

## **AtoBe Experience**

### **\*AtoBe's Boot Camp**

We offer a five-day boot camp to train teams around a chosen goal related to innovation and entrepreneurship. Participants are guided through hands-on sessions, workshops, and masterclasses with our professional mentors.

Areas covered in the boot camp:

- ideation, creative thinking
- leadership
- strategy
- funding and fundraising options
- product & service development;
- internet marketing, marketing sales, and PR
- pitch coaching and practice
- presentation skills
- legal, copyright, and patent protection
- business plan and investments
- entrepreneurship and community building

Boot Camp includes tours throughout the ecosystem and industries relevant to the chosen topics, for example: JDA, SifTech, JEST, OurCrowd, JVP, Teva, Mobileye, OrCam, Intel, and others.

Sightseeing is also an option, for example: Old City of Jerusalem, Hebrew University of Jerusalem, Tower of David VR Labs, Jerusalem Botanical Gardens, etc.



### **\*From an Idea to a Startup - 10 Session Course**

Professional Entrepreneurship Course for organizations & universities includes ten sessions, once a week for four hours per session and covers the ten must-know topics for entrepreneurs:

- technology
- design & user experience
- business model
- financial plans
- marketing
- business contracts
- intellectual property
- presentation skills
- venture capital
- business tools
- and more!



**\*visit us!**

Invite your delegation and guests to learn about the hottest topics regarding the startup nation:

Building a community

Running an accelerator

Evaluating early-stage startups

Strategic ways to choose a good idea

And more.

The visit includes:

A customized lecture, tailored to the audience, a tour at the AtoBe Accelerator, the Azrieli College of Engineering Jerusalem, and our unique labs.

Light refreshments are included.



### **\*AtoBe Venture Creators**

AtoBe Venture Creators is a program in which we teach our participants how to take a good technological idea and develop it into an up and running start-up company.

We mobilize leading specialists and experienced start-up entrepreneurs to share their knowledge through a series of 10 lectures and weekly assignments.

Throughout the course, participants build: a financial model, business plan, a beta product, market research, 4-minute professional pitch, and more around their technological idea. At the program's graduation party, we host a Demo Day, where the best pitches are presented to VC's and angel investors.

This is knowledge-sharing at its best, with industry leaders sharing their experience and insights with the next generation. In addition to lectures by renowned entrepreneurs, there is a practical component, which consists of mentors presenting entrepreneurs with weekly real-world assignments in preparation for launching their start-ups.

### **\* "Train the Trainers" Program**

Join our list of happy customers that we've helped along the way! Learn how to run a successful accelerator with our mentorship and consulting services.



### **Introduction to Entrepreneurship for High School Students \*and Adolescents**

We educate high school students and adolescents about the start-up industry through our introduction to entrepreneurship program, familiarizing them with the field of start-ups and engineering.

**\*Innovation Training**

<b>Subject of lecture/workshop</b>	<b>Delivered by</b>	<b>duration</b>
The story of the AtoBe Startup Accelerator and the Jerusalem Start-up community in the Startup Nation	Michael Mizrahi and Lili Pergamenikov	45 min to 1 hour
From an Idea to a Successful Startup, Triz technique and Lean Startup Tools and Skills  (slides also available in Chinese)	Michael Mizrahi	45 min to 1.5 hours
Entrepreneurship and Gender Diversity - Introduction and Tools	Lili Pergamenikov	45 min to 1 hour
Evaluation of Early Stage Startups	Michael Mizrahi	45 min to 1.5 hours
Choosing Business Models for Early Stage Startup and Business Model Canvas  (slides also available in Chinese)	Michael Mizrahi	45 min to 1.5 hours

\*Can be customized per request.



## **AtoBe - The Azrieli College of Engineering Startups Accelerator**

AtoBe, the Entrepreneur's Center at Azrieli College of Engineering Jerusalem, offers an immersive six-month high growth training program, providing office space, mentorship, training, a community of like-minded entrepreneurs, and introductions to investors and industry.

AtoBe is located in the heart of the Azrieli College, which supports our start-ups by giving them both the worlds of academia and entrepreneurship. This allows for and encourages solid development from idea to concrete startup - from point A to point "Be."

We are the only college and Accelerator in Jerusalem focusing solely on engineering and technology. By mobilizing academic know how, and through a crack team of coaches and an intensive program, we support our startups in becoming sustainable businesses. Over the course of our six-month program, our teams transform from idea-based startups to businesses.

We provide the selected entrepreneurs with the following:

- A unique six-month program with academic mentorship and studies, lab support, and more;
- An amazing startup office within the college designed to help the teams throughout their journey. From point A to Be!
- Assistance from our top-notch partners who specialize in startup companies, world-class mentor networking, advisors, and investors.



### The Team:

**Eng. Michael Mizrahi,**

Head of the Research, Innovation and Entrepreneurship Division

Home institution: Azrieli College of Engineering (Israel)

A serial entrepreneur and a visionary whose goal is to transform Jerusalem into one of the leading 20 cities in the world for startups and entrepreneurs, Michael helps fulfil this goal as a member of the board of the nonprofit organization MadeInJLM and Director of the Startup accelerator AtoBe, which operates as part of the Azrieli College of Engineering. MadeInJLM identifies future innovators and provides them the platform to contribute, connect, mentor and create. What is unique about AtoBe is that its main and only focus is engineering and technology. It provides innovators with state of the art equipment that enables them to work wonders.



Mr. Mizrahi is also one of the driving forces behind three programs that are funded by the EU Tempus and Erasmus Plus programs. One of those projects is MMATENG, whose objective is to improve BA and MA programs in Material Engineering in cooperation with universities in Israel, Russia, and Ukraine. It is also supported by a number of Israeli universities and universities in Germany, France, and Poland.

<https://il.linkedin.com/in/michael-mizrahi-a5379453>

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### **Lili Pergamenikov**

Project Manager at the Research, Innovation and Entrepreneurship Division of Azrieli College of Engineering

Lili's work includes developing the Research Division at the college and implementing international programs.

Lili is the former CEO of the "Common Ground" NGO for Gender Education and former advisor to the Deputy Mayor of Jerusalem and coordinator of the "Status of Women" and "Status of Children" committees at the Jerusalem Municipality.

Lili has initiated and led several social initiatives, such as co-founding the "Justice You Shall Pursue" group, a civil organization acting against lenient penalties for sex offenders. She also co-Founded the "Women of Jerusalem", a student organization for the advancement of women and social equality at the Hebrew University.

Lili earned her BA in Political Science and Psychology from the Hebrew University.

She is a lecturer, writer, and facilitator of workshops on social activism in Israeli society.

<https://www.tigerlili.rocks/>



### **Noa Yaffe**

Operations Manager of the Innovation and Entrepreneurship Division at Azrieli College of Engineering.

Noa oversees the AtoBe Accelerator program and is responsible for building cooperation with international organizations by developing entrepreneurship courses.

Noa is the point person for the entrepreneurship community of AtoBe graduates, regularly producing events, workshops, and Meetups.

Noa has a bachelor's degree in Social Sciences (psychology, sociology, criminology) from Bar Ilan University and an M.A. in Music Therapy from David-Yellin Academic College.

In addition, Noa has a research background from The Henrietta Szold Institute and to this day conducts Music therapy research on improving the quality of life for Alzheimer's patients at **the Jerusalem Institute of Contemporary Music**.



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