

8200 Alumni Association

The Entrepreneurship and Innovation Support Program

8200 - Empowering Human Capital in Israel

8200, an IDF Intelligence unit, which until a few years ago was top secret, is now considered one of the leading sources for Israeli innovation, a foundation for a vivid community of technology, entrepreneurship and venture financing.

The 8200 Alumni Association has been active for over a decade as a non-profit organization, providing thousands of the Israeli Intelligence 8200 Unit alumni a place to network, consult and collaborate with their peers. In addition, the Association leads projects of maintaining and promoting legacy for posterity as well as promotes projects for the community, such as scholarships to 8200 graduates in local academic institutes and support to Arabic teaching programs in High-Schools in outlying regions. The Entrepreneurship and Innovation Support Program is the Association's first formal platform designated to enrich and leverage entrepreneurial abilities and skills.

Taking Entrepreneurship and Innovation to the Next Level

The Entrepreneurship and Innovation Support Program (EISP) was established in 2010 with the vision of utilizing the 8200 alumni network to aid entrepreneurs and innovators in their early phases and accelerate the fulfillment of new ventures, visions and dreams in various fields, such as hi-tech, biomedical, energy and environment, social responsibility etc.

The program targets both entrepreneurs who are interested in establishing their own venture and intra-organizational entrepreneurs, who have an initiative to lead within their organization.

Providing multiple facets of support

- Exposing the entrepreneurs to the various components of the entrepreneurship world
- Facilitating the building of connections with the relevant professionals who can move them forward
- Enhancing their skills through training and mentorship of peers who have already successfully implemented ventures in the business world

Program Overview

As participants in the EISP program, entrepreneurs and innovators will review the different paths to entrepreneurial success, discover which route best fits their needs, and begin building the critical skills they need to promote their initiatives.

The program focuses on topics including:

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| <input checked="" type="checkbox"/> Entrepreneurial Mindset | <input checked="" type="checkbox"/> Finance for Entrepreneurs |
| <input checked="" type="checkbox"/> Entrepreneurship Business Planning | <input checked="" type="checkbox"/> Presentation and Messaging skills |
| <input checked="" type="checkbox"/> New Venture Creation | <input checked="" type="checkbox"/> Legal for Entrepreneurs |
| <input checked="" type="checkbox"/> Crisis management | <input checked="" type="checkbox"/> Exit or not? |
| <input checked="" type="checkbox"/> Marketing for Entrepreneurs | <input checked="" type="checkbox"/> Challenges in growth |
| <input checked="" type="checkbox"/> Networking | <input checked="" type="checkbox"/> Human Capital |
| <input checked="" type="checkbox"/> Fundraising | <input checked="" type="checkbox"/> Overview: emerging markets, technologies and industries |

Registration Requirements

Participation in Program valued at 30,000 NIS

Participation Cost – Only 500 NIS

Executive Summary of Venture

Recommendation

Commitment to participate and contribute 1 day to one of 8200 Alumni Association's social activities, or any other approved activity during the 6 months following the workshop

This Program is designed for Israeli IDF veterans from all units, backgrounds and mindsets with a desire and an idea for an entrepreneurial venture. The diversity of speakers in the program will provide unique perspectives and entrepreneurial capabilities, enriching the learning experience.



Organized By 8200
Alumni Association



www.eisp.org.il

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The Entrepreneurship and Innovation Support Program

Program Framework

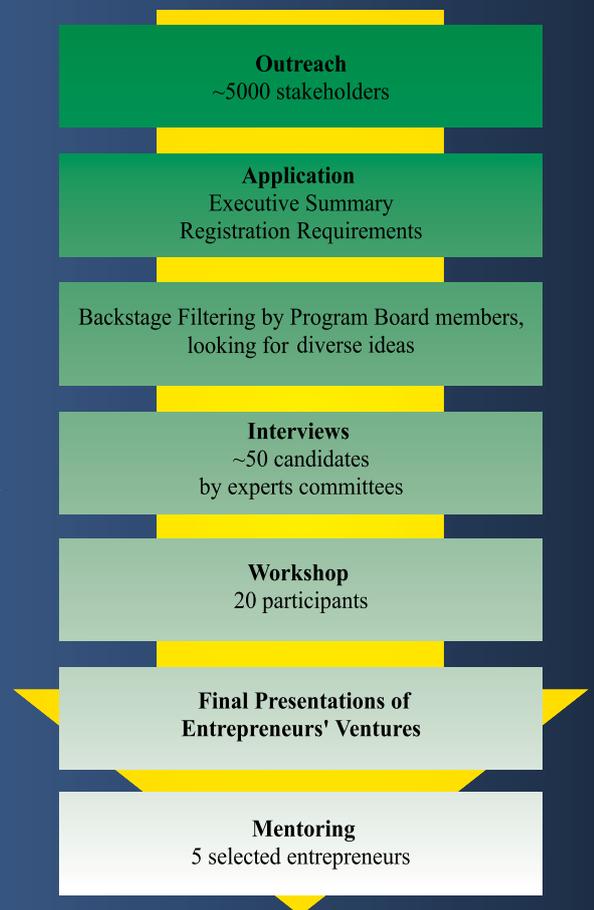
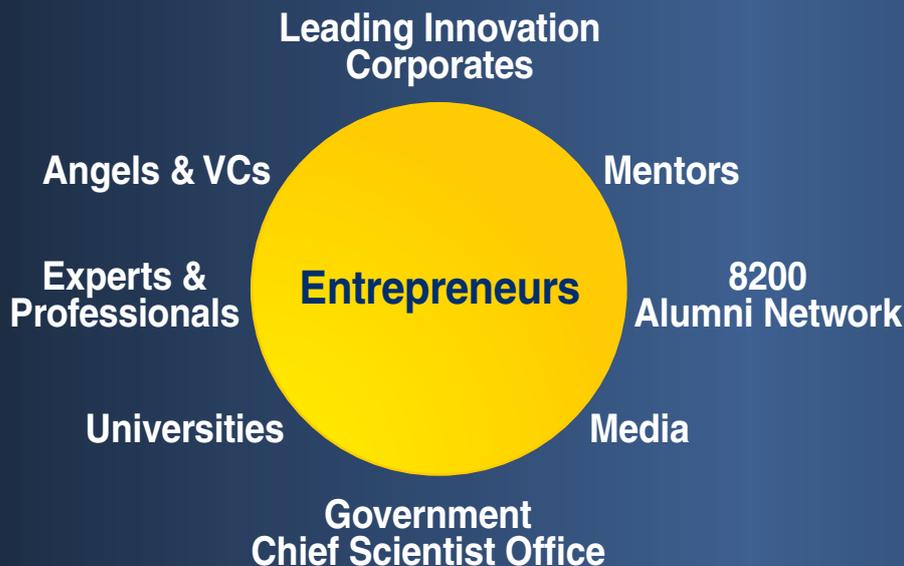
Program is comprised of a 4-layer structure -

1. "First Aid" for Entrepreneurs and Innovators - Immediate help and support utilizing the vast network of 8200 alumni
2. Workshop - For a select group of up to 20 entrepreneurs and innovators per workshop
3. Mentoring Program – Matching business mentors to 5 select entrepreneurs
4. Entrepreneurs' Club - Special events intended for the entrepreneurs' community

Program Leadership Team

Board of Directors consisting of representatives of funders + 8200 alumni representatives. All members hold key positions in the business arena
Specified expert teams based on the 8200 alumni and selected funder staff

Cooperation with leading players from various sectors of the Israeli and international business arena such as legal, finance, media etc, as well as hi-tech corporations leading innovation



In order for the entrepreneurs' and innovators' participation in the Program to be effective, participants are required to share certain aspects of the business plan for their new ventures with other participants and guests of the Program. However, participants are not required to disclose any information regarding the core technology of their ventures. If any such disclosure will be required at any stage of the Program it will be made pursuant to a confidentiality agreement to be entered into between the participant and the relevant third party to whom such information is to be disclosed.



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The Entrepreneurship and Innovation Support Program

The Workshop (See Attached Proposed Curriculum)

The workshop is a state-of-the-art, focused and practical program for the training and development of entrepreneurs and innovators. The workshop includes case studies, break-out sessions, panels, presentations, and lectures. There is strong emphasis on knowledge acquisition in all areas of entrepreneurship skills. The workshop is designated for a selected group of 20 early-phase entrepreneurs and innovators involved in an actual initiative or venture.

The workshop includes 7 full days and 2 half day sessions (3 concentrated days, followed by 4 single days over 3 months).

The initial 3-day module consists of lectures and workshops on core basics of entrepreneurship and innovation, such as strategy, business planning, finance, marketing, legal, presentation and messaging etc., accompanied by vivid and useful examples and stories of both success and failures.

The additional 4 days are each focused on one major topic, primarily dedicated to open discussions with key guests presenting their relevant experience. Examples of topics include fundraising, human capital, crisis management and exit strategies.

At the end of each day, all participants prepare and deliver a brief presentation on a relevant aspect of their venture to a panel of experienced professionals, enabling the participants to connect their venture with the topics discussed that specific day, as well as practicing their presentation skills.

The workshop team is comprised of carefully selected leading professionals in various areas of entrepreneurship, innovation, and business management from the vast network of the 8200 alumni as well as representatives of leading players from the Israeli and International business arena. Participants have direct access to the proven experience, accomplishments, and insights of prominent founders, CEOs, researchers, policy makers, and professional experts.

Participants are required to take an active part in all workshop activities including the presentations thereby benefiting from exercising vital skills of presentation, advancing their ventures in important aspects discussed in class, and gaining exposure to key guests. During the workshop and closing event, participants are exposed to an audience of various investors and keys players in the venture capital industry. Participants have direct access to partners in leading professional firms (Legal and Finance).

The workshop takes place twice a year, usually in Q2 & Q4. ; to check the closest available workshop please contact eisp@8200.org.il or check our website www.eisp.org.il.

The Mentoring Program

The goal of the mentoring program is to match volunteering mentors to new entrepreneurs and innovators in order to accompany and support them in their first independent business steps. Mentors are 8200 alumni holding key positions in the Israeli industry with vast business experience. The mentors accompany the entrepreneurs in the business and management level and help them establish their venture during the first year.

Despite the great workload which generally characterizes individuals in this sector, mentors are alumni who feel drawn and committed to the program, willing to commit to the investment of time required. Mentors commit to a Statement of Principles describing the structure and principles of the mentoring program and its rules. Two core principles in this statement are in regard to confidentiality and lack of conflict of interest. Mentors are not allowed to invest in or receive compensation from a venture they are currently advising.

Mentoring is offered to 5 select workshop graduates who fully attended all workshop activities. Eligible entrepreneurs' and innovators' selection process is carried out by the mentors themselves, where the main criteria for selection is the mentors' interest in the specific entrepreneur or venture, a great personal connection and full commitment to the program.

The duration of the mentoring process is one year. During this year both parties meet on a need to need basis. In order to create a more formal framework for the process as well as ensure the mentor's contribution from their experience in diverse ways, every 2 months a new topic from the entrepreneurship world is emphasized, such as:

- Strategic thinking and business planning
- Developing significant connections
- Time and expectations management
- Leading and motivating teams
- Decision making

