

ENTREPRENEURSHIP IN EMERGING MARKETS

Part 1: Monday, May 12th 17:30-20:30

Introduction to Business in the Developing World

Part 2: Monday, May 19th 17:30-20:30

Business Models for the Base of the Pyramid (BoP) in Developing Countries

Part 3: Monday, May 26th 17:30-20:30

Disruptive Technologies for the Developing World

Part 4: Monday, June 2nd 17:30-20:30

Israel and Emerging Markets

Part 5: Monday, June 9th 17:30-20:30

Discussion with Entrepreneurs



Overview of the course:

This course is a unique leadership program that comprises of five meetings in which participants will be trained about core issues relating to emerging markets. The course will explore both the opportunities these markets present for Israeli entrepreneurs and companies as well as the potential social impact created by applying Israeli innovation and entrepreneurship to solving critical challenges in these regions. Participants will learn practical tools for entering this field and hear from expert speakers.

The course is interdisciplinary and takes place at Tel Aviv University and the Citizens' Empowerment Center in Israel in partnership with Startau, IsraelDev and the Pears Innovation for International Development Program with the participation of the following organizations:

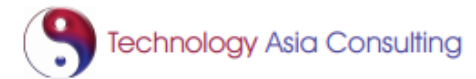


Session 1: Introduction to Business in the Developing World

- The Basics of International Development with:
Dr. Aliza Inbal, *Director*, the Pears Innovation for international Development Program



- Panel: Opportunities in Emerging Markets - Regional Focus (Africa, Asia, Latin America) with:



Emanuel Shahaf, *CEO*, Technology Asia Consulting Ltd. & *Vice Chairman*, Israel-Indonesia Chamber of Commerce

Ofer Zuntz, *Project Manager*, Yarak 2000 and Member of Israel Africa Chamber of Commerce

Arie Elbelman, *Spanish Community Manager*, Wix.com



- Unilever Shakti Case Study

Session 2: Business Models for the Base of the Pyramid (BOP) in Developing Countries

- Why Market-Based Solutions and Introduction to the BoP

Practical workshop with:

Caylee Talpert, *Director of Special Projects*, the Pears Innovation for International Development Program



- Funding your BoP Venture with:

Leehe Skuler, *Consultant for Enterprises in Developing Countries*
Former Impact Investing Professional

- Perspective from Multinational Companies working in Emerging Markets with:

Ran Landau, *Regional Business Manager*, HP Indigo for Middle-East, Mediterranean and Africa



Indigo Division

Zika Absuk, *Senior Manager of Business Development*, Cisco



Session 3: Disruptive Technologies for the Developing World

- Introduction to Disruptive Technologies with:
Nava Levy, *Founder*, LerGO a new non-profit social venture dedicated to self-education



- Panel Israeli Startups building Disruptive Technologies for the Developing World with:
Anat Reichman, *Director of Development*, Genome Compiler
Davidi Vortman, *Co-founder*, Nova Lumos
Philipp Pfeffer, *Positioning and Brand Manager*, Keepod Ltd.



- Practical Workshop on Pitching with:
Amos Avner, *Director Education*, StarTau and *Co-Founder*, StartupEast

Session 4: Israel and Emerging Markets

- History of Israel and the Developing World with:
Dr. Aliza Inbal, *Director*, Pears Innovation For International Development Program



- Israeli Innovation for Development with:
Sivan Borowich Ya'ari, *Founder and president*, Innovation: Africa.



- Netafim, a leader in Israeli agricultural technology
(To be confirmed)



Session 5: Takeaways

- Peer consulting session with Entrepreneurs



- Opportunities to Get Involved

Speakers:



Zika Absuk

Senior Manager, Business Development, Cisco

Zika is leading Cisco's new initiative of country transformation in Israel. Prior to becoming a senior manager in business development at Cisco Europe, Zika led Cisco's corporate social responsibility efforts in Eastern Europe, Israel, Palestine, and sub-Saharan Africa. In this role, she managed the implementation of several social investments including a \$10M commitment in five African countries and a \$10M commitment in the Palestinian Territories.



Amos Avner

Director Education, StarTau and Co-Founder, StartupEast

Amos has vast experience in content creation and training. He is the Director of Education at StarTau and the CO-Founder at StartupEast, a new platform to nurture entrepreneurship in Asia. Amos got a BA in Film, TV and New-Media from Tel Aviv University.



Dr. Aliza Belman-Inbal

Director, Pears Innovation for international Development Program

Dr. Aliza Belman Inbal comes to the school after a lengthy career both with the World Bank and as a career diplomat for the Israeli Foreign Ministry. She is an internationally recognized expert on capacity building in international development contexts.



Sivan Borowich Ya'ari

Founder and president, Innovation: Africa.

Born in Israel and raised in Nice, France, Sivan traces her roots back to the African continent where her father was born in Algeria and her mother in Tunisia. While Sivan first traveled to Africa, she was immediately moved by the pervasive poverty she witnessed and began to look for ways to transform and improve the lives of African people. Following a brief stint as a mortgage banker, Sivan joined the United Nations Development Program and developed the groundwork for what would become Innovation: Africa.



Arie Elbelman
Spanish Community Manager, Wix.com

Arie is a passionate professional, he loves what he does and I does what I loves, because he is convinced that that's the key to success. Therefore, he has been involved with Communications, People, Teamwork, Strategies and Social Media for more than 7 years; Mixing the digital communications world with the fields of Social Work, Coaching, Volunteering, Nonprofit, Leadership and Education. He is now in charge of Management of all the Social Channels for the Spanish Market (Latam and Spain) at Wix.com He is also the creator and owner of Oversight, a company involved with marketing, strategic communication, branding and 360°.



Ran Landau
Regional Business Manager, HP Indigo for Middle-East, Mediterranean and Africa

Spent the last 6 years working at Hewlett Packard, Indigo Division, Currently serves as the Regional Business Manager for Middle-East, Mediterranean and Africa. Prior to HP, he held a few Senior management roles in the Printing Equipment and Health Industries.



Nava Levy
Founder, LerGO, a new non-profit social venture dedicated to self-education

LerGO has the mission of providing every child access to high quality online education, for free. In addition, Nava volunteers in two NGOs working to promote the causes she cares for: through education, helping to provide equal opportunities for children of any socio-economic background and the successful integration of new immigrants in Israel. Prior to founding LerGO, Nava was VP of Cloud and before that, Head of Cloud Program, in two leading global high tech companies, cVidya and Amdocs.



Philipp Pfeffer

Positioning and Brand Manager, Keepod Ltd.

Graduate of the Sofaer Recanati international MBA Program, Philipp joined Keepod at the point of a strategic reorientation process and is key to the development and implementation of the new strategy.



Anat Reichman

Director of Development, Genome Compiler

Genome Compiler's vision is to democratize creation, making software that allows biologists to create new living things to solve global problems and create a more sustainable future. Anat recently founded WSBG, Women of Synthetic Biology Group, geared toward pushing more women into the field of synthetic biology and creating new start ups.



Emanuel Shahaf

CEO, Technology Asia Consulting Ltd. And Vice Chairman, Israel-Indonesia Chamber of Commerce and Vice Chairman, Israeli-German Society (IDG)

Emanuel was born in Germany in 1954 and immigrated to Israel in 1972. He graduated with a B.Sc. and M.Sc. in Aeronautical Engineering at the Technion in Israel and got an MBA in Management of Technology at the Polytechnic Institute in Upstate New York. Upon return to Israel in 1989 he joined the Office of the Prime Minister in Tel Aviv, where he served in various positions both at home and abroad until his retirement in 2003. He then worked to develop Israeli business relations in Indonesia.



Davidi Vortman

Co-founder, Nova Lumos

Davidi Vortman is an experienced general manager, with a strong track record in growing businesses globally. Davidi held executive positions at Comverse and NICE, specializing in taking ideas from design to market leadership, with proven results of creating new business in emerging markets. Davidi holds an MBA from Kellogg Recanati and a BSc in Computer Science from the Hebrew University.



Leehe Skuler

Consultant for Enterprises in Developing Countries and Former Impact Investing Professional

Leehe Skuler worked at an impact investment firm in Europe and Ghana, which invested in clean energy SMEs and projects which promote rural electrification in Africa. Before that, Leehe worked with microfinance investments in developing countries, and also has a background in the Israeli non-profit sector.



Ofer Zuntz

Project Manager, Yarok 2000 and Member of Israel Africa Chamber of Commerce

Ofer Zuntz is an expert in the management and business development of large scale agricultural projects and businesses, including marketing and delivering goods to international markets. Ofer has extensive experience in wholesale and retail markets in different countries for over 20 years. He managed successful agricultural projects in Israel, Russia, Angola, and Nigeria.



Caylee Talpert

Director of Special Projects, the Pears Innovation for International Development Program

Caylee's role includes building and managing the Pears Challenge and co-directing the Israeldev Network. Caylee has lived and worked in South Africa, Geneva, New York, Israel, Nepal and London and holds an MSc in International Development from the London School of Economics with a focus on business models for the Base of the Pyramid (BoP) as well as a degree in Economics and Finance from the University of Witwatersrand in South Africa..