



TheMarker
Tau Innovation
2019

TMTI 2019 SUMMIT & STARTUP COMPETITION

23-24 JULY, 2019
ISRAEL • TEL AVIV

We would like to invite you to be a part of the 7th annual TMTI Summit 2019 (formerly the TAU Innovation Conference) one of the largest, international innovation summits in the Middle East. With 500 startups participating and 6,000 attendees from across the world including entrepreneurs, industry leaders, diplomats, investors and incredible keynote speakers, it's a great opportunity to meet the most brilliant and daring minds on the local technology scene.

The Challenge - July 23rd

"The Challenge" is the biggest start-up competition in Israel. Each year, hundreds of entrepreneurs apply to vie for the prize: an investment of 1 million shekels (\$250,000) investment by TAU Ventures. The competition is divided into a number of verticals such as AI, Mobility, FinTech and more, though only one startup ultimately wins the investment.

Since the first conference, which was held in 2011, the companies that won the start-up competition have raised millions of dollars. Winners of the competition in the last years alone - Fairfly Carbyne (formerly Reporty), Hargol Foodtech, and Hoopoe - raised a combined total of millions of dollars, typically obtaining the investment within a month of winning the competition.

Start-ups will pitch throughout the day in front of large crowd and selected judges from the very top of the Israeli eco-system.



Rotchild Tech-Talk - July 23rd

About 10 bars along Tel Aviv's trendy Rothschild Boulevard will host simultaneously lectures for hundreds of attendants.

Main Event - July 24rd (Full day Plenary)

Fascinating panels on the subjects of entrepreneurial, investments and academia, along with international keynote speakers who will share their experience. This year, we will host top speakers from different fields. During the day the winner of The Challenge competition will be announced in plenary. Some 1,500 people will attend.

The Academy

Workshops and lectures for young entrepreneurs at the start of their careers. These sessions are usually each attended by dozens of people.

Start-Up Avenue

A unique start-up expo on campus which will feature different booths to showcase tech companies, entrepreneurs, start-ups, public sector programs and multinational R&D centers. There will be around 50 booths, and some 3,500 attendants.

The Founders

TheMarker (Haaretz) and Tel Aviv University have joined forces to build a shared brand name TheMarker TAU Innovation (TMTI) Summit

Tel Aviv University

For its part, Tel Aviv University encourages innovation and entrepreneurship, through the Coller School of Management with its focus on technology, entrepreneurship and innovation; the TAU Cyber week; the TAU Ventures investment fund and the innovation and entrepreneurship conference. There are also courses and workshops on innovation and entrepreneurship provided through the students union.

TheMarker TechNation section

TheMarker is a subsidiary of Haaretz, the most highly respected news outlet in Israel. TechNation is its hi-tech section, and is, in turn, considered to be influential through its reporting, investigations, and reviews of developments. Its content is published daily in print and also online, and its weekly newsletter reaches thousands of people. TechNation also runs a Facebook group called "Ecosystem," which has more than 9,000 members from the technology industry, including major figures. The members' degree of engagement in the group and in the discussions and virtual "meet-ups" it hosts online is considered to be extremely high.

Coverage & Media

The conference will receive full media coverage before, during and after the event by TheMarker, the leading daily business newspaper in Israel in order to achieve maximum exposure.

Who the conference is for

The primary goal of the conference is to help entrepreneurs at the start of their road, either before they have actually created companies or just after. The meet brings them the exposure the need, insight into what entrepreneurship actually takes, and a world of contacts.

From the perspective of the technology world, major companies and potential investors, the conference poses a unique opportunity to meet with vibrant young people in the cutting-edge Israeli technology scene, whether for purposes of collaborations or hiring outright. The meet is also a great opportunity for the ecosystem surrounding the tech scene, from venture capital to law and accounting firms, to gain new clients among the young entrepreneurs.

Benefits for delegations & representatives

1. Get backstage entrance to the startup early stage competition - Meet the founders in different forums and pre scheduled 1:1 sessions with selected startups.

2. Meet local established startups in the exhibit

Meet the leading startups of Israel looking for growth funding and potential collaborations.

3. Create your tailor-made agenda with us

We will help delegations and representative meet local startups based on their criteria.

Accommodation

TAU Innovation delegations registrants are offered discounted rates for reservation of minimum 3 night in the conference hotels in Tel Aviv.

Orchid Tel Aviv 200\$ SGL bb per night/DBL 220\$ bb per night,

Rates are for standard rooms, Including b.lounge

Day Tours

Nazareth

Maof Hybrid accelerator

Startup Nation 2:0 – The Game changers

Depart Tel Aviv via the coastal road and the landscape of the lower Galilee to Nazareth, The city of annunciation, the town where Jesus spent his childhood. In this trip we will also visit Maof Hybrid. This unique accelerator works to encourage tech entrepreneurship at the Arab/Israeli Society and invest great efforts to actively engage them with the mainstream and the industry.

Exclusive to the conference participants

NOTE: The tour will take place with a minimum of 10 subscribers

DEPARTURE: 25.7.2019



Jerusalem

Western Wall, Church of Holy Sepulchre, Yad Vashem

Drive to Mount of Olives for a panoramic view of the city.

Stop at Mount Zion to visit King David's Tomb, Room of Last Supper and the Dormition Abbey;

Enter the Old City and walk through the Armenian and Jewish quarters to the recently excavated and restored Cardo, the Roman road.

See the Jewish Wailing Wall, the Kotel, and continue to the Christian quarter. Walk along the Via Dolorosa and visit the Church of Holy Sepulchre.

Proceed to the New City and visit Yad Vashem, the memorial to the Holocaust.

On Saturdays and Jewish holidays, instead of Yad Vashem, drive to Ein Karem, southwest of Jerusalem, traditionally known as birthplace of John the Baptist;

Stroll in the narrow lanes of the picturesque neighborhood, stopping by Mary's spring and continue to visit the remarkable Church of Saint John the Baptist,

Return to point of departure.



Masada and the Dead Sea

Herod's Fortress and palaces; Swim in the Dead Sea

Depart Tel Aviv via the Judean hills to the Dead Sea, the lowest place on earth; Visit a Dead Sea cosmetic products shop. Drive along the shores of the Dead Sea to Masada and learn about the heroic story of the Jewish fighters.

Ascend by cable car and tour the mountain fortress built by King Herod, where the Zealots of the first century made their last stand against the Romans.

Visit the remains of the walls, palace, synagogue, water cisterns, mosaic floors, roman baths and other findings.

Descend by cable car. Continue to the Dead Sea; Enjoy the unique opportunity to float in the Dead Sea and cover yourself with the mineral rich mud that many believe has its therapeutic effects. Return to point of departure.



NOTE:

- Spa treatments are not included; Lockers are available at additional cost
- Comfortable walking shoes, hat, sunscreen, bathing suit and towel are recommended.

For more info visit the website of the summit – www.tmti.co.il or contact Gur Tene at delegation@tau-innovation.com , +972528811738

**We look forward to hosting you at TMTI at the most exciting industry event of 2019
Experience the creation and growth of the Israeli startup ecosystem - Tel Aviv**