

**INSPIRA** 

2/20/2020



# 2020 KSC (Korea Startup Center) Israel

Israel Acceleration Program for Korean Entrepreneurs & Startups

*We plan to take you through a journey which will expose you to new practices and knowledge, enhancing your already amazing startup.*

*In this journey you'll meet and work with exciting innovation partners in the Israeli & US ecosystems, VC's, MNC's and professional entrepreneurs.*

*Our goal is to offer you new and fresh perspectives from the start-up nation to enhance your start-up globally.*

*Get ready for the INSPIRA tion!*

**WELCOME TO THE  
START-UP NATION**



# KISED 2020 - Israel Plan

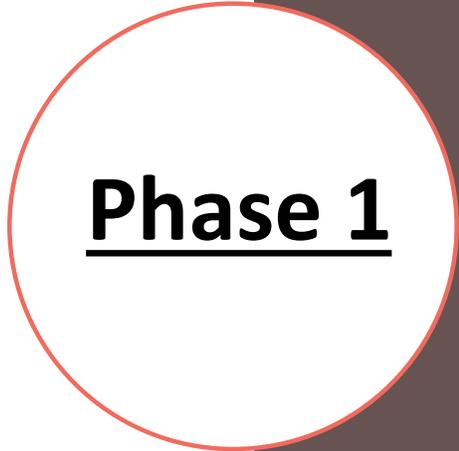
## Key Guidelines

- The program will focus on all relevant aspects in the journey of a startup growing into a successful **global company**.
- A unique focus in the program will also be put on building strong personal **entrepreneurial capabilities** as well as startup team building.
- Understanding competitiveness on a cross-industrial level and examining it in the **Israeli and US ecosystem**.
- Achieving pre-defined **KPI's** for each startup



# Program Highlights

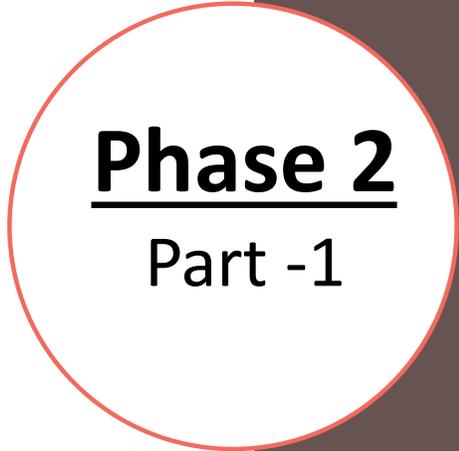
- Understanding the practical aspects of “**what is needed**” and “**how to build**” global & successful startups.
- Meet with Israeli entrepreneurs and work with them on achieving your KPI’s
- **Business Strategy** - Understanding the overall business strategy and the operational aspects a startup should deal with.
- Understanding the **key elements each startup faces**:
  - Market
  - Technology/product
  - Building a winning team
  - Building an operating plan
  - Planning financial projections & needs among them capital raising strategy



**Phase 1**

# Program Highlights

- Phase 2 will deal with quantifying the business plan into product roadmap, team building, R&D plan as well as preparing an appropriate **'VC grade' financial modeling.**
- Later in the program we will spend time on **"Packaging the story"** by providing tools such as: Presentation material (Power Point & Excel), social media as well as presentation skills and storytelling techniques (include actual simulation).
- We will meet **key players in the Israeli eco-system** as well as benchmark successful American and Korean examples and success stories. We will learn about the synergy between Silicon Valley and Israeli startups and look for similar opportunities with Korean innovation hubs in Korea, Israel & other markets.



## Phase 2 Part -1

# Program Highlights

## Phase 2 - Part 2

- We will visit, meet and work with leading Innovation Centers in Israel, meet with their management team and learn about their global strategies. They will be a key partners to help you achieve your start-up KPI's. Among the innovation centers we will visit: The Technicon (Haifa) - Hebrew University startups (Jerusalem) & HIT U. (Holon) as well as MNC's centers (having internal teams focused in your start-up industry).



# Program Highlights

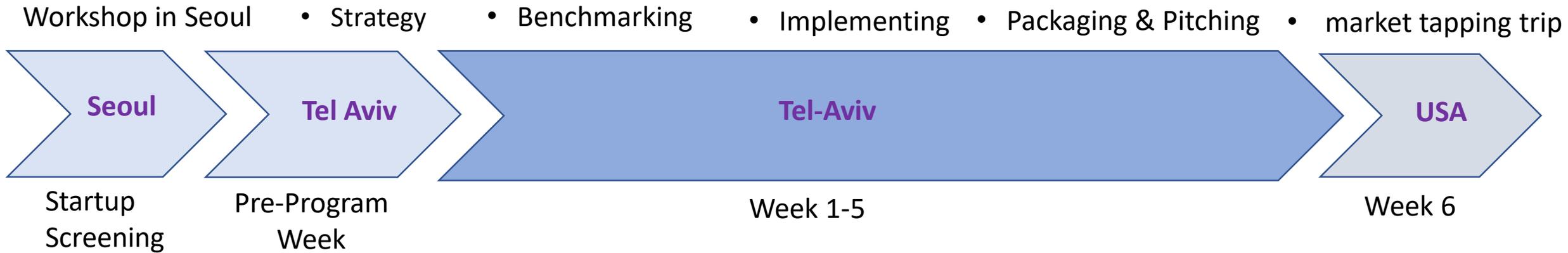
## Phase 2 - Part 1

- The professional program will be based on **global and leading Israeli & US VC's** practical experience and investment philosophy. In addition, we will explore cases where qualified angles can be the best first choice for investment and mentorship. Each start-up will be able to connect and develop practical business relationships with some of the Israeli experts / entrepreneurs.
- The program will be **managed by the INSPIRA team** whereby Mr. Assaf Harel, former President of the Israeli Venture Capital Association will be in charge of the overall program content and will manage the experts in the program.
- Experts will come from **leading VC's, entrepreneur, MNC's (global and Israelis) and professionals** who are working with Israeli startups among them: **Innovation experts, legal, financial experts** and others.

**Phase 2**  
Part -3

*The program will be managed by the INSPIRA TEAM including the majority of workshops as well as business development activities and networking.*

# Program Process & Structure



## Program Experts & Speakers:

- Business Development & Strategy
- The VC world – VC Team members
- Financial & Accounting
- Presentation Skill & Story telling

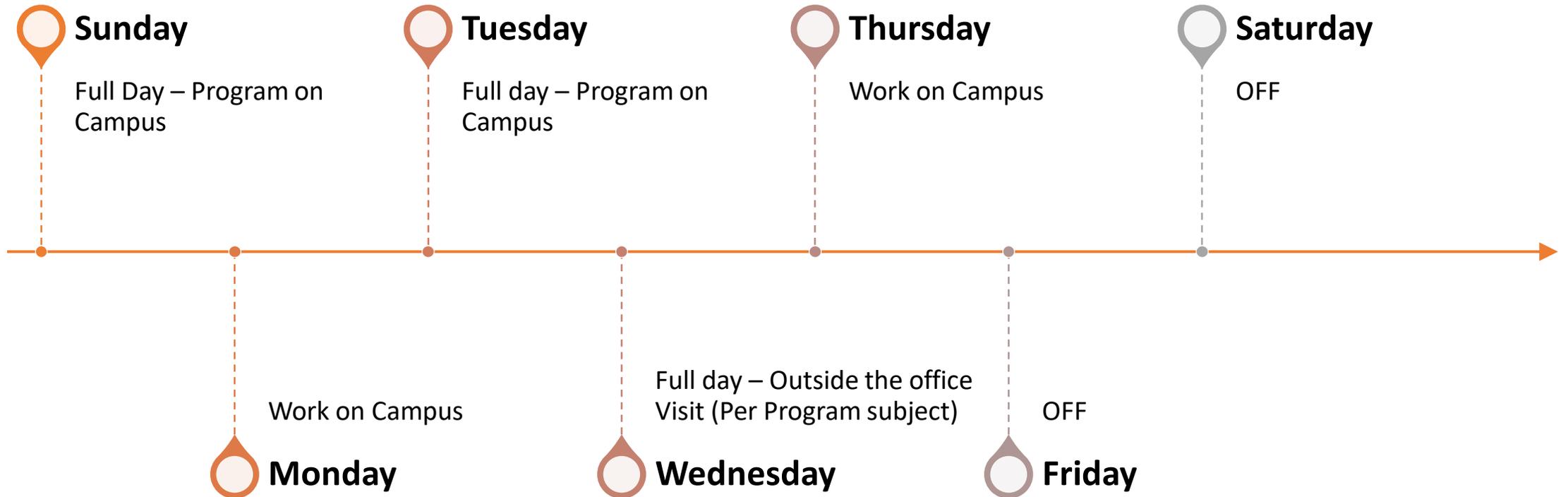
## Outside Organizations

- VC's & Accelerators
- Universities TTOs
- Global & local Innovation centers
- Government offices

# Weekly Program

- **Pre-Program Week - Israel** - Create best fit between startups & Inspira - KPI workshop
- **Week 1** – Orientation - Meet the players - Israel startups & innovation eco-system
- **Week 2** – Team Building - Current & Future - Learn from others and yourself
- **Week 3** – Business Strategy - 5 key major elements: The Market - Product & Technology  
Team building - Operating plan - Financial projection
- **Week 4** – Planning - Develop & Implementing your “GAME PLAN”
- **Week 5** – Network & Pitching - Building your startup network of support and experts,  
meeting with experienced entrepreneurs. Presentation  
skill and story telling.
- **Week 6** – Summary week **USA** - Demo day and market tapping trip to **U.S.**

# Weekly Structure



# Screening and KPI Workshop- Seoul

- **Initial screening**
  - Screen written material and Interview potential startups Via skype
- **Meet and evaluate potential startups in Seoul**
  - Screen most relevant startups for the program. Industry segments, team background and product.
- **Develop a startup status matrix**
  - Will help to assign concrete KPI's
- **Set KPI with chosen startups**
  - Provide initial guidance in preparation for the program
- **Set expectations**
  - Overall stay in Israel & US, potential partners and benchmark preparation
- **Provide "homework" ahead of program**



# Pre-Program Week 1

## Orientation – Meet the players in the Israel startups eco-system

### Week 1 Concept

The participant's first exposure to the Israeli ecosystem and its components. We'll expose them to success proven organizations learning key success factors in order to later implement in their own plans.

- The Israeli eco-system – Learn about the important components in a successful eco-system.
- Meet with organizations and investors learning their role and point of view (VC's and angles investors) such as: Vertex, Cannan Partners, Viola, Yissum, Ourcrowd, Startup nation.
- Learn about the US and Korean eco-system and Israel as a tech hub.
- Develop your own practical view on how to implement the knowhow in your own startup.
- **Outside Visits:**  
**The Tel-Aviv, Haifa (Technion) & Jerusalem eco-system.**  
**Visit VC's, MNC's & Experts**

	SUN	MON	TUE	WED	THU
09:00-10:30	Program Orientation	Meeting leading Israeli entrepreneurs	Northern Israel (Technion Inst.) Tour	Jerusalem Day-Jerusalem High Tech Ecosystem by OurCrowd	TLV Ecosystem Tour
11:00-12:30	Israel Ecosystem	MNC's in Israel		JVP + Accelerator	
Lunch					
13:30-15:00	Israel-Korea Business Culture	Korean MNC's in Israel	Developing your own practical view on implementation of the Israeli ecosystem	Innovation Authority	Preparation for Week 2 Topic: Team Building
Coffee break					
15:30-17:00	Israeli VC Overview	Israel-US Ecosystem		KORIL-RDF	
Evening	Welcome evening Tel Aviv			Jerusalem Tour	

# Week 2

## Team Building – Learn from others and yourself

### Week 2 Concept

In this week we'll dive into the importance of management styles and team structure readiness for global approach.

- The importance of building a strong team
  - Learn from other startups
  - Each startup will use specific relevant case studies for his venture
  - Meet Team Building expert
  - HR experts in the startup world
  - Meet leading Israeli Entrepreneurs (specific names will be provided separately).
- Develop your own TEAM Building strategy
- **Outside Visits**  
**The Technicon (Northern part of Israel)**

	SUN	MON	TUE	WED	THU
09:00-10:30	Team building presentation by Israeli HR expert	Presentation Skills by 'Message Experts'	Upgrading your company pitch preparation tasks based on  <u>Work on Campus</u>	Technion Day	Preparation tasks for Week 3 Topic: Business strategy
11:00-12:30	Recruiting talent in a competitive market (Nisha Group)	Presentation Skills			
Lunch					
13:30-15:00	Building a winning team by a successful Israeli entrepreneur By Y.C.	Presentation Skills and training			
Coffee break					
15:30-17:00	Women integration in high tech management	Presentation Skills and training			
Evening					

# Week 3

## Business strategy

### Week 3 Concept

This week each startup preparing its own business plan according to the following 5 key strategic elements structure:

1. The Market - Market Analysis – Trends - Needs - Size
  2. Product & Technology
    - Technology features & Benefits – Value Proposition, Competitive Table, Barriers, Pricing Strategy
  3. Team (current & future) - How to build a winning team
  4. Operating plan - Product road-map, Partners strategy, Go to market strategy, Marketing plan Key KPI's for 2020
  5. Financial projection 3-5 years financial projection – Valuation – Cash Flow & Use of proceeds
- **Outside Visits - Meeting with similar Israeli startups**

	SUN	MON	TUE	WED	THU
09:00-10:30	Presentation Skills 'Message Experts' (Session 2)	Go-To-Market Strategy	<a href="#">Work on Campus</a>	1-on-1 meetings with Israeli Startups in their field	Preparation for Week 4 Topic: Developing your own "GAME PLAN"
11:00-12:30	Legal Agreements based on the American NVCA	Capital Raising Strategy			
Lunch					
13:30-15:00	Product Roadmap Strategies	Case Studies Presentations by Korean startups participants. Topic: Business Strategy			
Coffee break					
15:30-17:00	Partners Strategy				
Evening					

# Week 4

## Building your network of support and experts per startup KPI's

### Week 4 Concept

Implementing values learned on the startup's actual business plan. Main focus will be put on addressing each startup needs and business KPI's (partnerships and capital). Meeting local similar companies & entrepreneurs.

- Execution- Building your Business Plan
  - Office hours with INSPIRA Team in plan building
  - One on-one meetings
- Strategic Brainstorming
  - Each startup with Inspira team
  - Each startup with an outside entrepreneur in their industry segment
- Meeting with experienced entrepreneurs
  - Visit Israeli Accelerators (each startup with a relevant accelerator)
  - Learn from Israeli startups founders (specific names will be provided separately).
  - Outside Visits & Experts:
    - Legal aspects & Documents – Lawyer (few potential lawyers)
    - Benchmark from USA legal investments documents such as: [nvca-legal-documents](http://nvca-legal-documents)
- **Outside Visits:**  
**Meeting specifically partnered Israeli companies**

	SUN	MON	TUE	WED	THU
09:00-10:30	Presentation Skills 'Message Experts' (Session 2)	Go-To-Market Strategy	<u>Work on Campus</u>	1-on-1 meetings with Israeli Startups in their field	Preparation for Week 5 Topic: Developing your own "GAME PLAN"
11:00-12:30	Legal Agreements based on the American NVCA	Capital Raising Strategy			
Lunch					
13:30-15:00	Product Roadmap Strategies	Case Studies Presentations by Korean startups participants. Topic: Business Strategy			
Coffee break					
15:30-17:00	Partners Strategy				
Evening					

# Week 5

## Building your network of support and experts per startup KPI's

### Week 5 Concept

Focus on Israel and USA KPI's preparations and achievements.

This is the final week in preparation for reaching the US market. The startups should be ready with their US plan and approach.

- Finalize your “Investor Kit” (Power point presentation, Excel – Financial Projections)
- Meeting with experienced entrepreneurs/Meeting specifically partnered Israeli companies.
- US Presentation Preparation
  - Learn the “language”, Key communications techniques, build professional presentation skills (including videos filming and feedback sessions, design).
- “On-line” presence strategy
  - Meet with professional on-line expert.
- **Outside Visits**  
**The Technion (Northern part of Israel)**

	SUN	MON	TUE	WED	THU
09:00-10:30	Presentation Skills 'Message Experts' (Session 2)	Go-To-Market Strategy	Demo Day Preparation	US preparation	<a href="#">Work on Campus</a>  <b>US KPI Focus</b>
11:00-12:30	Legal Agreements based on the American NVCA	Capital Raising Strategy			
Lunch					
13:30-15:00	Product Roadmap Strategies	Case Studies Presentations by Korean startups participants. Topic: Business Strategy	US Business Culture	Final Pitching Preparation	
Coffee break					
15:30-17:00	Partners Strategy		Online Presence strategy and tactics		
Evening					

## Week 6

### US Week

#### Week 6 Concept

US week utilizing the Israeli network in USA creating opportunities for the startups.

Potential organizations where Inspira team has a past working relationship

- 1) Demo day with potential investors
- 2) Business meetings networking and partnering
- 3) Experiencing startup ecosystem and understanding market opportunities.



Location: California, San Fransisco, Sillicon Valley.

Candidates:

**Upwest labs** ( <http://upwestlabs.com> ) - UpWest Labs is a seed-stage Silicon Valley fund investing in Israeli entrepreneurs.

**The California Israel Chamber of Commerce** ( <http://ci-cc.org> ) CICC is a nonprofit, industry-supported organization dedicated to promoting and strengthening platform for` global corporations and investors to connect with leading Israeli tech companies.

**J-Angels Investment Group** ( <https://www.j-angels.com/> ) - J-Angels is a community and a VC fund of top American investors (Jewish-American & Israeli born) in Silicon Valley and San Francisco.

**Altos VC** ( <https://altos.vc/> ) - Altos is a top Korea-US based VC anf focusing on early-stage companies tackling big consumer and enterprise opportunities.

**SOSA NYC** ( <http://sosa.co> ) - SOSA connects corporations, governments and cities to the world's most innovative technologies and ecosystems in the areas of cybersecurity, data driven-solutions and industry 4.0.

**Techstars** ( <http://www.techstars.com/nyc-program> ) - Techstars is an American seed accelerator based in US, Europe and Tel Aviv which is the worldwide network that helps entrepreneurs succeed.

Meet relevant Korean organizations active in California

# Investor Kit Sample Pages

## AGENDA

MARKET	PRODUCT	MANAGEMENT	OPERATING PLAN	FINANCES
<ul style="list-style-type: none"> <li>Market Size</li> <li>Market Trends</li> <li>Market Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Product Description</li> <li>Product Benefits</li> <li>Technological Features</li> <li>Platform Architecture</li> <li>Competitive Analysis</li> <li>Intellectual Property</li> <li>Pricing Strategy</li> <li>Projected Use Case</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Team</li> <li>Board &amp; Advisors</li> </ul>	<ul style="list-style-type: none"> <li>Product Road Map</li> <li>Market Positioning</li> <li>Market Differentiation</li> <li>Customers</li> <li>Recent Pipeline</li> <li>Current Partners</li> <li>Go to Market Strategy</li> <li>Acquisition Landscape</li> <li>Head Count</li> </ul>	<ul style="list-style-type: none"> <li>Five Year Projection</li> <li>Capital Needed</li> <li>Use of Funds</li> <li>Valuation</li> </ul>

## LEADERSHIP TEAM



Hannan Lis  
Chairman

Business owner and investor in service, real estate, education, manufacturing and technology with significant involvement and interest in community development.



Yuval Maed  
CEO & Founder

Visionary entrepreneur with 25 years expertise in the field of digital engagement focused on building creative companies by leveraging new technologies and market trends.



Joseph Ben-Gal  
Acting CFO

Led a company's IPO on NASDAQ as the CFO and served as a CFO with start up #rule which was later successfully sold.

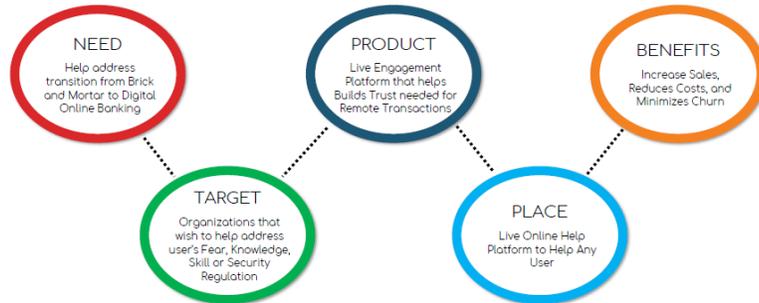


Anastasia Bakshi  
Acting CTO

Technion graduate with over ten years of experience in creating and deploying engagement solutions for various organizations.

## MARKET POSITIONING

Humanizing digital engagement platform for online banking



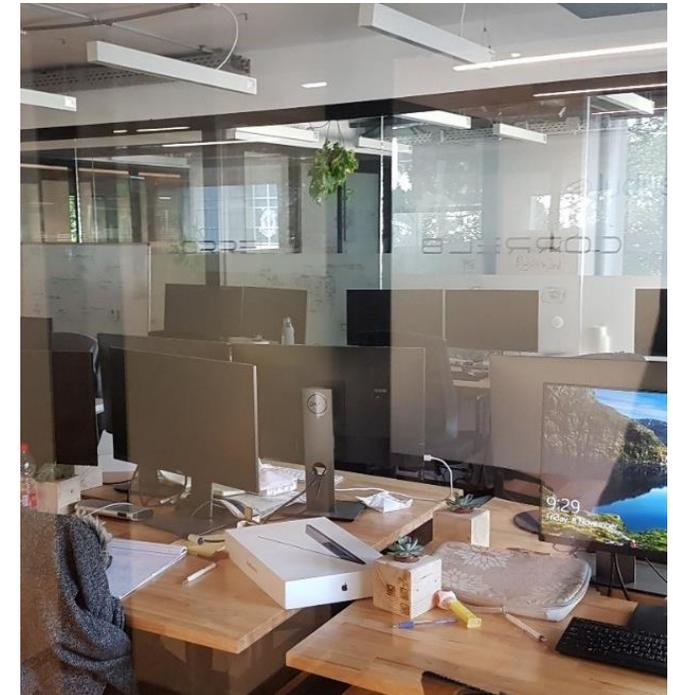
## 5 YEAR INCOME STATEMENT

	2019	2020	2021	2022	2023
Clients	45	266	650	1,141	1,712
Tier 1 Enterprise Accounts	5	29	65	107	157
Tier 2 Medium Size Accounts	17	65	133	213	323
Tier 3 Small Size Accounts	23	172	452	821	1232
Total Revenues (000's)	\$657	\$4,012	\$11,494	\$19,929	\$30,882
# of Employees	17	26	46	67	85
Avg. revenue per employee	\$38,667	\$154,303	\$249,872	\$297,455	\$363,319
Profit Before Taxes (000's)	(\$1,766)	\$23	\$3,927	\$8,460	\$14,424
PBT as % of Revenues	-269%	1%	34%	42%	47%
Net Profit After Taxes (000's)	(\$1,766)	\$23	\$3,272	\$5,922	\$10,097
Net Income as % of Revenues	-269%	1%	28%	30%	33%
Cash Flow	(\$2,205)	(\$347)	\$2,651	\$5,100	\$9,078
Cumulative Cash Flow	(\$2,205)	(\$2,552)	\$99	\$5,200	\$14,278



# Office Space

We will be based at WEWORK  
Tel-Aviv at the heart of the  
innovation ecosystem of Israel.





**Located at the heart of Tel Aviv business district**  
121 Menachem Begin St. Tel Aviv, Israel. Azrieli Sarona Building  
58FL.

## About

- INSPIRA is an Israel-Korea expert consultancy.
- INSPIRA management supported hundreds of companies over a span of 15 years of Israel-Korea activity, INSPIRA's management team presents the knowhow, methodology and experience in creating an effective process for Korean companies' growth opportunities.
- Israel- Korea value creation through technology innovation and Business partnerships. Inspira has a deep network in the Israeli innovation ecosystem.
- INSPIRA mission is opening the door for Korean companies to access the Israeli global innovation ecosystem. We plan Korean technology sourcing Process, introduce Israeli innovation and help their local activity and presence.

# INSPIRA - Products and Services



- Building up a tailored plan allowing a unique access to Israeli technology for Korean global companies.
- Introducing partners and technologies and managing the process. Connection to Israeli financial ecosystem, VC/PE funds for cooperation.

## **Key Industries our clients operate in:**

- Artificial Intelligence
- Automotive
- Energy & Chemicals
- Robotics, IoT and sensors
- Security & Cyber
- Consumer Goods
- Agro Technology

## **Our Experience Fields**

- MNC Growth Technology Sourcing
- PE and VC Fund Ecosystem Cooperation
- Investment Banking
- Advising and mentoring Israeli accelerators
- Business Development & Partnering
- High Value Business Relationships & Network

# INSPIRA Partners

## Assaf Harel

- Founder & Managing Director of Galim – Business Development & Strategy.
- Former President of the Israel Venture Capital Association.
- Israel representative of CNTP, a \$300M American Venture Capital Fund.
- 20+ Years of experience in entrepreneurial management and business development in the USA and Israel, with management position in Israel and USA high tech companies.
- Mentor at THE HIVE Accelerator for 3 years (50 start-ups). Focus on start-up strategy, operating plan and capital raising strategy.
- Participate in the Screening committee. Provide tools for building successful companies, people focused.
- Lectured on startup overall strategy & operating plan including financials plan and capital raising strategy.

### Working experience in the USA (9 years)

- MBA (Finance) from a USA University (Saint John's U. NY)
- 2 years in a California based startup (San Ramon, CA)
- 4 years representing a US VC in Israel. Supported portfolio companies in CA, USA and Israel

# INSPIRA Partners

## Alon Shlesinger

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- Israeli-Korea Business expert and founder of INSPIRA.
- 15 years of Israel-Korea business experience.
- 10 years living in Korea.
- Head of the Economic Dep. Israeli Embassy in Seoul Commercial Attaché.
- Managing Dir. in SK Holding for Open Innovation, technology scouting and Investments.
- Mentor – Technion Startups program.
- Worked with over 900 Israeli companies in Korea across industries.
- Keynote speaker at Korea-Israel conferences.
- Advisor to Israel former Prime Minister Ehud Olmert.



**INSPIRA** 

**THANK YOU!**