

Keshet: The Center for Educational Tourism in Israel

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The Start-up Nation Live 8/9 Day Israel Trip

Draft Itinerary

Revised May 16, 2010

Date	Program	Meals/Overnight
Sunday	<i>Welcome to Israel</i> Afternoon arrival in Israel. Welcome dinner, opening program and introduction by author Saul Singer or venture capitalist Jonathan Medved	<u>Welcome Dinner at the Hotel</u> Overnight: Carlton Hotel, Tel Aviv
Monday	<i>The Little Nation that Could</i> Tour of the Ayalon Institute, a pre-State clandestine munitions factory in Rehovot. Here we will consider the institute's story as a paradigm of the military innovation/improvisation that feeds Israel's "Start-up Nation" culture. Visit Evogene Ltd., a 2002 spin-off of Compugen, and a "mashup" product of the dynamic multitasking and interdisciplinary military culture described in "Start-up Nation". After lunch, visit at Yeda R & D Company, Ltd., the commercial arm of the Weizmann Institute of Science, ranked first in income royalties among world academic institutes. Meet with officers at the Tel Nof (or Kfar Achim) Israel Air Force Base. Dinner at Lilit, one of Tel Aviv's finest restaurants and an example of social entrepreneurship in Israel. Owned by Elem, a nonprofit organization for teenagers at risk, the kitchen at Lilit takes in youngsters from difficult backgrounds and gives them the opportunity to get a profession and learn about the world of cooking.	Lunch on own at the Weizman Institute <u>Dinner at Lilit</u> Overnight: Carlton Hotel, Tel Aviv
Tuesday	<i>Seeding a Culture of Innovation</i> Visit the Shevach-Mofet high school in south Tel Aviv. See how immigration, and immigration from the Former Soviet Union in particular, has driven the spectacular rise in Israeli start-ups. Meet with Gidi Grinstein, founder of the Reut Institute, focused on how Israel can become one of the fifteen wealthiest nations by 2020. Tour Better Place Ltd, leading global provider of electric vehicles and services and meet with Better Place CEO and founder Shai Agassi. <u>Dinner</u> in Herzlia Pituach, with Yadin Kaufmann, founding partner of Veritas Venture Partners. Founded in 1990, Veritas invests primarily in technology-based companies at the seed and very early stages of their lives.	Lunch on own <u>Dinner at Bistro 56 in Herzlia Pituach</u> Overnight: Carlton Hotel, Tel Aviv
Wednesday	<i>A Nation of Innovators</i> Travel to the Caesarea National Park and walk through 1,000 years of antiquities from the greatest and most technologically advanced port in	Lunch on own

	the Roman Empire, built by Herod the Great, to the massive Crusader walls of King Louis IX (Saint Louis) of France. Visit Intel's Israel Development Center in Haifa, founded in 1974 and Intel's first development center outside of the United States. Over the years some of Intel's most cutting edge products, including the world's first PC chip – the 8088 chip - have been designed in the IDC. View R & D projects at the Technion Institute of Technology. Over 70% of Israel's high-tech industry founders and managers are Technion graduates. Innovators for Tomorrow: <u>Dinner</u> with Technion graduate students.	<u>Dinner with Technion graduate students</u> Overnight: Dan Carmel, <i>Haifa</i>
Thursday	<i>Battlefield Entrepreneurs</i> Visit Plasan Ltd. at Kibbutz Sasa on Israel's northern border. Wholly owned by this small rural kibbutz, Plasan is among the world's leading developers and manufactures of armor protection systems. Tour in the Tefen Industrial Park and ISCAR Metalworking founded by Stef Wertheimer. ISCAR's parent company IMC was recently acquired by Warren Buffet for over four billion dollars and represent's Buffet's largest investment outside of the United States. Barbecue <u>lunch</u> with ISCAR employees. Drive on the new Trans-Israel Highway to Jerusalem Outlook over Jerusalem and romantic night walk on the roofs of the Old City.	<u>Lunch</u> at ISCAR Dinner on own Overnight: Mamilla Hotel, <i>Jerusalem</i>
Friday	<i>This Year in Jerusalem</i> Breakfast with Jonathan Medved or with Jerusalem mayor and high-tech entrepreneur, Nir Barkat. Political topography tour of Jerusalem's southern neighborhoods for a glimpse into the complexities of peace making. Visit the City of David, site of Jerusalem in the Biblical Period, where the prophets and kings of ancient Israel formulated the principles and ethics that later became the basis of the great Judeo-Christian tradition and King Hezekiah used hi-tech Biblical technology to befuddle the army of Assyria 3600 years ago. Enjoy the unique ambience of the Machane Yehuda open air market, the epicenter of Jerusalem on Friday afternoon's. Join thousands of Israelis and visitors from all over the world welcoming the Sabbath at the Western Wall. <u>Festive Shabbat dinner</u> and discussion on Israel's politics and society.	Lunch on own <u>Dinner</u> and overnight: <u>Mamilla Hotel, Jerusalem</u>
Shabbat	<i>Rest and Exploration</i> Free day for rest and relaxation or for additional site seeing on own. The Western Wall, the Arab markets, the Old City Christian Quarter including the Church of the Holy Sepulcher and the Garden Tomb, and the world renowned Israel Museum are all highly recommended sites. *Optional pre-registration for festive Shabbat buffet lunch at hotel	Lunch and dinner* on own Overnight: Mamilla Hotel, <i>Jerusalem</i>
Sunday	<i>The Future of the Economic Miracle</i> Visit the Beit Israel "urban kibbutz" in Jerusalem's Gilo neighborhood and meet with the kibbutz' dynamic founder Hosea Friedman Ben-Shalom. Ben Shalom's pioneering social entrepreneurship projects address the socio-economic and religious schisms that represent formidable threats to the Israeli economic miracle as described in the final chapter of "Start-up Nation" (or meet with Dr. Micha Goodman, founder of the Israeli Academy for Leadership in Ein Prat, whose work is similar in many ways to that of Ben-Shalom). Meet with ultra-orthodox students and administrators in the Jerusalem	Lunch on own <u>Farewell dinner</u>

	Academic Center - Lander Institute Haredi Campus B.A. program, designed to increase ultra-Orthodox participation in the work force. Visit one of the leading science based or high tech firms located in the Har Hotzvim Industrial Park in northern Jerusalem. <u>Farewell dinner</u> and concluding remarks by Saul Singer Evening departure to Ben Gurion Airport and return to USA	
Monday* <i>Making the Desert Bloom</i>	*Optional extension ideas for one or more days: Outdoor Training (Outward Bound like activities for leadership development), visits at Israel Aircraft Industries, visits in Beer Sheva and the Negev desert to projects or companies that “fit” the Start-up Nation paradigm.	

- ▶ Program will be staffed by a senior Keshet Israel Tour Educator
- ▶ All speakers subject to availability
- ▶ All breakfasts and dinners plus underlined meals are included in the package price

