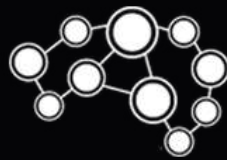


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Session #1

ASSAF LUXEMBOURG

Introduction to
Startup Nation and
Israeli Mindset



Business Development and Marketing professional. Passionate about promoting Israel through business, innovation, startups and entrepreneurship. Passionate about helping international talents in Israel, the "Start-Up Nation." I provide consulting and content services to organizations who bring young professionals to Israel. I also consult and advice start-ups on storytelling, pitch, marketing and business development. My experience varies from the private sector (ventures and start-ups, SMBs, corporate, and independent service providers) to public sector and non-profit/third sector.



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Session #2

SARA GRUNBAUM

Company
Presentation

Wix



Graduated in Social Communication, with experience in photojournalism, press relations and content creation, I fell in love with Marketing after moving to Israel 8 years ago. At Wix, a website creation and online business management platform, I started my career as Brazil Marketing Manager and was responsible for the conception, planning, content and strategy of campaigns directed to Brazilian users. Today I lead a team of 11 marketers from various parts of the world, responsible for the company's different markets: from Argentina to South Korea.



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Session #3

October 25, 2021

DORON GAVISH

Creator Of The Israeli
Defense System
(Iron Dome)



Gavish engages in technology and business development for the private sector. This involves a wide range of fields, including cyber, automotive, and medical, among others. He is the representative of ELSAN group, the largest network of healthcare facilities in France. General (Res.) Gavish was a former commander of the Israeli Air Defense Forces and during his 30-year military service he pioneered multiple-layered Missile Defense Structure for the Israel Defense Forces.



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Session #4

October 26, 2021

MARCELO TAVELA

Company
Presentation



Moovit Communications & Marketing Coordinator in Brazil since 2019, creating partnerships to simplify urban mobility in the country. +15 years of experience in PR, marketing and communications at the technology, mobility, sustainability and development sectors. Past experiences at the British Embassy in Brazil, United Nations, TV Globo and FSB Comunicações.



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Session #5

DEBORA BUBLIK

HealthTech/Pharma
research Director

WILD



Dr. Débora Bublik is from Argentina, and grew up in Moisés Ville, the first Jewish agricultural colony in South America. She studied Biology in Buenos Aires, and received her Masters in Molecular Biology and Biotechnology at Maimonides University. Dr. Bublik received her Ph.D. and her first postdoctoral training at the National Laboratory of the Interuniversity Biotechnology Consortium (LNCIB) at the Area Science Park (Trieste, Italy) and holds a Ph.D. in Structural and Functional Genomics from the International School for Advanced Studies (SISSA; Trieste, Italy). She obtained a postdoctoral fellowship from the Weizmann Institute of Science (WIS; Rehovot, Israel), where she became a senior intern and spent 7 years doing her research and training students in the Molecular Cell Biology department and teaching in the Feinberg Graduate School at WIS. Dr. Bublik has over 20 years of experience in Cancer Research. She served as Director of Research and Development at CTG Pharma Ltd. For 3 years and as of 2020 she is Head of Biological Research at Wild Biotech Ltd. (Rehovot, Israel).



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Session #6

SANTIAGO INI

Tech Transfer Expert



Santiago Ini is an entrepreneur, expert in innovation & technology transfer, working as consultant in life science and food-tech business development in Israel and abroad. Among others, he is an innovation consultant for the IDB (Inter- American Development Bank), Mashav (Unit of Israel Ministry of External Affairs), Zakut Innovation Hub in Murcia, Spain and connecting Latin America with the Continuing Education Unit of the Technion. In addition to these activities, he is active in the life science and food tech arena at Youdim Pharmaceuticals, Tamar Technologies (Medical Cannabis) and Lasting Effect Viral (a novel Covid-19 protection system for replace the mask).



Session #7

EDUARDO ZLOTNIK

ClariFruit and Agribusiness
Sector in Israel



He has been living in Israel for more than 22 years, and has a deep knowledge of the Israeli entrepreneurial ecosystem, interacting with all its actors. He is a strategic investor in early stage Israeli start ups, developing the business model in Brazil and Latin America, in order to prove technological validity and economic viability. Passionate about working with early stage startups, assisting them on leveraging their business and introducing it to the Latin American market. With more than 25 year of business experience and strong expertise in linking entrepreneurs to strategic investors, I assist companies in Israel and latin America, break into new markets and increase their market value.



Session #8

AMIR SZUSTER

Company
Presentation

Agritask 



Experienced Vice President of Sales & Business Development with a demonstrated history of working in the SaaS industry. Skilled in Negotiation, Business Planning and Analytical Skills. Has a Master's Degree in Economics from the Hebrew University of Jerusalem and another Master focused in Social Sciences and Humanitarian Affairs from Sapienza Università di Roma.



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Session #9

MATIAS LITVAK

Head Cannabis at
Bar Ilan University



Matias Litvak is the current director of cannabis breeding in charge of the research and breeding area at Bar Ilan University, in the city of Ramat Gan, Israel. In recent years Litvak managed the area of mother plants and clones at Together, an Israeli cannabis production company, and participated in the production team of the Israeli company Better. In the city of California, USA, Matias Litvak worked at Devil Head Farm where he was in charge of cultivations of more than 5000 plants. Day to day at Bar Ilan University, Matias works in the search for new strains, and in the development of protocols and new technologies. Litvak is part of the faculty, which allows him to transmit the new knowledge acquired to students who are developing their research and development thesis. Matias Litvak is currently involved in the development of large Cannabis related projects throughout Latin America.



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Session #10

SHAUL YODKEVITCH

Spiritual Innovation: Kabbalah session



Shaul Youdkevitch is an internationally renowned and revered spiritual teacher. Born and raised in Israel, Shaul always had a strong interest in science. While in college working towards a degree in biology, he met a Kabbalist and began to learn about the spiritual laws of the universe. He soon realized that there was a deep connection with these teachings and the laws of science. Shaul became fascinated by the comparison and set off to learn more and more about how the universe operates both physically and spiritually.

In this day and age of living hyper-connected to everything, most of the time we are actually disconnected from our lives. We need to raise our consciousness and become more aware of who we are and how to show up to our lives. Shaul will teach the participants some ancestral Kabbalah techniques in order to do just that.



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Session #11

ITAY SAGIE

Think Like
An Investor



Itay Sagie is a seasoned entrepreneur and business professional. Focusing on M&A, Corp Dev, Fundraising and strategy, Itay works with investment banks, family offices, corporates and startups. Itay is also Co-Founder and Chairman @ VCforU.com a company that helps create professional investor one pagers and helps investors get high quality, targeted deal flow. Itay is an Israeli and American citizen, speaks English, Hebrew, and Spanish. He is a graduate of the IESE MBA program, holds a B.Sc degree in Biotechnology engineering and is a former Langer Lab researcher at MIT. See patents and publications below. Specialties: General Management, B2B Marketing, Business Development, Strategic Partnerships, Corporate Development, Fund Raising, Venture Capital, M&A, Investor Relations, Entrepreneurial capabilities, Leadership skills. Industries: Cyber Security, Telecommunications, Life Sciences.



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Session #12

EZEQUIEL LUBOCKI

Company
Presentation



Ezequiel is an Enterprise Sales and Business Development manager, handling PayKey's strategic business relationships in Africa. At the same time, he develops opportunities with financial institutions in Latam, Europe and APAC. During this time period, he was able to gain vast knowledge on different working cultures.

Prior to joining PayKey, he worked at the Canada-Israel Chamber of Commerce, where he fostered partnerships within the high-tech and the venture capital industries.

Ezequiel holds a Master's in Security and Diplomacy from Tel Aviv University and a Bachelor's Degree International Relations from the University of Toronto. Today, he is based at PayKey's headquarters in their Tel Aviv office.



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Session #12

EDUARDO BILMAN

Company
Presentation



Eduardo Bilman is the Head of Sales and Business Development for Latam and Portuguese Markets at PayKey, responsible for sales, go-to-market and strategic partnerships.

As a seasoned professional with more than 10 years in the fintech industry, Eduardo had executive positions at Rede, Itaú, Facebook and had worked in some startups in Brazil.

Eduardo holds an MBA from the Tel Aviv University, specializing in Entrepreneurship, Venture Capital and Innovation, and a Bachelor of Science degree in Industrial Engineering from the Federal University of Minas Gerais. He is based at PayKey's global headquarters in Tel Aviv, Israel.

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Session #13

DAMIAN KATZ

Doing Business in Israel



Damian Katz is a founding partner of Innovation Experience. He has more than 10 years of experience developing professional training programs in Israel. He is an economist by training, but a full-blooded entrepreneur. Innovation Experience is the innovation and business development program in Israel. It develops immersions in the Israeli ecosystem, a world leader in innovation. In the last 3 years, more than 1500 participants from all over Latin America have experienced the program. "I lead projects where I believe in and identify with the mission. I have fun and passion in pursuit of excellent results. I seek to be a constant generator and implementer of ideas; I go forward and serially undertake every aspect of my life". His passions: Israel, kabala, technology, travel , family and friends. Hobbies: amateur chef, frustrated bandit, writer of essays and podcasts for friends on kabala and management articles.

Contact

damian@innovationexperience.org / [Linkedin](#)

Presentations

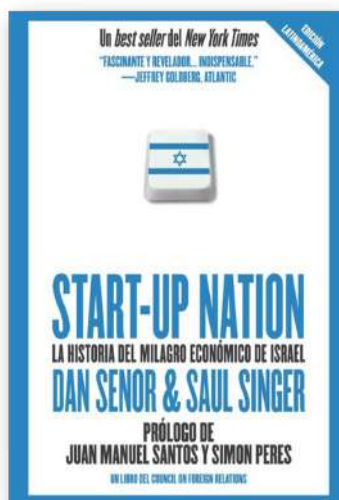
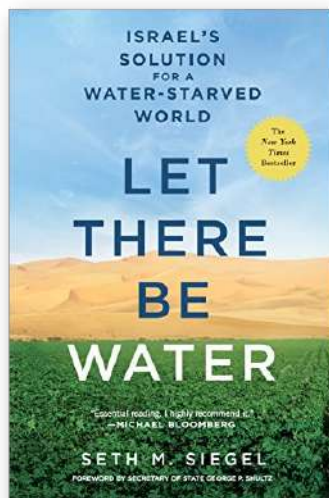
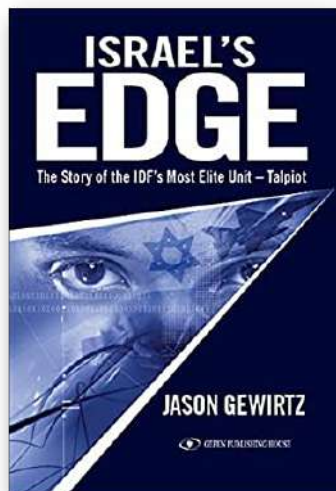
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COMPLEMENTARY MATERIALS

Books



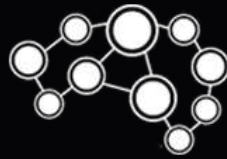
Finder Startup Nation

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