



IsraelDev  
NETWORK

Supported by  
[The Pears Innovation & International Development Program](#)  
[at Tel Aviv University](#)

# Vision

Israel is renowned as the Start-Up Nation – a leader in entrepreneurship and innovation. However, while the Western world is benefitting from the country's latest innovations in biomedical or nanotechnology, almost 4 billion people in the developing world are still suffering from malnutrition lack of clean water, energy, healthcare, and education. There is a need to devise sustainable and scalable solutions that address these vast unmet needs.

Increasingly, the international community is seeking creative and innovative solutions to address these challenges. Israel is not only a global leader in innovation and entrepreneurship, but it has also gained relevant experience and expertise during its own development during the past 65 years and is conveniently located at the cross-roads of Africa and Asia. All of these factors make Israel an ideal candidate for tackling global challenges and transforming them into opportunities.



# Mission

[The IsraelDev Network](#) is an entrepreneurial community working to develop a nationwide ecosystem that harnesses Israeli innovation for solving challenges in the developing world. IsraelDev's mission is to bring together diverse Israeli innovators including technology experts, business leaders, social entrepreneurs and international development practitioners. By hosting lectures, hackathons, networking events, pitch-nights, meetups, conferences and retreats, IsraelDev seeks to stimulate dialogue and action around issues of global poverty and sustainable economic development. Our goal is that by exposing israeli entrepreneurs to the needs and opportunities presented by the developing world, we will help spark new initiatives that can have a significant impact in these regions.



# Activities

**Events** - Organising lectures, round table discussions and workshops with visiting experts in the fields of health, water, energy, education and agriculture. During the past year, our speakers have included Dr. Peter Singer, CEO of Grand Challenges Canada, Ertharin Cousin, Executive Director of the UN World Food Programme, Esther Guluma past Global Chairperson of Fairtrade International, Anish Thakkar, Co-founder and CEO of Greenlight Planet, Mr. Idrissa Doucoure, CEO of Water and Sanitation Africa and many more.

**Networking** - Initiating 'pitch' sessions, meet-ups and informal gatherings aimed at increasing exposure among both entrepreneurs and the broader public to opportunities presented by 'Base of the Pyramid' (BoP) markets in the developing world. These events also present opportunities to meet potential partners, advisors and investors.

**Conferences** - Organizing and participating in various forums and cross-sector gatherings to expose government, business and non-profit players to opportunities for collaboration in the developing world. For example, in 2013 we participated in [Tenttech](#) and [Ecomotion](#) in Israel and attended [SOCAP](#) and the [BoP Summit](#) in the U.S.

**Awareness raising** - Maintaining an active presence in the Israeli media and online community through regular op-eds, [blogs](#), social media channels and monthly newsletters.

**Connections** - The IsraelDev Network is a hub for companies, start-ups, organisations and individuals active or interested in entering developing world markets. Through IsraelDev's vibrant networks, members can share information, support each other's endeavours, forge partnerships and develop joint ventures.

# Projects



## The Dev4Dev Cleanweb Hackathon (November 2013)

[The Dev4Dev Cleanweb Hackathon](#), co-organized by the [IsraelDev Network](#) and [Terralab Ventures](#), took place on the 14-15th November 2013. The Hackathon brought together 200 developers, designers and business professionals dedicated to collaborative creation and coding that addressed developing world challenges. This was the first hackathon in Israel aimed at connecting Israel's leading entrepreneurial and technological community with the needs of the developing world. IsraelDev is providing on-going support to the winning teams to continue with their ventures.



## Israeli Designed International Development (February 2014)

[ID<sup>2</sup> - Israeli Designed International Development](#) - is a unique three-day gathering, which will create a space for seventy Israeli and diaspora innovators, entrepreneurs and international development professionals. Held for the second year, the aim of this year's gathering (18-20th February) is to promote and inspire an in depth engagement with the theme 'entrepreneurship for development'.



## The Pears Challenge (March - July 2014)

[The Pears Challenge](#) invites outstanding social entrepreneurs to propose innovative projects addressing critical challenges of developing countries, in areas such as health, alternative energy, agriculture, water, education and ICT.

Up to ten teams will be selected to take part in a groundbreaking boot camp in Tel Aviv, the only one in Israel focusing on developing innovations for the developing world. The program will bring to Israel the best in global knowledge on how to build financially successful, sustainable businesses that have real impact on the lives of the world's poorest people. Throughout the program, Pears Challenge participants will have access to a unique and supportive eco-system where they will be given the opportunity to:

- Attend hands-on workshops by prominent experts from around the world on innovating for and doing business in developing countries;
- Work closely with mentors from Israel, the U.S. and the developing world who will help develop their innovations, find partners and investors, and refine business models for ventures targeting developing country markets;
- Pitch ideas to potential funders and investors;
- Compete for a trip to a developing country to further develop their venture;
- Become part of key networks including the Global Social Benefit Institute (GSBI) alumni network of successful social entrepreneurs from 55 countries;



## MBA Course on Business Models for the Base of the Pyramid (BoP) (March 2013)

The course, which is being organized in partnership with the [Sofaer International MBA Program](#) and the [Hartog School of Government and Policy](#) at Tel Aviv University, will be given by leading BoP expert [Professor Ted London from the William Davidson Institute at Michigan University](#). The course will integrate concepts of strategy, international business, non-profit management and poverty alleviation. It will stimulate the leadership skills and competitive imagination needed to understand the BoP landscape and create successful BoP ventures serving developing world markets.



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THE GERSHON H. GORDON FACULTY OF SOCIAL SCIENCES  
TEL AVIV UNIVERSITY



# Partnering Opportunities

The IsraelDev Network is always interested in exploring opportunities to further the goal of utilizing Israeli innovation and technological expertise for solving challenges in the developing world. This may include:

- Identifying relevant Israeli technologies appropriate to the developing world
- Connecting international investors and partners to Israeli companies, start-ups and social entrepreneurs
- Facilitating cooperation with both local and international government and private sector players
- Providing mentorship to ventures currently enrolled in the Pears Challenge
- Identifying seasoned Israeli entrepreneurs to provide mentorship to developing world partners
- Accessing expertise in both Israel and the developing world

# Contact Us

Contact us for more information:

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