



Global Launchpad



LAST CHANCE TO APPLY!

AUGUST 13TH - SEPTEMBER 9TH

The TLV Global Launchpad is a unique program created by StarTAU, Tel Aviv University Entrepreneurship Center, in partnership with Tel Aviv municipality & key players from the Israeli start-up ecosystem. This exclusive program is a one-month "Going Global" program, designed to immerse 10 selected international startups and entrepreneurs into the Israeli ecosystem and enjoy the vast connections and "Know How" of TLV startup community.

PROGRAM OVERVIEW

In today's world, Startups can now reach international markets almost immediately at launch.

Although this early global traction can happen organically at the beginning, the reality is that startups must be strategic about systematically scaling from a local region to any number of international markets.

That is why We developed TLV Global Launchpad - a one of a kind program specially for global scaling.

After years of many successful Israeli Scale-ups such as Wix, Waze, Fiverr and many more - we invite international startups to come and inherit that Israeli "know-how".

In this program Startups will understand which questions to ask and which metrics to prioritize while building the roadmap for their international expansion. It's a matter of understanding what scale means for your business, and how to do it right.

TAU

Tel-Aviv University (TAU), is the largest and most comprehensive institution of higher learning and research in Israel. It offers 125 schools and departments across the spectrum of sciences, humanities and arts, 128 research centers. TAU alumni are ranked among the top 10 universities worldwide in VC funding.

ABOUT STARTAU

StarTAU is a non-profit organization, founded in 2009 and is the entrepreneurship center of Tel-Aviv University. In a very short time StarTAU grew to be the largest and most active entrepreneurship center in Israel, with a community of more than 20,000 local followers and thousands more throughout the world.

Our training and facilities include workshops and seminars, courses (4000+ alumni), mentorship programs with a database of over 600 mentors, and funding opportunities with a database of over 300 Angels and VC's. StarTAU additionally offers key networking and business resources as well as open space hubs for Startups and entrepreneurs.

Visit us: en.startau.co.il

HOW WILL YOU DO IT?



Professional workshops
Over 75 hours of Combined professional workshops with leading speakers.



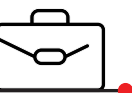
"Design Reviews"
Weekly product & progress pitch in front of leading VC's and Innovations managers with real-time feedbacks.



Personal mentoring
Over 10 hours of Private mentoring sessions with experienced entrepreneur/Industry expert escorting them during the program.



Innovation Week
5 Full days of pure Innovation, Entrepreneurship and Networking events.



B2B
Tailor made B2B meetings with relevant enterprises companies and personas.



Final Demo Day
The program will end with a special Demo day during DLD Innovation conference.



Over 150 program hours in one month!



Opportunities & Interaction with ~40 Industry leaders.

5 MAIN FOCUS POINTS OF THE PROGRAM

Each focus point will be led by an Executive Partners - Global scale enterprises, companies and unicorn startups, each an expert in it's field.

01

GROWTH IN GLOBAL MARKET

Backed by over twenty years experience in over sixty countries, we have defined a clear formula, proven to maximise sales, and minimise risk.

Learn how to engage in high money generating opportunities coupled with low costs in new markets (basically utilising low cash input to create high profits).

If you want to work with BIG clients, do BIG deals, and create a BIG name.

02

BUILDING THE TEAM IN GLOBAL ORIENTATION

Know how to attract and retain talent whilst creating a company culture that generates long-term growth.

- How long-term employees can delegate authority & manage new employees.
- Dealing with the people-based growing pains that many start-ups experience.
- Horizontal or vertical expansion.

Architecting decisions required to manage a personnel roster, as well as strategic directions with the end goal of having a clear path to pursue.

03

MARKETING AND PR

it is undeniable that cost-effective marketing and PR is vital to the success of a start-up.

- Harnessing the powers of social media.
- Promoting a startup's business through search engine optimization (SEO).
- Leverage free media in an effort to spread awareness of your business.

Finally, the positives and negatives of engaging in PR firms will be assessed, ultimately giving startups the power to effectively market your product.

04

OPERATIONS: FINANCE, LEGAL AND PRICING

Throughout this module, startups will gain a complete understanding of the economics surrounding the growing of a start-up.

- Implementing cost targets, pricing strategies, and outcome measurement.
- Comprehend the mathematics behind cost targets, and margin requirements.
- KPIs Analysis to determine success.
- Efficiently growing a customer base.

Startups will come to the conclusion of making in-house products or outsourcing specific aspects.

05

SCALING PRODUCT

Understanding the process necessary to effectively scale-up, from a local market - to a global operation.

In an effort to globalize a start-up we must evaluate the key metrics and ask the questions that are imperative to the scaling of a business.

- Key elements of market attractiveness
 - Product readiness
 - Focusing on your Unique Selling Point (USP).

Throughout the entirety of this module Startups will gain the ability to visualise the modifications necessary on a product and leadership skills required to launch a product into the global market.

OUR PARTNERS



KPMG ISRAEL

KPMG Somekh Chaikin is one of the big 4 professional service companies in Israel, and a member of KPMG International, one world's Big Four auditors companies. KPMG employs 189,000 people and has three lines of services: financial audit, tax, and advisory. Today KPMG holds 950 workers and helps hundreds of startups every year in Israel alone. Among KPMG expertise are audit, financial advisory, international and Israeli tax, data analytics, cyber security, M&A, mid-market services, Fintech and much more.



WEWORK

WeWork is the world's largest shared work space company worth a current valuation of roughly USD \$16 billion. With over 30,000 active members, WeWork has locations in 19 United States cities and 13 countries including Australia, Canada, India, China, Hong Kong, France, United Kingdom, Israel, South Korea, Mexico, Netherlands, Germany, Brazil, Colombia and Argentina. WeWork designs and builds physical and virtual communities[3] in which entrepreneurs share space and office services and have the opportunity to work together.



TAU VENTURES

Tel Aviv University has played a key role in Israel's rise as a world leader in research and as a tech hotbed. Approximately fifty percent of all Israeli entrepreneurs are alumni of TAU and the university is ranked ninth globally for producing the most venture capital-backed entrepreneurs. With this in mind, TAU created TAU Ventures, a new venture fund focusing on early stage ideas from students, alumni and the wider Tel Aviv ecosystem.



AMDOCS

Amdocs is a leading software & services provider to the world's most successful communications and media companies. As startups reinvent themselves, Amdocs enable their digital and network transformation through innovative solutions, delivery expertise and intelligent operations. Amdocs and its 25,000 employees serve customers in over 85 countries. Listed on the NASDAQ Global Select Market, Amdocs had revenue of \$3.7 billion in fiscal 2016.



SINGULARITEAM

Founded by Moshe Hogeg, One of Israel's most successful entrepreneurs, Singulariteam is a private VC fund that focuses on the development of technology based companies, by providing capital and additional supporting services.

Singulariteam acts as a super angel investor, focusing on advanced technologies, in the fields of artificial intelligence, robotics, augmented reality, virtual reality and other industry-leading technologies in various fields.



OURCROWD

OurCrowd is the leading global equity crowdfunding platform for accredited investors. Managed by a team of seasoned investment professionals, OurCrowd vets and selects opportunities, invests its own capital, and brings companies to its accredited membership of global investors. OurCrowd provides post-investment support to its portfolio companies, assigns industry experts as mentors, and takes board seats. The OurCrowd community of almost 17,000 investors from over 110 countries has invested over \$400M into 110 portfolio companies and funds.



WIX

Wix is one of the world biggest cloud-based web development platform that was first developed and popularized in Israel .It allows users to create HTML5 websites and mobile sites through the use of online drag and drop tools. Today, Wix has over 100M users, 45K new designs every day and 44K apps installed everyday. With volumes like these, Wix truly is one of Israel's High-tech unicorns

FEATURES AND FEES

- One month program, including coordinating of personal B2B meetings and personal mentorship.
- Working space in the center of Tel Aviv.
- Weekly nights out with guest speakers from the Israeli startup scene.
- Accommodation (3* Hotel)vvv
- Free pass for public transportation during the program.
- Entrance to the DLD conference.

Program fee: 10,000\$ per team (up to 2 team members).

startups/entrepreneurs who would like to arrange their accommodation separately are welcome and will have discount of 1,000\$.

For application please enter this link: <http://unbouncepages.com/global-launchpad>