'll be left with at time of exit, and the impact on your fund."
- John Backus, Co-founder & Managing Partner, PROOF Fund, noted that the average VC fund advertises 7-10 years to fully repay investors, but in reality it's often 18 years.

*"ICOs could bring liquidity to LPs."* – Gonzalo Martinez de Azagra, Founder of Cardumen Capital (former Head of Samsung Ventures Israel)



*"There are a lot of great startups out there, but they don't necessarily make any money, and a lot of them fail. So proof of concept is really important."* – Constance Gustke, CNBC, The New York Times



## SPECIAL SPACES

### SELECT COUNTRIES REPRESENTED

Iraq  
Ireland  
Italy  
Japan  
Kenya  
Lithuania  
Luxembourg  
Malaysia  
Malta  
Mexico  
Morocco  
Nepal  
Netherlands  
New Zealand  
Nigeria  
Norway  
Oman  
Pakistan  
Panama  
Peru  
Philippines  
Poland  
Portugal  
Rwanda  
Romania  
Russia  
Rwanda  
Singapore  
South Africa  
South Korea  
Spain  
Sri Lanka  
Sweden  
Switzerland  
Taiwan  
Tanzania  
Thailand  
Turkey  
Ukraine  
United Kingdom  
United States  
Uganda  
United Arab Emirates  
Venezuela  
Vietnam  
Zambia

### Robotics Alley

Stepping into this immersive futuristic setting at the intersection of engineering and awesome, attendees were treated to some of the most advanced robotics technology in the world. Sponsored by Honda Xcelerator, Robotics Alley showcased Honda's vision of the future of robotics, as well as seven startups demoing their own devices and designs that push the edges of invention.



### FashionTech Plaza

Summit attendees found themselves strolling down a boulevard in Italy, with cobblestones and traditional forged metal streetlamps, and store display "windows" made of LED screens featuring the latest tech from major fashion brands. Sponsored by Intesa Sanpaolo, the space included exhibitors demonstrating some of the most stylish startup tech in the world. Cappuccino was served, of course!

### Doctor's Office of the Future

Eight cutting-edge MedTech and Digital Health startups provided an opportunity to experience the healthcare of tomorrow. Visitors interacted with amazing diagnostic technologies.

## HANDS-ON TECH DEMOS

Throughout the venue, attendees had the chance to interact with some of the coolest technologies on the market – or not yet on the market. From virtual reality to medical diagnostic devices to consumer products, it was a chance to personally experience the future and talk face-to-face with the people making it happen.



## INVESTOR SKILLS TRACK



For the first time at the Summit, OurCrowd presented a series of intensive classes for investors, carefully designed to prepare them to take on the private markets opportunity from a base of knowledge and savvy.

- **Investing Bootcamp:** A capacity crowd learned the fundamentals of investing in private companies, from valuations and term sheet essentials to deal selection and portfolio diversification.

- **Introduction to OurCrowd:** Investors got tools to optimize their use of a robust and diverse platform for startup investing, including an overview of OurCrowd's organization, process, fees, and online tools. A large contingent of European VCs attended, notebooks at the ready.
- **Understanding Deal Flow:** This was a detailed walk through the heart of startup investing for entrepreneurs, including investment criteria, how to raise money, and how to fund.

*"Valuation sticker price is just one component of the term sheet. Don't look at it in a vacuum or get stuck on it." – Shmuel Bornstein, Senior Associate, Investments, OurCrowd*



*"Our devices will grow with us. Not only will people have new experiences thanks to new advances in robotics, but the robots themselves will be able to develop new capabilities." – Tsutomu Wakitani, Chief Operating Officer, Honda R&D Center-X*



# OURCROWD PRE-SUMMIT LEADERS' FORUM

## SELECT VCS ATTENDING

Accel Partners  
Atlantic Capital  
Avalon Capital  
Bessemer Venture Partners  
Blumberg Capital  
Cardumen Capital  
Exigent Capital Group  
F2 Capital  
Finistere Ventures  
Goldrock Capital  
Greenfield Partners  
Horizons Ventures  
iAngels  
Ibex Investors  
Indigo Global  
Jerusalem Global Ventures  
Leumi Partners  
Maayan Partners  
Macquarie Capital  
Mangrove Capital Partners  
Maniv Energy Capital  
Maverick Ventures  
MKH Assets  
Next47  
Obex Investments  
Outvest Capital  
Pitango Venture Capital  
Provence Capital  
Qualcomm  
Ridge Capital  
Royal Capital  
Samsung Ventures  
Scopus Ventures  
Softbank Ventures  
Square Peg Capital  
T5 Capital  
Terra Firma Capital  
Titanium VC  
UBS  
US Venture Partners  
Vintage  
Viro Capital  
YI Ventures  
ZZ Capital International

The invite-only OurCrowd Pre-Summit Leaders' Forum provided an intimate and personalized gathering for over 600 startup CEOs, corporate partners, and active OurCrowd investors to engage in productive meetings and content.

Top speakers from OurCrowd, the industry, government and portfolio companies participated in workshops, roundtables, and presentations on such topics as optimizing startup development, breaking the traditional hierarchical structure of investor/corporation/startup in favor of an interwoven team model, and an insiders preview of venture capital in 2018. A networking lunch that featured the famed Orient Hotel cuisine was followed by facilitated one-on-one meetings.

[See the Pre-Summit Leaders' Forum Playlist](#)



## Investors Track Highlight

### "Netafim - From a Small Kibbutz Company to a \$2B Global Leader"

Ran Maidan, CEO of Netafim, told the story of the company that introduced drip irrigation, how it changed the face of agriculture worldwide, and the pathway to its huge exit last year. Some lessons he's learned:

- Focus on the benefit to your customer, not the product. "Our purpose is to help the world to grow more with less. We don't speak about water, about irrigation. We speak about the value proposition to the farmer."
- A secret to Netafim's success has been to capture the Israeli chutzpah as part of the business model. "We want to dare, we want to do things that no one has done before. We want to do things that crazy people do. It's the only way to lead markets and be number one."
- Now a mature company, the focus for the future will be on new geographies: "If you want to go to double-digit growth, you must go to the emerging markets."



## Startup Track Highlight

### "How To Successfully Manage Co-Founder Dynamics"

Entrepreneurs from three different geographies – Kirk Simpson, CEO & Co-Founder of Wave (Toronto), JJ Fleigelman, CTO & Co-Founder of WayUp (New York), and Adam Kaplan, CEO & Co-Founder of Edgybees (Israel) – revealed how they manage their co-founder relationships.

- The co-founder relationship is often described as a marriage. As with any relationship, you must establish a strong foundation to weather the good times and bad.
- Find your natural strengths and divide leadership accordingly. If you are drawn towards business and your co-founder is drawn towards tech, divide and conquer.
- Put the business before your ego. Come to a mutual understanding on difficult decisions and choose what's better for the company.
- Present a united front to employees, especially when you disagree.



*"People underestimate how complicated it is to be a good investor. It's hard."*  
– Jacques Benkoski, US Venture Partners





## SUMMIT WEEK EVENTS

### TOP SPONSORS

#### PLATINUM

mPrest  
Sidley

#### GOLD

GreenbergTraurig  
Jerusalem  
Development  
Authority  
UOB

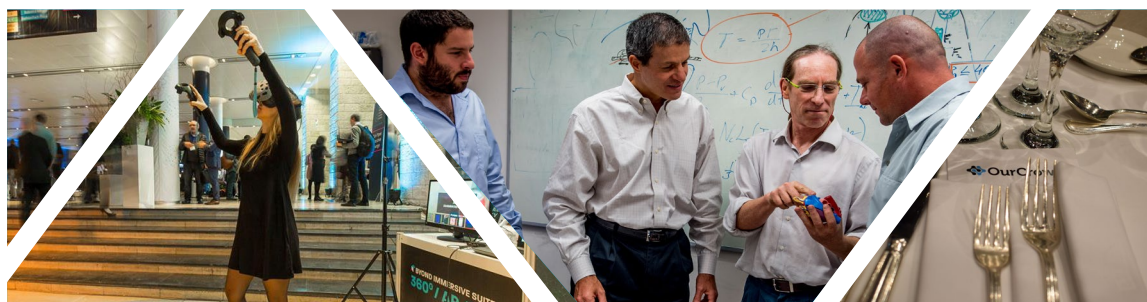
#### SILVER

Australia Stock  
Exchange  
DLA Piper  
Ellenoff Grossman &  
Schole  
Finnegan  
FinnPartners  
Jerusalem  
Municipality  
KPMG  
Yigal Arnon & Co.  
Maxim Group

#### CORPORATE PARTNERS

AmTrust  
Facebook  
Honda Xcelerator  
Halma  
HP Tech Ventures  
Innogy  
Intesa Sanpaolo  
Intuit  
SAP

Some of the most compelling content took place beyond the walls of the Summit itself, as OurCrowd partnered on a week of outstanding events.



- The invite-only **Pre-Summit Leaders' Forum** at Jerusalem's famed Orient Hotel brought corporates, select startups, and OurCrowd investors together to discuss the deepest questions in the innovation community.
- **Cybertech Tel Aviv** provided attendees with an unparalleled opportunity to get acquainted with the latest international innovations in cyber.
- A **tour of the Trendlines incubator headquarters** and facilities offered Summit participants a close-up view of some of its most promising companies.
- An invite-only **reception at the U.S. Chamber of Commerce** welcomed leading investors, business leaders, and government officials from the U.S. and Israel.
- **F2 Capital gave a tour of its unique acceleration platform**, providing insight into Israeli entrepreneurship, the unique ecosystem, and F2's role.
- The **InsurTech Meetup** featured special presentations from senior executives at AmTrust, high-level networking, and new companies in the sector.
- The annual **Silicon Dragon** event brought together venture capitalists, angel investors, deal makers, and tech founders to explore the growing tech connections between China and Israel.
- Attendees got to indulge in some legendary partying, beginning with the **Post-Summit Party** featuring an international superstar DJ (and special guest DJ Jon Medved!), dancing, and Israeli craft beer. Later, OurCrowd took over the iconic cultural center of Jerusalem, **Mahane Yehudah Market**, with a night of informal pitches, CEO meetups, delicious food, craft beers, live music, and street art. (The event was co-organized by the Jerusalem Development Authority, with the support of the Ministry of Jerusalem and Heritage and in partnership with the Jerusalem Municipality, Jnext, and MassChallenge Israel.)

*"If you don't have independent thinkers, you don't make progress."  
- Meredith Perry, CEO & Founder, uBeam*



Highlights

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