



Technion GNAM Week 2019
Innovation and entrepreneurship (Start-up Nation)

Monday 11/3/2019- Technion
Bloomfield Building, room 527, 5th floor

8:30-9:00	<i>Registration & light refreshments</i>
9:00-9:30	<i>Greetings - Prof. Carmel Domshlak - Dean IE&M, An introduction of the program - Prof. Miriam Erez, Vice Dean of the MBA programs, Founder & Chair - The Knowledge Center for Innovation **A short video about the Technion</i>
9:30-10:30	<i>Getting to know each other – Alina Shaulov</i>
10:30-11:30	<i>Prof. Miriam Erez - The Journey of the Idea - The Process of Innovation Management</i>
11:30-11:45	<i>Coffee Break</i>
11:45-13:15	<i>Dr. Sharon Tal-Itzkovitch - From Quick-wins to Moon-shots: how to evaluate the attractiveness of a business opportunity</i>
13:15-14:00	<i>Lunch</i>
14:00-15:30	<i>Visit Technion labs</i>
15:30-15:45	<i>Coffee Break</i>
15:45-18:15	<i>Mr. Rami Gazit, entrepreneur - "Lean start-up" - Participants are going to work in teams on entrepreneurial ideas during the week and present their final team projects on the last day.</i>
18:30	<i>Dinner: Isabella Bar restaurant</i>



Tuesday 12/3/2019– Technion
Bloomfield Building ,room 527, 5th floor

9:00-10:00	<i>Prof. Miriam Erez - Culture & Innovation</i>
10:00-11:30	<i>Prof. Ido Erev - Negotiating</i>
11:30-13:00	<i>Design thinking</i>
13:00-14:00	<i>Lunch</i>
14:00-14:30	<i>Drive to Haifa Downtown</i>
14:30-15:30	<i>Visit GE</i>
15:30-18:00	<i>Haifa City Tour</i>
18:00	<i>Free night in Haifa</i>

Wednesday 13/3/2018 9- Tel-Aviv

*****Make sure to bring all your luggage with you, moving to Tel-Aviv*****

8:30	<i>Drive to Yokneam (GNAM bus)</i>
9:30-11:00	<i>Visit Medtronic (former "Given Imaging") in Yokneam</i> http://www.givenimaging.com
11:00-12:00	<i>Drive to Tel Aviv (GNAM bus)</i>
12:00-14:00	<i>Lunch + free time</i>
14:00-15:00	<i>TAGLIT Innovation Center</i>
15:00-16:00	<i>Meet the entrepreneur- Mr. Oren Glanz, CEO, entrepreneur& mentor</i>
16:00-17:00	<i>Mr. Pavel Zaslavsky, GM Lisuto Israel, entrepreneur & a lecturer at the Technion –"Online retail"</i>
17:00-18:00	<i>Dr. Barak Ben-Avinoam - Israeli start-up and VC ecosystem</i>
	<i>Free night in Tel Aviv</i>



<u>Thursday 14/3/19 Tel-Aviv</u> <i>Check Point Software Technologies building, Shlomo Kaplan St 5, Tel Aviv</i>	
8:30-11:00	<i>Work on a joint team project</i>
11:00-12:00	<i>Mr. Sharon Schusheim, CIO & VP Technical Services for Check Point Software Technologies - Check Point & Trends in Cyber Security</i>
12:00-13:00	<i>Oded Agam -Innovation in the Startup Nation</i>
13:00-14:00	<i>Lunch</i>
14:00-16:15	<i>GNAM's students presentations. Judges: Prof. Miriam Erez Mr. Rami Gazit Dr. Sara Lev צחון בנטביץ, יונתן מייל, תום לבנה</i>
16:30	<i>Closing ceremony</i>
	<i>Free night in Tel-Aviv</i>
<u>Friday 15/3/2019 - A Trip to Jerusalem</u> <i>Guided Tour in Jerusalem</i>	
8:00	<i>Meeting (Exact location will be provided prior to the event)</i>
8:00-15:00	<i>Guided Tour in Jerusalem</i>

*There might be slight changes