



Desert-Tech and Sustainability Entrepreneurship

Dear colleagues, researchers, students and whoever is interested in becoming an entrepreneur.

We are glad to announce the opening of an entrepreneurship workshop to take place in Sede Boqer campus focusing on desert-related technologies.

This workshop, in collaboration and support of Yazamut-360, the Entrepreneurship Center of Ben-Gurion University of the Negev, is open and calls to researchers, students and people from the community to participate free-of-charge, in an amazing, practical, hands-on workshop that will bring-in leaders from the Israeli ecosystem and technology scene (investors, industrial managers, serial entrepreneurs, scholars etc.).

The workshop, led by Dr. Kobi Inbar and Prof. Naftali Lazarovitch will include 10, bi-weekly, sessions that will cover the following topics:

- ✓ Introduction to **Green Entrepreneurship**
- ✓ **Opportunity** screening and evaluation
- ✓ **Establishing** a company, Skill Sets and team building
- ✓ The Founders Dilemmas; **Legal aspects** of company formation
- ✓ **Financing** the Enterprise
- ✓ Preparing a winning business plan
- ✓ Growing your Business
- ✓ Company **management** life cycle
- ✓ The business presentation
- ✓ **"Pitch"** – dry run
- ✓ The Israel **Innovation Authority** + Webinar on submission to Tnufa
- ✓ **Final "Pitch"** Presentations by the Students (to the class and a panel of professionals)

Hurry up to register soon and make sure you're in (place is limited).

For more details
and registration



Desert-Tech and Sustainability Entrepreneurship

Lecturer: Dr. Kobi Inbar

Coordinator: Prof. Naftali Lazarovitch

Course description:

Even the best idea needs someone that will be able to realize and fulfil its full business potential. This process is not as simple as it might look (even if very common in our places). For an idea or technology to be successfully realized, it is necessary to carefully combine and coordinate between a number of factors and critical steps such as: IP protection (patent writing for example), proper evaluation of the market need and market potential; writing a comprehensive and applicable business plan; raising capital, establishing a company, recruiting people and most of all, proper and professional management. So far, apparently, all well-known and might even be familiar to some of us from own personal experience. However, the world of Life sciences, Biotechnology, Agri-tech and Clean-technology has unique characteristics that make entrepreneurship in these areas so special and significantly different from other businesses, including hi-tech and even the medical device industry. These differences and uniqueness are the subject matter of this course.

The course, in collaboration and support of [Yazamut-360 initiative](#) of Ben Gurion University of the Negev, will deal with the challenges faced by entrepreneurs and executives in the Desert-Tech and Sustainability industry in its various aspects and segments (e.g., water technology, agricultural biotechnology, alternative energy, environmental sustainability etc.). Participants will be exposed to the various critical issues involved in establishing and managing a successful venture in the field. In addition to frontal lectures, participants will meet with guest speakers and entrepreneurs from the field, analyse case studies and gain hands-on experience in practical work of setting up an enterprise

Course objectives:

- Providing knowledge and business skills in establishing and managing innovative and technological ventures in the Desert-Tech, Cleantech and Sustainability
- Providing perspective of an entrepreneur and a senior executive in planning, design, implementing and managing a business strategy from idea to an established business entity
- Exercising and practicing, hands-on, the entrepreneurial process, from idea to start-up

Teaching methods:

The course will be thought in English and will include frontal lectures, guest speakers (representatives from the industry, commercial companies, investors), analysis of case studies in groups, students' presentations and a grand finale demo day.

Course Deliverables:

Besides the case studies and class materials, all participant will have to prepare, Project Executive Summary, Pitch for investors and at least 3-5 selected project will prepare a formal submission to Tnufa Program, Israel Innovation Authority (or alternatively, to an equivalent program of the Ministry of Agriculture).

For more information and registration please contact Prof. Naftali Lazarovitch lazarovi@bgu.ac.il