



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT



Technion GNAM Week 2018
Innovation and entrepreneurship (Start-up Nation)

Monday 12/3/2018- 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 – Moran Lazar and Margo Dror</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>
11:45-13:30	<i>Dr. Sharon Tal-Itzkovitch - From Quick-wins to Moon-shots: how to evaluate the attractiveness of a business opportunity</i>
13:30-14:30	<i>Lunch</i>
14:30-15:45	<i>Visit Technion labs – Robotics & Formula</i>
15:45-16:00	<i>Coffee Break</i>
16:00-18:15	<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>
18:30-19:00	<i>Drive to the restaurant</i>
19:00-20:00	<i>Dinner: Isabella Bar restaurant - 8 Mahanayim St, Haifa</i>



Tuesday 13/3/2018– Technion
Bloomfield Building ,room 527, 5th floor

8:30-9:00	<i>light refreshments</i>
9:00-10:00	<i>Prof. Ido Erev - Negotiating</i>
10:00-11:30	<i>Dr. Barak Ben-Avinoam - Israeli start-up and VC ecosystem</i>
11:30-11:45	<i>Coffee Break</i>
11:45-12:15	<i>Prof. Miriam Erez - Culture & Innovation</i>
12:15-13:00	<i>Lunch</i>
13:00-14:30	<i>Mrs. Shelly Lev-Koren – Team Work</i>
14:30-15:00	<i>Drive to Haifa Downtown</i>
15:00-17:00	<i>Haifa City Tour</i>
17:00-18:00	<i>Visit Augury – Machines talk, we listen</i>
18:00	<i>Free night in Haifa</i>

Wednesday 14/3/2018 - 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>
12:00-13:45	<i>Lunch + free time for work on a joint team project</i>
13:45-15:00	<i>TAGLIT Innovation Center</i>
15:00-16:00	<i>Work on a joint team project</i>
16:00-17:00	<i>Mr. Pavel Zaslavsky, GM Lisuto Israel, entrepreneur & a lecturer at the Technion – Fabulous at forty</i>



17:00-18:00	Mr. Sharon Schusheim, CIO & VP Technical Services for Check Point Software Technologies - Check Point & Trends in Cyber Security
	Free night in Tel Aviv

<u>Thursday 15/3/17 Sarona complex</u> Azrieli Sarona Tower, 53th floor, 121 Menahem Begin st.	
9:00-10:00	Hadar Solomon, Adv.- Who Really Owns your IP?
10:00-11:00	Work on a joint team project
11:00-12:00	Dr. Yossi Dashti - VP Business Development at YazamTech and a Senior Lecturer at the Technion and in BGU University: Culture Matters – Allowing the Freedom to Fail
12:00-13:00	Work on a joint team project
13:00-14:00	Lunch
14:00-16:15	GNAM's students presentations Judges: Prof. Miriam Erez Mr. Rami Gazit Dr. Sara Lev Dr. Uzi De-Han
16:30	Closing ceremony
	Free night in Tel-Aviv
<u>Friday 16/3/2018 - A Trip to Jerusalem</u> Guided Tour in Jerusalem	



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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**