Informationsmöte om samarbete med Israel inom Al



Agenda

- Vinnovas kontor i Israel Ann-Mari Fineman
- Israel som innovationsland Ann-Mari Fineman
- > The Connector Israel Sweden Innovation Initiative Ann Mari Fineman
- Samarbete Israel Sverige i Eureka Eurostars Peter Lindberg
- EU SME Support Få hjälp med din Eurostarsansökan Björn Ursing
- Avslutning och frågor
- **Lunch** 11:00



VINNOVA

Sweden's Innovation Agency





About VINNOVA

- 200 employees
- Stockholm, Brussels, Silicon Valley and Tel Aviv
- Government agency under the Ministry of Enterprise and Innovation
- Annual budget around €310 M, around 4000 projects funded per year

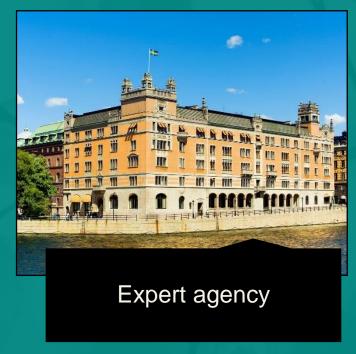
Three roles



Promoting sustainable growth in Sweden through the funding of innovation projects, to increase Sweden's competitiveness, and for the benefit of society









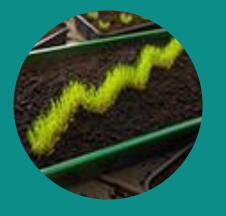
Five priority areas



Smart cities



Next generation travel and transport



Circular and biobased economy



Life Science



Connected industry and new materials



Vinnovas kontor i Israel

ANN-MARI FINEMAN, VINNOVA





Innovation collaboration Sweden - Israel Connecting Sweden's and Israel's innovation ecosystems





Sweden and Israel – Innovation Nations











GLOBAL INNOVATION INDEX RANK

- Switzerland
- 2. Sweden
- 3. United States
- 4. Netherlands
 - 10. Israel

R&D SPENDING AS % OF GDP

- L. South Korea (4.6%)
- 2. Israel (4.5%)
- **3.** Sweden (3.4%)
- 4. Switzerland (3.4%)
 - 5. Japan (3.2%)

NUMBER OF PATENT APPLICATIONS / CAPITA

- 1. Japan
- 2. Sweden
- 3. Switzerland
- 4. South Korea
 - 5. Israel

RAISED VENTURE CAPITAL AS % OF GDP

- 1. United States (0.41%)
 - **2.** Israel (0.38%)
 - 3. Canada (0.18%)
 - 4. Finland (0.12%)
- **13.** Sweden (0.05%)

RESEARCHER CONCENTRATION RANK

- Denmark
- 2. Israel
- Switzerland
 - Iceland
- 5. Sweden

Source: Global Innovation Index 2019, OECD GDP spending on R&D 2017, Samuel Neaman Institute for National Policy Research 2018, OECD Venture capital investments 2017 or last available year, Bloomberg Innovation Index 2019





Vinnova Tel Aviv

MINDSPACE



Focus Areas 2019

Cyber Security

Automotive Industry / Smart Mobility

Artificial Intelligence

Life Science / Digital Health



Selected initiatives and opportunities



www.theconnector.co.il

The Connector

Israel - Sweden Innovation Initiative

TEAM SWEDEN TEAMING UP FOR INNOVATION IMPACT

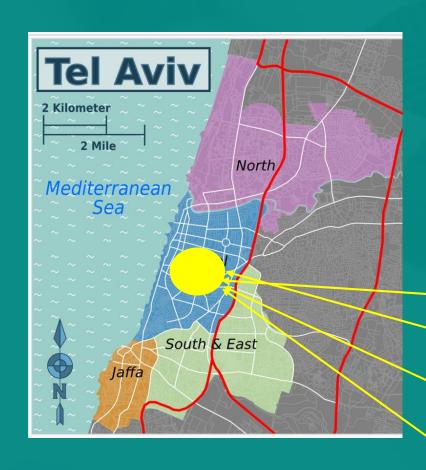








Sweden-Israel Innovation Hub



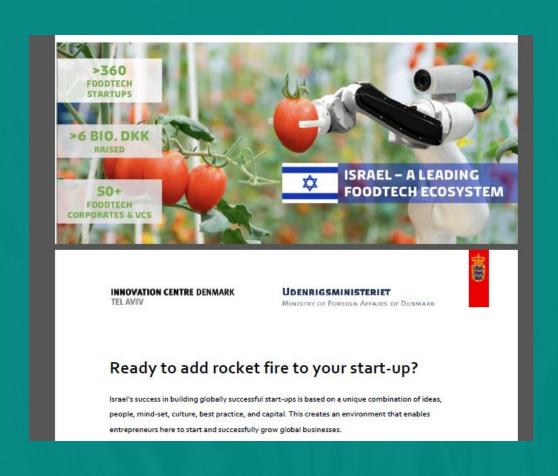


- Prestudy in progress, concluded by end of February 2020
- Broad initiative open to corporates, SMEs, Academia etc.
- Generally theme agnostic, but with selected areas for periods of time or for specific initiatives
- Focus on SDGs



Nordic AgriFood Tech Bootcamp

- Organised by Innovation Centre Denmark in Israel and the Danish Food Cluster
- To date 15 Danish and Swedish and Finnish startups have prticipated in 2 bootcamps (5 Swedish)
- Nex Bootcamp takes place i April 2020, open for Swedish participation
- One-week program with meetings with Israeli startups, Investors and other stakeholders in the AgriFood Tech area
- Useful connections as well as cultural infusion

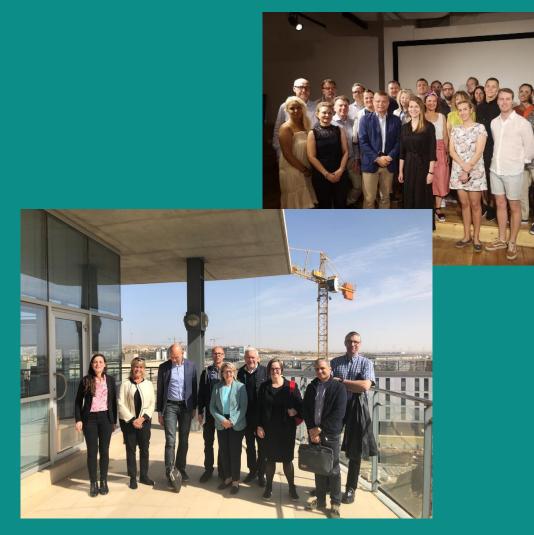




Delegations

- Vinnova projects
- Universities
- Corporations
- Public Sector
- Politicians

•





Selected Other ongoing initatives

- CTO-delegations
 - In collaboration with the Israeli Embassy in Stockholm, delegations to Israel for Chief Technology Officers or similar ("technology decision makers") from Swedish MNEs or medium sized corporates is being planned for 2020.
- Israel Innovation Day in Sweden
 - Vinnova is a partner in an Israel Innovation Day in Stockholm in February 2020, organised by the Israeli Embassy in Sweden. The aim of the initiative is to showcase and promote Israeli Innovation in general and Israel-Sweden collaboration in particular
- PoC project RISE Weizmann Institute

 Vinnova is funding a collaborative proof of concept project on process innovation. Using a RISE testbed in Sweden the goal is to scale up a process developed by the Weizmann institute.
- CyberTech 2020
 Delegation of Vinnova-funded projects to the CyberTech conference in January 2020
- Norm Creative Innovation
 Collaboration with MOST in Israel focused on gender balance in the innovation process



Other ideas

- Additional funding for collaborative projects within existing Vinnova programs (e.g. Competence Centres, Cyber Security Program, etc.)
- Accelerator program Sheba Medical centre
- Collaboration with innovation center in Beer Sheva on Cyber Security
- Incubator Exchange program

- Research collaboration
- Joint initiatives with Vinnova in Palo Alto
- ...?





MITE

VINNOVA

Sweden's Innovation Agency

ann-mari.fineman@vinnova.se

Mobile/WhatsApp: +972 (0)54 - 683 1233

www.vinnova.se



Israel som Innovationsland

ANN-MARI FINEMAN, VINNOVA







Foreign Trade Administration

From Milk & Honey to Hi-tech & Money

By
Roberth Friedman
Country Manager





Foreign Trade Administration

Population

Total: 9,02 milion

Jews: 75,1% Arabs: 20,7% Others: 4,2%



Area of Israel: 21,671 sq.km 470 km long 135 km wide

Sweden is 21 times bigger







Israel at a Glance

| Population | Area | 2018 GDP Growth | 2018 GDP | 2018 GDP/Per capita | Ratio of national debt/GDP (2017) | Investment in R&D |
|--------------|--------------|-----------------|---------------|------------------------|-----------------------------------|-------------------|
| 9.02 million | 22,145 sq.km | 3.2% | \$352 billion | \$41,000 | 60% | 4.5% of GDP |

| Inflation 2019 | Unemployment rate | Employees | OECD | Credit rating | Multi Lingual |
|----------------|-------------------|--------------|-------------------------|---------------|---|
| 1.28% | 3.9% | 3.98 million | 2010 full membership | S&P AA- | Hebrew, English, Arabic and Russian are some of the most spoken languages in Israel |





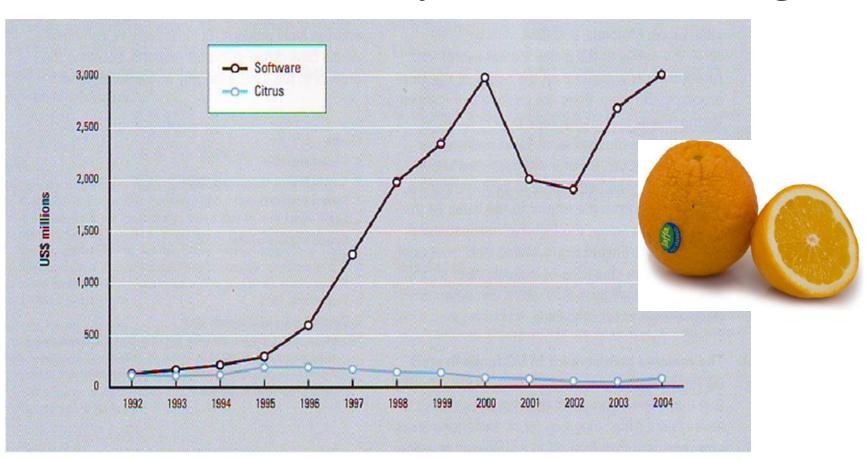
Export by Regional Trade







From Jaffa to ICQ, Waze and Google







Foreign Trade Administration

Israeli Breakthroughs – Selected Examples



Netafim - Drip (low volume) irrigation



Intel's Centrino and Pentium 4 microprocessors



Given Imaging - Ingestible video camera



M System's Disk On Key and Disk On Chip flash memory



AOL - Instant Messenger ICQ



Waze - Community-based GPS traffic and navigation app



Wix - Flash website platform



PrimeSense - 3D sensing technology for Kinect



Argo - Technology with motorized legs that power knee and hip movement



Powermat - Wireless energy transfer



Aqwize - Wastewater treatment solutions



TaKaDu - Monitoring water networks



Ormat - Geothermal energy and residual heat



HelioFocus - Solar thermal solutions





Foreign Trade Administration

The Israeli High-Tech Sector – Main Achievements



Global recognition as a leading innovative technology center



2nd only to Silicon Valley in innovation



Growth engine of the economy



Human Capital emerged as Israel's principle resource





Foreign Trade Administration

Israel High-Tech Sector Track Record 2009-2018



More than 10,065 startups established



\$42.8 billion was raised by Israeli high-tech companies



\$11.95 billion was raised by Israeli VC Funds, mostly from foreign investors



M&A: \$93 billion

IPO: \$3.8 billion



NASDAQ: 98 Israeli high-tech companies are listed



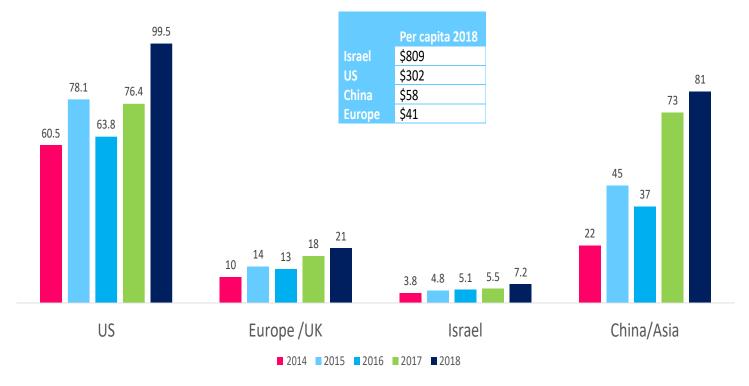


Foreign Trade Administration

Global Comparison – VC Investments, 2014-2018, \$b

ISRAEL IS FOCUSED ON TECHNOLOGY INNOVATION
HIGHST INVESTMENT PER CAPITA IN THE WORLD

Source: IVC Research Center







Foreign Trade Administration

Israeli High-Tech Ecosystem
From Seed to Leading Global Companies

Investors - Angels, Accelerators, Incubators, VC & PE funds, CVCs, Strategic and financial Investors, family offices. HNWI

Source of Financing - from seed to growth, including crowed financing, general and specialized by sectors and stage of development, VC & PE funds, Secondary funds

Seed - 377 active incubators and accelerators are responsible for nurturing the youngest pre-seed innovative tech companies.



296

Accelerators





Hubs





Foreign Trade Administration

Israel Ecosystem

Entrepreneurial Culture



Quality startups, serial entrepreneurs, technology clusters, one hub

> Strong Cooperation



Academia, Government, Industry, Defense, Silicon Valley Educated Human Resources



Skilled engineers, military service, elite units, immigration (1991 Russia

Quality Academic Institutions



Research, scientists, 12 Nobel winners, IPpatents, Weitzman Institute, Technion Proven Exit Avenues



M&A is the main avenue, improved performance

Modern Infrastructure



Legal, banking, financial, accounting, IP protection Smart Money, Mainly Foreign



Food chain: VC funds, CVCs, PE, angels, incubators, accelerators

Strong Presence of Multinationals



All sectors, regions; strategic – products needs, clients, DD, capital, exits Government Support



Innovation Authority special programs: grants, incubators, human resources; tax incentives

Commercialization



Defense-developed innovative technologies, basic science, academic research





Foreign Trade Administration



FEDERATION OF ISRAELI CHAMBERS OF COMMERCE ISRAEL'S LARGEST BUSINESS ORGANIZATION

















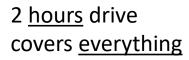


The Israeli High-Tech
Main Hubs



Tel Aviv

Tel Aviv is one of the greatest tech hubs in the world; it has the highest number of startups per capita in the globe and the highest investment of GDP in R&D





Jerusalem

The city already has 470+ active technology companies



Haifa

Haifa is an industrial zone and a tech hub. It hosts leading companies such as Microsoft, Intel and Google and academic institutes



Upper Galileo

Foodtech, AgroTech, ii 2020 emphasize on periphery



Herzliya

In Herzliya high-tech park there are 60+ startups and large companies, including Apple's R&D center, and Microsoft



Beer Sheva

Cyber Center - a joint venture of the Israeli National Cyber Bureau, Beer Sheva Municipality, Ben Gurion University and leading global companies in the cybersecurity industry





Foreign Trade Administration

Added Value of Multinationals Presence in Israel, from all Region & Sectors







Foreign Trade Administration

The Israeli Tech – Main Trends

01

From "Startup Nation" to "Scale Up Nation"

02

Building larger companies, larger amounts per round, longer period until exit 03

Increase # of active serial entrepreneurs

04

More Capital is being raised by Israeli VC Funds and startups

05

More private unicorns are being created

06

Smaller # of exits, higher valuation & amount 7

Increase # of NASDAQ
IPOs is expected, M&A
is still the main exit
avenue

08

Leading clusters matching global technology needs





Ministry of Economy and Industry

Foreign Trade Administration

The Israeli Tech – Main Challenges

Global

01

Dependence on global trends, economy cycles, exports, foreign investments, increased competition

Is valuation of private companies too high?

03

Is Support of private companies' valuation by the public market will continue?

Is the current IPO "window of opportunities" will continue?

05

Internal

Increase the number of employees in the high-tech sector, from 9% to 12% of total # of employees

06

Increase integration into the high-tech sector of Israeli Arabs, Orthodox Jews, Women

Increase the number and quality of engineers, education! (budget-Government responsibilities) **08**

Is global technology trends and demands are suitable to the Israeli innovation technology clusters & Culture





Digital Construction

SOSA - the world's first construction-tech hub

SiteAware, which combines augmented reality and drone technology to provide a digital replica of construction sites, helping site managers better understand the building process.

Dronomy, which uses drones to inspect construction sites autonomously, creating 2D and 3D models to compare actual progress against building plans

Beyon3D, which robotically turns a 2D drawing or 3D model into a prefabricated building component

ECOncrete, which makes ecologically sensitive concrete products.





Smart mobility

DRIVE, Ecomtion, Capsula – Accelerators and Incubators in the Smart Mobility arena.

Mobileye, Innoviz and Arbe Robotics - Different sensor companies

VayaVision - data fusion of the information from sensor

Hailo - artificial intelligence (AI) hardware

Phantom Auto - which aims to help guide human remote-controlled autonomous vehicles around road accidents, harsh weather conditions and road construction.





Cyber Security

Cyberspark, JVP Cyberlab – Incubators, Accelorators

Cybereason – solution combines endpoint prevention, detection, and response all in one lightweight agent.

Checkpoint – Infinity architecture delivers consolidated Gen V cyber security across networks, cloud, and mobile environments.

XM Cyber - multi-award-winning breach and attack simulation (BAS) platform identifies continuously attack vectors and prioritizes remediation.

Cyabra - protects brands and public identities against disinformation/fake news, in order to avoid financial and reputational damages.





Artificial Intelligence (AI)

IBM Alphazone, OurCrowd – Accelerator in Al in Israel

Sense Education - claims to be the world's first AI solution that helps instructors provide personalized educational feedback to massive amounts of open-ended assignments

LawGeex - Artificial Intelligence engine reviews your contracts and highlights any issues, speeding up approval





Food

The Kitchen FoodTech Hub, The food tech accelerator, Alpha Strauss –

Accelerator with in FoodTech

Hargol FoodTech - grasshopper-based protein powder

Meat the Future - tissue-engineering technology to create steak from bovine cells in a bioreactor.

BactuSense - creating a chip-based device to help food and beverage plants detect even low concentrations of bacteria such as salmonella and listeria within two hours.





Ministry of Economy and Industry

Foreign Trade Administration

Tack!

Roberth Friedman Country Manager – Sweden

roberth@israeltrade.gov.il



Ministry of Economy
Soulful Economy.

The Connector – Israel Sweden Innovation Initiative

ANN-MARI FINEMAN, VINNOVA





The Connector Israel-Sweden Innovation Initiative

Team Sweden January 2020









Agenda

- Swedish innovation activities in Israel
- What is "The Connector"?
- Why team up?
- What do we want to accomplish?
- March 23-24: First initiative



Connecting Swedish and Israeli innovation ecosystems to enable innovative solutions of tomorrow

SWEDEN'S INNOVATION PROJECTS IN ISRAEL

Two main innovation projects funded by VINNOVA - Sweden's Innovation Agency - in Israel

THE CONNECTOR - ISRAEL-SWEDEN INNOVATION INITATIVE

- Carried out by Business Sweden, Vinnova and Embassy of Sweden
- Platform to connect Israeli and Swedish innovation ecosystems
- Creating market-oriented research & development innovation projects between Israeli and Swedish organisations
- Industrial challenges matched to competences in Israel and Sweden
- For MNEs, start-ups, SMEs, Academia, TTOs, VCs and other stakeholders from both countries
- 1st initiative March 24th: partnering conference focusing on AI
 - Objective: creation of market oriented research and development innovation projects
 - More info: www.theconnector.co.il

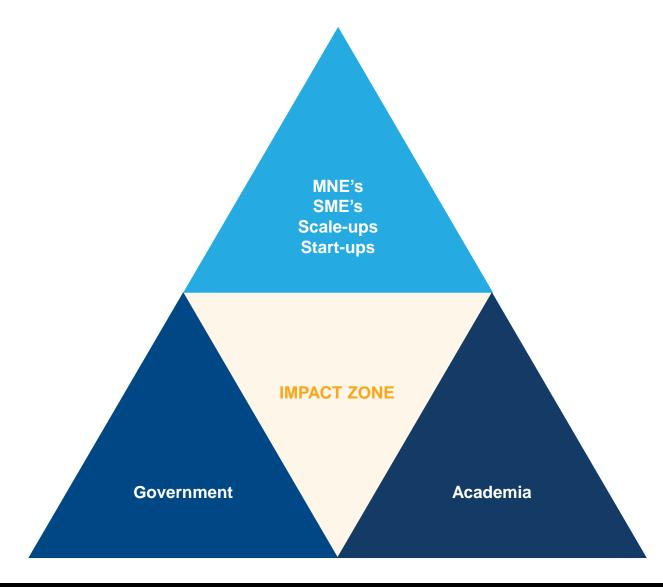


CHALLENGE DRIVEN INNOVATION HUB IN TEL AVIV

- Carried out by RISE
- In pre-study phase
- For MNEs, start-ups, VCs and other stakeholders from Sweden and Israel
- Physical presence in Tel Aviv with co-creation spaces
- Thematic programs about solving prioritized societal challenges with co-creation workshops and a summit event
- Support/process for proof of concept
- Planned start in Q3-Q4 2020



Appropriating the "Triple Helix" model of innovation for creation of maximum impact

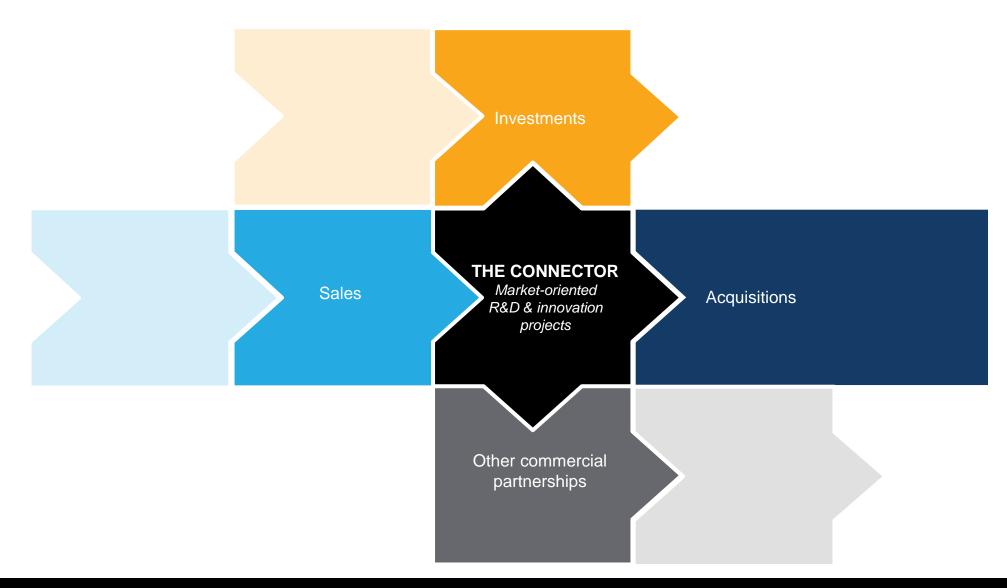


Agenda

- Swedish innovation activities in Israel
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A collaborative and mutually beneficial platform – catalysing market-oriented research & development innovation projects between IL and SE organisations



THE CONNECTO

Agenda

- Swedish innovation activities in Israel
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Being at the forefront of the innovation game, Israel and Sweden face common challenges in maintaining and developing our high-tech industries











GLOBAL INNOVATION INDEX RANK

- 1. Switzerland
- 2. Sweden
- 3. United States
- 4. Netherlands
 - 10. Israel

R&D SPENDING AS % OF GDP

- 1. South Korea (4.6%)
 - 2. Israel (4.5%)
- 3. Sweden (3.4%)
- 4. Switzerland (3.4%)
 - 5. Japan (3.2%)

NUMBER OF PATENT APPLICATIONS / CAPITA

- 1. Japan
- 2. Sweden
- 3. Switzerland
- 4. South Korea
 - 5. Israel

RAISED VENTURE CAPITAL AS % OF GDP

- **1.** United States (0.41%)
 - **2.** Israel (0.38%)
 - 3. Canada (0.18%)
 - 4. Finland (0.12%)
- 13. Sweden (0.05%)

RESEARCHER CONCENTRATION RANK

- 1. Denmark
- 2. Israel
- 3. Switzerland
- 4. Iceland
- 5. Sweden

Israel and Sweden have complementing innovation ecosystems – build on startups VS build on MNE's – making them ideal innovation partners

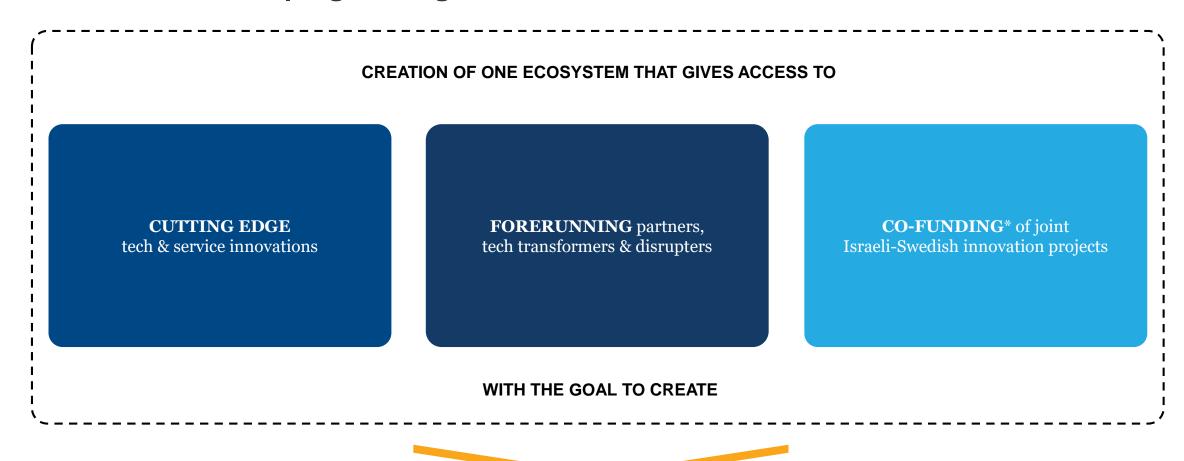
Sweden: innovation ecosystem primarily driven by manufacturing industry and large MNE's

- 0.13% of world's population, but created largest number of global companies per capita and numerous inventions used every day
 - E.g. Atlas Copco, ABB, SKF, Volvo, Scania, H&M, IKEA, AstraZeneca, Ericsson, Assa Abloy, Elekta
- 75% of the R&D investments in private sector in Sweden are made by the manufacturing industry
 - Sweden provides manufacturers with a collaborative and open ecosystem for innovation with extensive R&D opportunities and governmental support in a region where digital readiness is high
- Strong collaborative culture for innovation and entrepreneurship across industry, academia and public sector and tradition of flat organisational structure

Israel: innovation ecosystem primarily driven by high-tech start-ups and scale-ups

- Largest number of start-ups per capita in the world, ~1 start-up per ca. 1500 people
 - E.g. Waze, Mobileye, ICQ (Mirabilis), Mercury, Playtika, M-Systems, Valtech Cardio, Trusteer
 - ~70 active VC funds, 14 of which are international VCs with offices in Israel, by far outperforming any other country in VC volume per capita
 - Israel's venture capital availability is a symbol of the breath of its innovative industries and of the highly efficient financial sector underpinning them
- A flexible, creative economy with high degree of responsiveness to changing business environments and ability to swiftly translate market demands into organizational action

By teaming up we are able to jointly and efficiently solve innovation challenges and further developing our high-tech industries



ISRAELI-SWEDISH MARKET-ORIENTED INNOVATION PROJECTS

solving real industrial challenges

CONNECTOR

Israel-Sweden Innovation Initiative

^{*} Funding will primarily be available through EU financing instruments, other co-funding and financing options are under investigation

Agenda

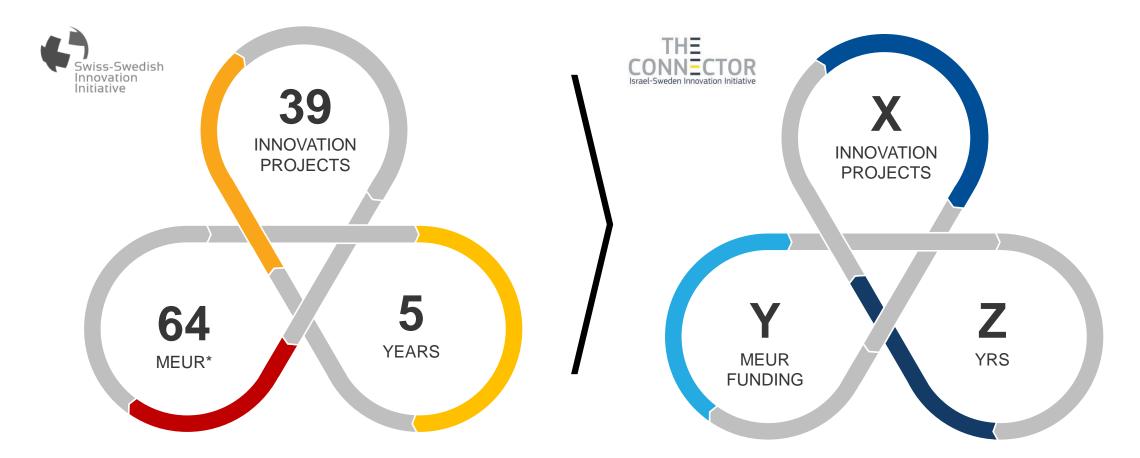
- Swedish innovation activities in Israel
- What is "The Connector"?
- Why team up?
- What do we want to accomplish?
- March 23-24: First initiative



The goal with The Connector is market-oriented R&D & innovation projects between Israeli and Swedish MNE's, start-ups and academia via various consortia

AFTER SUCCESSFUL ROLL-OUT OF AN INNOVATION INITIATIVE WITH SWITZERLAND...

...SWEDEN WISHES TO ESTABLISH A SIMILAR INNOVATION INITIATIVE WITH ISRAEL



^{*} Figures show the total project values, not the total business value



Agenda

- Swedish innovation activities in Israel
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Innovation platform pilot study showed that AI & Cyber Security are of strategic priority for Israeli and Swedish industry and main topics of interest

Verticals investigated

- Mobility
- Industry 4.0 / advanced manufacturing
- Life science
- Bio-economy
- Fintech
- Agritech

Focus areas

VERTICALS

- Mobility
- Industry 4.0
- Life science
- Connectivity

TECHNOLOGIES

- AI
 - 950 Israeli start-ups within AI and >300 AI-related patents by Swedish companies between 2006-2017
- Cyber security
 - 300 Israeli start-ups within cyber security, 30 MNE local cyber security centres

Technologies assessed

- Automation
- Visualisation & imaging
- Block chain
- 5G
- Machine learning
- UX
- Additive manufacturing

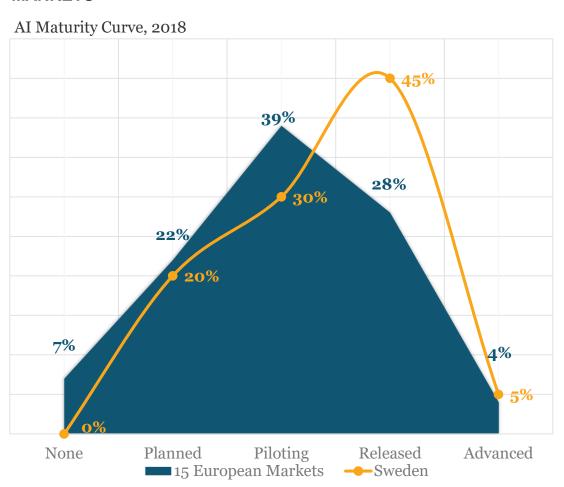
- Industrial & non-industrial IOT
- Cyber security
- Big data
- AI
- Cellulose based materials
- VR/AR
- Medical diagnostics tools

- Sensor informatics & control
- Quantum sensors, computers and simulators
- Robotics

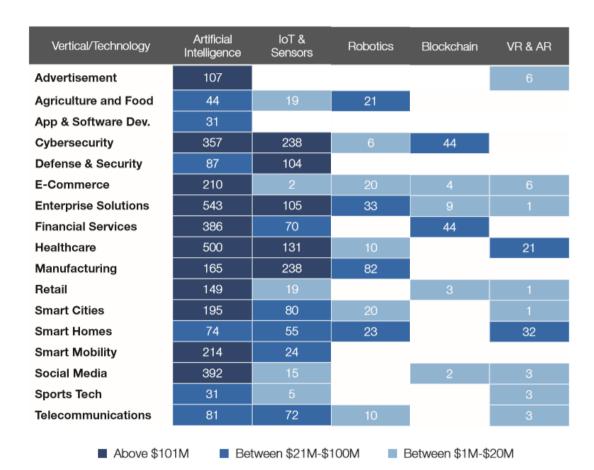
THE
CONNECTOR

Pilot study results in line with research on Al landscapes in Israel and Sweden: Al chosen as main thematic area for the 1st initiative by The Connector

AI MATURITY AND READINESS RANKING OF 15 EUROPEAN MARKETS



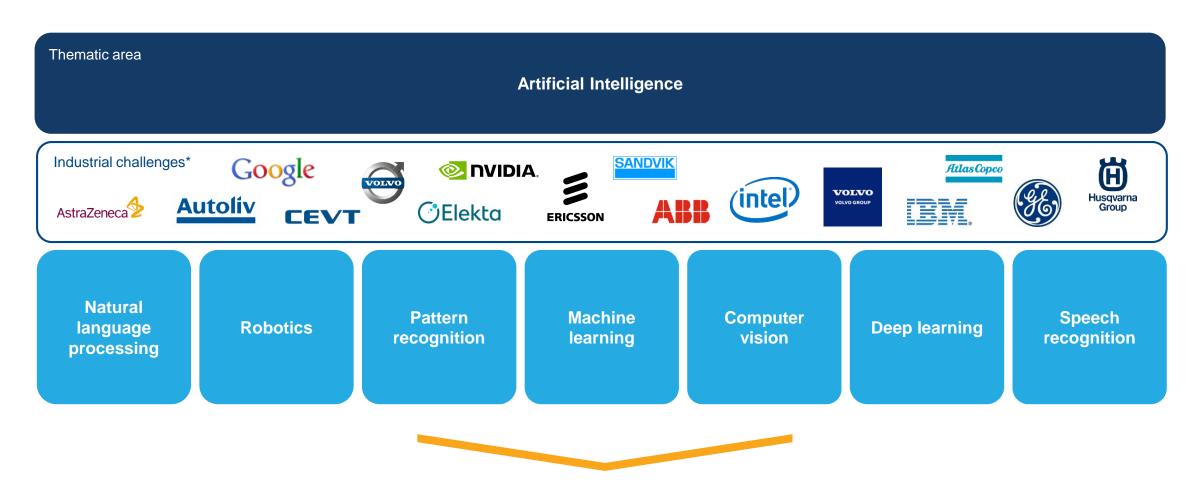
TOTAL FUNDING IN 2018 (\$M) FOR PROMINENT VERTICAL-TECHNOLOGY COMBINATIONS IN ISRAEL



Source: Artificial Intelligence in Europe - Sweden Outlook 2019, Microsoft & EY 2018, Finder insights series he state of the Israeli ecosystem, Start-up nation central, 2018



Al chosen as thematic area and the sub-topics is set by the industrial challenges faced by Israel and Sweden based MNE's



SUB-TOPICS WILL BE DRIVEN BY THE INDUSTRIAL CHALLENGES

^{*} Example of potential Israel/Sweden-based participants

1st activity of The Connector March 23 & 24 Partnering up for creation of AI innovations for the society of tomorrow

Ex. of Israel based participating entities



















Ex. of Sweden based participating entities





















Partners are defining their prioritized challenges within AI – starting point for cofinanced R&D consortia

• Computer-vision based perception using deep learning and video analytics

 Recognition of parts, actions, interactions, mental and physical states of humans, robots, and products. E.g. in human robot interaction and car environment.

Operations optimization in production environments

- Optimizing the scheduling of resources and operations to deliver on-time process completion and support continuous improvements via optimization algorithms, what-if analysis and simulations.
- Models and simulations for optimization of processes that account for time delays, feedback loops and limitations
 of variations in available training data.

Improved predictive maintenance in production environments

- Improving predictability of needed actions to ensure productivity and lower maintenance costs.
- Al-system to improve predictive maintenance and support maintenance operations potentially in combination with augmented reality for monitoring and visualizing proposed actions with the objective to have zero unplanned stops

Federated AI and learning

 Federated Learning enables edge device to collaboratively learn a shared prediction model while keeping all the training data on device, decoupling the ability to do machine learning from the need to store the data in the cloud.

Al for safety and security for time series and spatial data

As cyberattacks grow in volume and complexity, artificial intelligence (AI) is helping under-resourced security
operations analysts stay ahead of threats. One of the biggest concerns is that hackers can use AI to automate
cyberattacks on a massive scale. To detect a (cyber)attack in advance will enable us to thwart whatever the
adversaries are attempting to achieve.





ATTENDING REPRESENTATIVES

• Rafi Brada, AI Research Manager



PRODUCT DEVELOPMENT STAGE FOCUS

- Idea evaluation
- Technical and market assessment
- Product design and prototype
- Product testing
- Commercial start-up



CHALLENGE 1: COMPUTER-VISION BASED PERCEPTION

- Computer-vision based perception using deep learning and video analytics.
- Recognition of parts, actions, interactions, mental and physical states of humans, robots, and products.
- Show proof of concepts, provide technology building blocks enabling the development of application specific solutions.
- May be relevant for production environments including human robot interaction and for a car environment.
- Looking for industrial customers interested in the technology, and for industrial and academic partners for applying to applicable European grants.



CHALLENGE 2: OPERATIONS OPTIMIZATION IN PRODUCTION

- Operations optimization in production environments.
- Optimizing the scheduling of resources and operations to deliver on-time process completion and support continuous improvements via optimization algorithms, what-if analysis and simulations.
- Show proof of concepts, provide technology building blocks enabling the development of solutions.
- Looking for Industrial customers which juggle a large number of processes with substantial time-criticality (e.g. high costs of missing deadlines), competing for shared resources which are expensive and/or hard-to-obtain, and involving a network of dependent players and operations).

The Connector - Introduction day*

23 March 2020, Tel Aviv, Israel

• 12.00 Welcome briefing with HE Ambassador Magnus Hellgren, Embassy of Sweden in Tel Aviv, *Israel today*

- Ms. Osnat Lautman, OLM Consulting, Israeli and Swedish Business culture - a perfect match?

• 15:00 Field trip to Intel

- A visit to "the world's smartest building" and meeting with Intel CEO Yariv Gartry, *The international perspective on innovation collaboration in Israel*

• 18:00 Cocktail with a view

– Cocktail and mingle at law firm PearlCohen on 54th floor of the Azrieli Sarona building

^{*} Attendance as per arrival to Tel Aviv

DRAFT

P R O G R A M

-DRAF

The Connector - Main day

24 March 2020 @ Start-Up Nation Central, Tel Aviv, Israel

- 08.00 08.30 Registry
- 08.30 09.00 Welcome address
- 09:00 09:20 Funding opportunities and requirements
- 09.20 09.50 Panel discussion: Future of mobility and autonomous driving
- 09.50 10.20 Panel discussion: Innovations for the Factory of the future
- 10.20 10.40 Networking coffee break
- 10.40 11.20 Academia presentations
- 11.20 12.05 Swedish-based Multinational Enterprise presentations
- 12.05 13.35 Israeli-based Multinational Enterprise presentations
- 13.35 14.10 Networking Lunch
- 14.10 15.15 Small and Medium Sized Enterprise presentations
- 15.15 18.00 One-to-one matchmaking meetings
- 18.00 20.30 After conference networking

What you can benefit by partnering up with The Connector



MNEs

- Position your organisation in the different ecosystems and access potential collaboration partners
- Understand the cutting-edge technological solutions that are being developed
- Find external support in the development of solutions for your real challenges and needs
- Get a better understanding of the existing competences in your areas of interest



SMEs, Start-ups and Scale-ups

- Position your organisation in the different ecosystems and access potential collaboration partners
- Understand the cutting-edge technological solutions that are being developed
 - Participate in the development of solutions for real challenges and needs at future clients and partners
- Sharpen offering through collaborations with tech and academia partners



Academia/TTOs

- Position your organisation in the different ecosystems and access potential collaboration partners
- Understand the cutting-edge technological solutions that are being developed
 - Participate in the development of solutions for existing challenges and needs
- Transfer technology from the academic side to enterprises



Start-up associations, innovation hubs and others

- Position your organisation in the different ecosystems and access potential collaboration partners
- Understand the cutting-edge technological solutions that are being developed
- Be part of and drive the innovation agenda of the Israeli and Swedish ecosystems
- Access peers and start-ups in both ecosystems as well as potential future MNE partners



Governmental agencies and others

- Position your organisation in the different ecosystems and access potential collaboration partners
- Understand the cutting-edge technological solutions that are being developed
- Support your innovation ecosystem to grow in a needoriented, hands-on environment





Collaboration between Israel and Sweden in Eureka Eurostars

PETER LINDBERG, VINNOVA





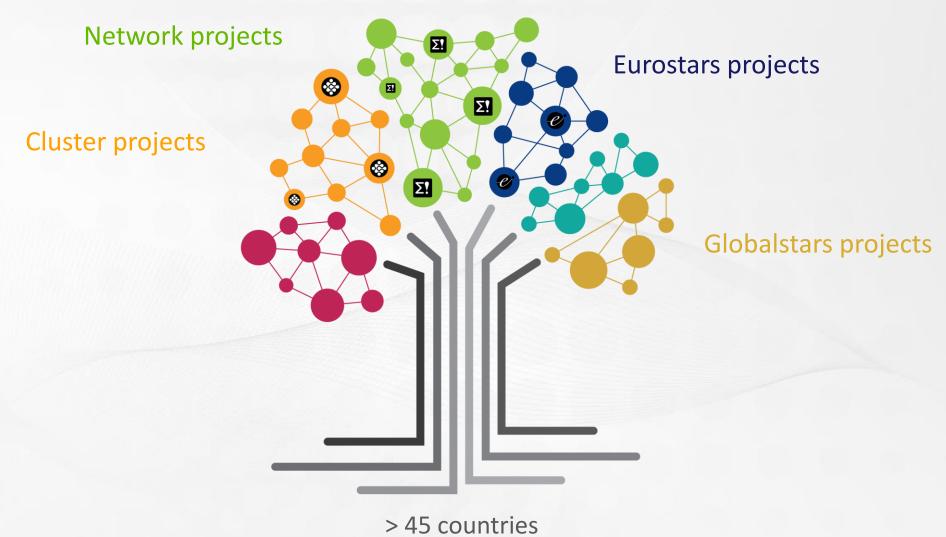
THE EUREKA NETWORK



EUREKA is a pan-European network for market-oriented, industrial R&D&I



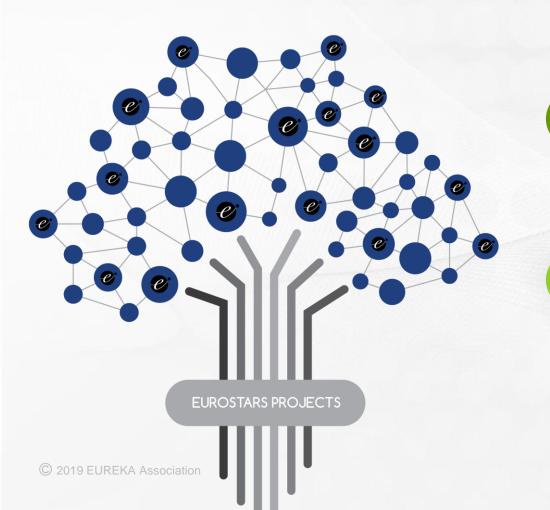
EUREKA instruments







EUROSTARS IS ...



Joint programme between EUREKA and EU

Dedicated to R&D-performing SMEs

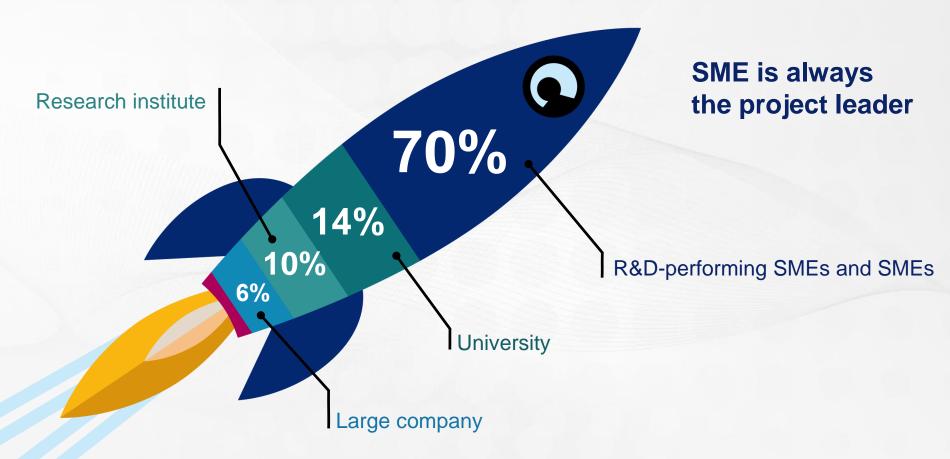
International cooperation

Bottom-up

Market-oriented



SMEs in the driving seat





A typical Eurostars project is...



3-4 participants



Z-3 countries



average duration

30 months



average project cost

€1.4 million



Motives for participation











You need access to someone else's science/technology

You have a solution for someone else

Access skills you don't have

Requires collaboration across the value chain

Share risks



Eurostars easy application

5 SUBMIT

EVALUATION

Complete the APPLICATION FORM

3

Upload ANNEXES

Check your eligibility!

2

REGISTRATION

CONTACT your NPC

1

PROJECT IDEA

Read relevant guidelines!

Quality and efficiency of the implementation: basic assessment

- Quality of the consortium
- Added value through co-operation
- Realistic and clearly defined project management & planning
- Reasonable cost structure

Excellence: innovation and R&D

- Degree of innovation
- New applied knowledge
- Level of technical challenge
- Technological achievability & risk

Eurostars evaluation criteria

Impact:
market &
commercialisation

- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans
- Time to market

Swedish funding rules

- Funding of eligible costs in projects
 - SME 50%
 - Large Company 30%
 - Universities, Institutes, Public Sector 70%
- Max SEK 5,000,000/project joint funding to SE partners
- Yearly SE budget of 10 M€.

Next Call deadlines: 13 February 2020 and 3 September 2020

Call for Project Outlines: 1 June 2020.

Eurostars information: www.vinnova.se/m/eureka/eurostars/



Israeli funding rules

- Funding of eligible costs in projects
 - SME 20%-50%
 - Large Company 20%-50%
 - Universities, Institutes participate as subcontractors
- Max joint funding to Israeli partners/project: No limit

Eurostars information: https://www.eurostars-eureka.eu/countries/israel



Promotional call Israel - Sweden

Main participant sends in project outline. Must be an R&D performing SME from Sweden or Israel. Application form exists. A project outline is typically 3-5 pages long.

INFORMATION MEETING AT VINNOVA

TRAVEL GRANT

SME, UNIVERSITIES AND RESEARCH INSTITUTES

28 February 2020

CALL CLOSE
FOR PROJECT OUTLINE

1 June 2020

EUROSTARS
PROJECT APPLICATION
3 September 2020

31 January 2020

CALL OPENS

February / March 2020

THE CONNECTOR

EUROSTARS MATCHMAKING IN TEL AVIV

24 March 2020

FEED BACK

FOR PROJECT OUTLINE

24 June 2020

Sending in a project outline for a Eurostars project is an optional step. We see it as a service from Vinnova and Israeli Innovation Authority



Themes of promotional call

AI

However, applications in any field of technology is welcome



EU SME Support – Få hjälp med din Eurostarsansökan

BJÖRN URSING, SwedenBio



EU SME Support

www.eusme.se

Björn Ursing



Kort om EU SME Support

- Hjälp vid ansökan till EIC Accelerator, Eurostars och Fast track to Innovation.
- Kostnadsfri "one stop shop" support f
 ör SMEer via hemsidan.
- Team med erfarenhet från både EU-ansökningar och affärscoachning.
- Finansierade av Vinnova och Tillväxtverket.
- Agerar som ett komplement till NCP (National Contact Point).
- Nyheter på hemsidan och via LinkedIn.



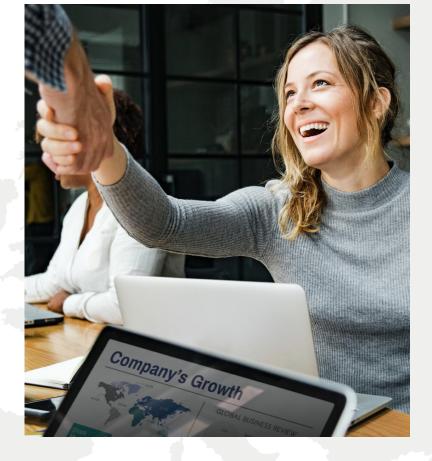














TACKI

VINNOVA

Sveriges innovationsmyndighet







