

TechForGood-Korea Program

Israel's entrepreneurial ecosystem is internationally renowned. Delivering some of the world's greatest companies and technological innovations, the country has earned itself the title of Startup Nation.

Today, as global challenges become increasingly complex, the demand for social and environmental innovation has soared. The focus of many entrepreneurs and capital providers has shifted to these new market opportunities.

Naturally, as a hub and world leader for startups and innovation, Israel is particularly well positioned to address these challenges through sustainable and profitable companies.

Accelerating Startups

Founded in 2015, TechForGood manages multiple acceleration and incubation programs in Israel covering a wide variety of verticals. Startups are provided with strategic consultation and support, capacity building, professional workshops, personal mentoring, access to investors, support in scaling and a like-minded community.



TechForGood's activities are supported by its strong international and national network of investors, startups, corporations, government entities and professional organizations. Corporate partners and clients include companies such as **Microsoft, Procter & Gamble, Bank Leumi, Yakhin, Kimberly Clark** and more.



TechForGood International offers bootcamp programs for international startups or ecosystem leaders. These programs specialise in scaling innovative impact technologies and sharing tools and best practices from Israel.

Investing in Startups

TechForGood's investment arm 2030 Ventures, specialises in impact investments. TechForGood's startups have scaled globally, raised millions of dollars, with valuations of over \$400M and are now using TechForGood's methodology to integrate, scale and measure their impact.



Israel Impact Summit 2020

TechForGood hosts the Israel Impact Summit, one the largest tech-for-impact events in the world. The Israel Impact Summit is a large international conference focusing on impact and technology. Each year it draws impact investors from all over the world as well as hundreds of entrepreneurs, delegations and corporate leaders.



TechForGood Korea is a TechForGood International activity, in collaboration with KISED, which provides Korean startups the opportunity to develop in a personalized program, learn Israeli startup best practises, scale and raise capital.

Participants in this program will:

- Benefit from TechForGood's established partners
- Gain an extensive network of mentors, domain experts and investors
- Form meaningful business relationships in Israel
- Learn about international markets
- Perfect their business models & go-to-market strategy
- Prepare to globally scale their companies
- Understand international investors
- Improve their fundraising capabilities
- Implement Israeli startup best practices

Who is this program for?

Startups that have a product or service and are looking to scale globally

Program Structure

Israel Tapping in Week 1 week, Tel Aviv, Israel

Core Program 5 weeks, Tel Aviv Israel

New York Week 1 week, New York City, USA

This will be an intensive six week program. Only a few participants selected from the 'Tapping in Week' will be invited to attend the Core Program and New York week.

Topics covered include:

- Scaling Your Startup
- International Customers
- Breaking International Markets
- Go-to-Market Strategies
- Sales Skills
- Cross-Cultural Negotiation Skills
- Business Models

- Working with Corporates
- Identifying your Stakeholders
- Developing your Roadmap
- Mapping Global Prizes
- Personal mentoring and consultations
- Networking and Introduction Opportunities
- Fundraising
- International Investor Relations

****These sessions are given by top Israelis in the field

New York, USA Week

The economic relationship between Israel and New York is very strong and this program will also include one week in New York.

During this week participants will:

- Meet key NYC ecosystem players
- Benefit from direct introductions
- Create a New York network
- Meet with leading organizations that will explain the New York ecosystem and demonstrate how to operate and grow within it
- Present in a Demo Day - an very unique opportunity to meet investors, innovation leaders and key players in New York

Agenda

*** Please note this is a draft agenda and subject to change

*** We understand that the participants are founders and also running a business, therefore the program will also allow for limited office hours for entrepreneurs to work on their startup and to apply their new skills in order to drive their business forward.

Tapping In Week

By the end of this week participants will have:

- Built their roadmap
- Identified new sources of funding
- Improved their fundraising pitch
- Understood what international investors are looking for and how to approach them
- Understood international go-to-market strategies including USA and Europe
- Expanded their networks and collaboration potentials
- Engaged with the Israeli innovation ecosystem

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	Welcome + Orientation	Lecture: Working with Israelis & Israeli Culture	Visit: Peres Innovation Center - get inspired by the most successful Israeli innovators	International go-to-market strategies: regional panels of experts from the USA, Europe, Latin America	Meet and Pitch to Investors with feedback
	Introductions + Agenda Review	Presentation: Planning your roadmap			
Afternoon Sessions	Presentation: The Israeli Innovation Ecosystem - what makes Israeli entrepreneurs so successful?	1:1 Meetings: Reviewing and sharpening startup roadmap	Investor Tips What do international investors look for?	Sources of Funding: How to identify and source different funding opportunities	1:1 Meetings Roadmap review, feedback, local introductions
	Presentation: Introduction to the Impact World	Welcome Toast and first group pitching with panel of investors	CEOs & Founders: Best practices from Israeli Entrepreneurs	Pitch Rehearsal	Program Summary and Review

Core Program

Week 1 - Orientation

This week will cover goal setting, KPIs, Mentor Meetings, Networking & preparing your investor pitch

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	Welcome + Orientation + Agenda Review	Session: Presenting Roadmap and goals to the group	Independent work time + meetings w TFG team	Workshop: Storytelling + Your Pitch Session	Independent work time + meetings w TFG team
		Session: Networking and using your intros		INSIGHTS: Israeli entrepreneurs working in Korea	
Afternoon Sessions	Presenting company progress + goals + KPIs for next 6 weeks	1:1 with Mentors		Session w TFG team: Pitch review Intro's to local players	CHECK OUT - insights and action items from the week + STARTUP SPOTLIGHT

	1:1 Meetings			Roadmap overview	
Evening			NETWORK: Meetup Networking Event		

Week 2 -

Identifying and leveraging stakeholders, understanding your market and its players

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	CHECK IN + START UP CHALLENGE SPOTLIGHT	Independent work time	Session: Korea-Israel Business Relations and Opportunities	Independent work time + meetings w TFG team	INVESTORS Hear from vertical focused investors
	Review Finder Mapping Tool: Identifying partners + investors		INSIGHTS: Israeli entrepreneurs working in Korea		Fintech Agriculture Education Investors share trends in innovation and what they are looking for
Afternoon Sessions	Working with Corporations	1:1 Experts and Mentor Meetings	The Investment Process: What to expect		CHECK OUT - insights and action items from the week + STARTUP SPOTLIGHT
	Failing Forward Workshop				
Evening		NETWORK: Meetup Event			

Week 3 - Increasing Skills, Go-to-Market & Scaling

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	CHECK IN + START UP CHALLENGE SPOTLIGHT	Independent work time + meetings w TFG team	Gaining International Visibility: Mapping global competitions, prizes and application support	VISIT: Jerusalem Innovation Ecosystem:	Independent work time + meetings w TFG team
	Workshop: Social Media + PR Tools			Meeting Jerusalem's top investors and hubs	

Afternoon Sessions	Sales + Marketing: Processes		Cross-Cultural Negotiation Workshop		CHECK OUT - insights and action items from the week + STARTUP SPOTLIGHT
	Sales + Marketing: Lead Generation	1:1 Pitch Workshop			
Evening		NETWORK Meetup Event			

Week 4: Going Global

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	CHECK IN + START UP CHALLENGE SPOTLIGHT	Independent work time + meetings w TFG team	International Investor Relations and Expectations	Independent work time + meetings w TFG team	VISIT: Fundamentals of IP and Legal
	Business models for international markets		Competitive Intelligence Workshop		
Afternoon Sessions	INSIGHTS: CEOs that have scaled internationally	1:1 Mentor Sessions	Working with International Clients: Expectations		CHECK OUT - insights and action items from the week + STARTUP SPOTLIGHT
Evening				NETWORK: Meetup Event	

Week 5 - Funding

	Day 1	Day 2	Day 3	Day 4	Day 5
Morning Sessions	CHECK IN + START UP CHALLENGE SPOTLIGHT	Independent work time + meetings w TFG team	INSIGHTS: Fundraising Stories from entrepreneurs	Pitching directly to Investors	Summary and roadmap presentation and goal reviews
	Reviewing Pitch Decks				
Afternoon Sessions	Valuing your company	1:1 Mentors	Working on Pitches and investor outreach strategy	1:1 integrating investor feedback	End of program party
	Mapping relevant international				

	investors				
Evening		Network: Meet up			