

ISRAEL CALLING

Tap into global innovation this September with a trip to world-leading start-up hub the Tel Aviv Landing Pad, sponsored by the NSW Government and Austrade.



Australian Government

Australian Trade and Investment Commission



Australia
UNLIMITED



NSW
GOVERNMENT

WHO ARE WE LOOKING FOR?

The NSW Government, in collaboration with Austrade, is offering up to 10 NSW fintech and cyber security start-ups the opportunity to take part in an intensive accelerator program in Tel Aviv, Israel. We are looking for start-up entrepreneurs who are ready to go global, explore opportunities in fintech and cyber security, and help build Sydney's reputation as a leading Asia Pacific innovation hub.

WHAT WILL YOU RECEIVE?

♦ **Return economy flights to Israel** ♦ **11 nights' accommodation** ♦ **A curated, 10-day intensive program in Israel (19–29 September 2016) to give you the edge in your fintech and/or cyber business:**

- » The opportunity to raise your global profile
 - » Access to world leaders in innovation, entrepreneurship and venture capital
 - » Meetings with Israel-based multinationals
 - » Meetings and engagement with globally successful Israeli fintech start-ups
 - » The opportunity to enhance your global market strategies to "think globally"
 - » Participation in the biggest international innovation industry event of the year in Israel – DLD Tel Aviv
 - » Meetings with mentors to address business or technical challenges
 - » Exploration of commercialisation partners supported under a new NSW/ Israel innovation agreement
 - » An enriched understanding of successful collaboration models with corporates and research institutions
 - » A home base during the program at the Tel Aviv Landing Pad at Israel start-up hub SOSA
 - » Opportunities to gain unique insights into cybersecurity and data science
 - » Networking and continuing development opportunities after returning to Australia.

HOW TO APPLY

Email fintech@dpc.nsw.gov.au and tell us in 500 words or less: why should we choose you for this Australian-first opportunity?

Vision

What are your start-up's objectives and how do you plan to achieve these?

Scaleability

Can you deliver your product or service to 100 or 1 million customers? Have you started thinking globally?

Traction

Do you have a proof-of-concept, existing sales and customers, funding, investors and partners?

Differentiation

How does your offering disrupt its marketplace, and what is your value proposition and vision for growth?

Market relevance

How will a two-week intensive program in Tel Aviv make a difference for you? What will you bring back with you to the NSW ecosystem?

WHY ISRAEL?

Israel is consistently ranked highly on innovation and entrepreneurship and frequently referred to as the "start-up" nation.

In 2015, Tel Aviv was ranked "the best start-up centre outside the USA" by Compass Global Startup Ecosystem Report 2015. The same year, venture capital funds in Israel raised US\$4.43 billion in 708 deals, more venture capital per capita than any other country. Driven by a supportive and collaborative government, Israel's innovation ecosystem is one of the most developed in the world, shaped by a sophisticated network of major global investors, start-ups, service providers such as intellectual property lawyers, more than 275 multinational corporate Research and Development (R&D) centres and world-class R&D institutions.

ABOUT THE TEL AVIV LANDING PAD

'Landing Pads' are an Australian Government initiative intended to stimulate Australian innovation and entrepreneurship. The Tel Aviv Landing Pad is located at SOSA (South of Salame), founded by a community of Israel's most prominent angel and venture capital investors and described as the 'town square for the innovation industry'. Visit www.australiaunlimited.com/landingpads for information on Landing Pads.

**All applications will be competitively assessed.
The NSW Government reserves the right to reject any
applications deemed not to meet the application requirements.**

Application closing date: 22 July 2016