

Merage Institute

US-Israel Innovation Bridge
Executive Leadership Program

Life Sciences

MEDICAL DEVICES

2014

January 5 – January 17

Dear Participants,

I would like to welcome you to the US-Israel Innovation Bridge Executive Leadership Program for the Israeli executives.. Over the past years we have had the privilege and honor of sharing this program with more than 420 Israeli executives who have become Merage fellows.

For me and my family this has been a wonderful and rewarding experience. We have met some of Israel's best and brightest and have established warm friendships with many. But the most rewarding to us has been the response we have received from the executives who have, in many cases, found the two weeks they have spent here "a life changing experience."

We have now further enhanced this program based on comments and observation of the previous fellows. It has been carefully and painstakingly constructed to provide you with real life, practical tools to enhance your strategic understanding of the American market.

I am personally looking forward to meeting you in the coming weeks and welcoming you to the program and to our home.

Paul Merage

A handwritten signature in dark ink, appearing to read 'Paul Merage', with a stylized flourish at the end.

CEO and Executive Director
Merage Institute

Welcome from the US-Israel Innovation Bridge, Program Director

Dear Participant:

On behalf of Katherine, Paul, and Lilly Merage I am pleased to send you the schedule for the Merage Institute's Business Leadership Training Program, which will take place **January 5 – January 17, 2014** in California.

The faculty is amongst the best in the United States. You will train with top business school professors, respected CEOs, and leading practitioners. You will also have the opportunity to learn from business experiences of community leaders over evening dinners.

You will find all the pre-reading material and other useful information at the Merage Institute's Website: www.merageinstitute.org. We have planned some leisure activities for you, but your schedule will be intense during both weeks. The schedule below is divided into carefully integrated modules ranging from general marketing to business development principles and strategies applicable to the US market. All sessions will take place at the **Hotel** conference room. Evenings will be informal. Dinners will be generally hosted in private homes, and will be followed by discussions with top leaders in the community.

Throughout the program you will be staying at the Hotel Irvine (17900 Jamboree Road, Irvine, CA 92614) for the first week (1/5-12) and the Island Hotel (690 Newport Center Drive, Newport Beach, CA 92660) for the second week (1/12-18). Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **January 5** at **18:30** we will meet at the Lobby of the hotel.

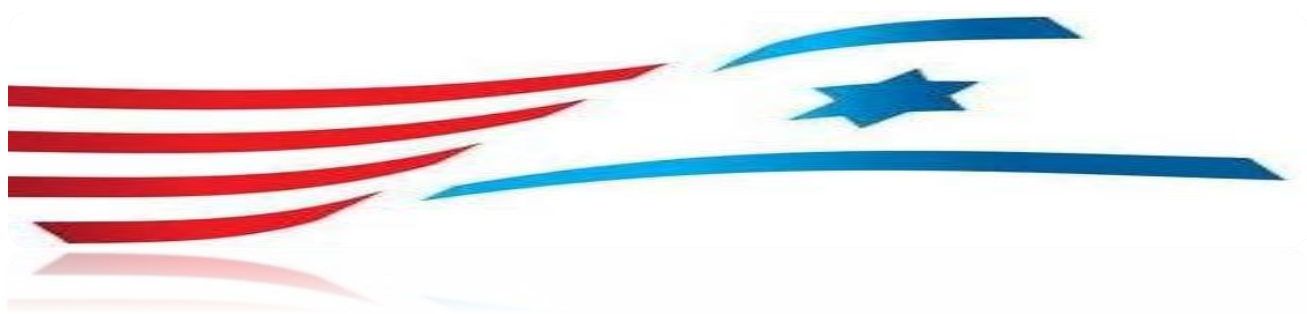
All daytime sessions will be held at **the Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals.

Breakfast during the week will be at 7am. Morning sessions will start promptly at **8am**. *Most evenings we will meet directly outside the hotel.* Vans will pick us up and take us to dinner and evening sessions. Pick up times will be **promptly at 6:30 p.m.**

If you have any further questions about the program, please feel free to contact us: Yishay Aizik (yaizik@merageinstitute.org) Israel: 03-7229878 California: 949-7017576 or Kristie Eidlhuber (KEidlhuber@merageinstitute.org).

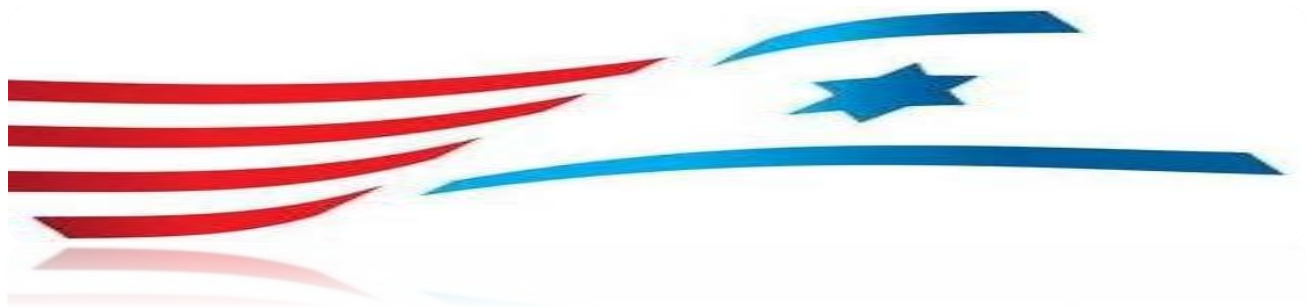
We look forward to your visit.
Sincerely,

Yishay Aizik,
Executive Director
Merage Institute,
US-Israel Innovation Bridge



Week One: Jan 5-11 2014

	Morning	Afternoon	Evening
Sun 5	Arriving to Irvine checking in at the Hotel Irvine		18:30pm Welcome Dinner at Il Fornaio with Paul Merae and Faculty
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 6	08:00-12:00 Marketing Presentation Imran Currim	13:00-17:00 Marketing - continued Imran Currim	19:00 Welcome Dinner hosted by MI at Hotel Irvine (Shady Canyon)
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 7	08:00-12:00 Marketing - continued Imran Currim	13:00-17:00 Business Strategy Leonard Lane	19:00 Dinner hosted by Lilly & Paul Merae
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 8	08:00-12:00 Business Strategy – continued Leonard Lane	13:00-17:00 Business Strategy – continued Leonard Lane	19:00 Dinner hosted by Molly and Israel Weinberg Presentation: Andrei Soran NetWork Long Beach
	Breakfast: HOTEL	Lunch: HOTEL	
Thurs 9	08:00-10:00 Angels Investments Tech Coast Angels ceo Amir Banifatemi & Andrew Horowitz; Stephen A. Block	10:00-12:00 Market Strategy updates Andrei Soran	12:00-14:00 patient safety& care Joe Kiani
	Breakfast: HOTEL	Lunch: HOTEL	
Fri 10	8:00-12:00 Strategic networking Bruce Money	13:00-17:00 Strategic networking Bruce Money	18:00 Dinner hosted by: Zeev and Tatiana Kain Guests: Bruce J. Tromberg and Dean Gregory Washington
Sat 11	<i>Rest or free time for shopping/sightseeing/ exercise</i>		



Week Two: Jan 12-17 2014

	Morning	Afternoon	Evening
Sun 12	<u>Check out from Hotel Irvine; move to Island Hotel, Newport Beach. Shuttle pick up at 10AM and 11AM</u>		Rest or free time for shopping/sightseeing/ exercise/dinner
	Breakfast: HOTEL Lunch: HOTEL		
Mon 13	08:00-12:00 Negotiation Lisa Barron	1215-1250 Medical start up company: the physician view Amir Lerman	13:00-17:00 Negotiation - continued Lisa Barron 18:00 Dinner hosted by Bob and Linda Yellin Pacific Club
	Breakfast: HOTEL Lunch: HOTEL		
Tues 14	08:00-11:30 Branding Sasha Strauss	11:30-13:00 Paul Merage lunch served in the Yorba	13:00-17:00 Evaluation strategy Octane + panel of VCs matthew jenusaitis 18:30 Dinner at Big Canyon hosted by Mike and Ellie Gordon Presentation: Mitchell Brin Chief Scientist, Allergan The Story of Botox
	Breakfast: HOTEL Lunch: HOTEL		
Wed 15	08:00-10:00 FDAs Regulatory Pathways to Medical Device Marketing in the US Ed Allera	10:00-12:00 US HealthCare System and the Reimbursement Process Rod Benson	13:00-17:00 Critical Thinking & Decision Making Thomas Eppel 19:00 Dinner hosted by Marc and Dana Susson
	Breakfast: HOTEL Lunch: HOTEL		
Thurs 16	08:00-13:00 Edwards Lifescience tour/lunch	12:20-12:50 Michal Miasnik West Coast Representative, BIRD Foundation	13:30-17:00 Effectiveness and Leadership Alan Sellers 19:00 Graduation and Farewell Dinner at the Ritz hosted by Paul and Lilly Merage
	Breakfast: HOTEL Lunch: HOTEL		
Fri 17	09:00-13:00 Tour at UCI Backman Laser Center (TBC) Bruce J. Tromberg		- THE END -

MODULE: Marketing, Sales and Distribution

Dr. Imran Currim

<http://web.gsm.uci.edu/~currim/>

Monday, January 6, 8:00-12:00 and 1:00-5:00

Tuesday, January 7, 8:00-12:00

Marketing Strategy

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

Text, Articles, and Cases

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.
2. *Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.
3. "What High Tech Managers Need to Know About Brands," *Harvard Business Review*, July August 1999.
- *4. Biopure, *Harvard Business School Case* 9-598-150.

*5. Invisalign, *Kellogg Business School Northwestern University Case* KEL032-PDF-ENG

*I hope you can read items 4 and 5 before my Monday Jan. 6 session and briefly write your thoughts on each of the questions on the cases (see below). This is important for the group discussion. Items 3, 4, and 5 can be ordered from www.hbsp.com (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from www.amazon.com although they may take some time to ship your order. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

Monday, Jan. 6

8.00 – 12.00 Introduction, Alternative Growth Strategies, Honda Motor Car Company

12.00 – 1.00 Lunch

1.00 – 2.30 Biopure

1. How do you assess Biopure's potential in the human market? The animal market?
2. What are the biggest obstacles to Biopure's success in the human market? The animal market?
3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?
4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

2.45 -5.00 Invisalign

1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.
2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?
3. Are there any gaps in the channel? Are channel members performing functions that Invisalign intends them to? If not, why not?
4. Are channel power sources affecting Invisalign's success? If so, how?
5. What would you do to ramp up conversion from generation of interest to capture?

Tuesday, Jan. 7

8.00 – 12.00 Customization of Marketing Strategies and Group Discussion

8:00 – 8:15 We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.

8:15 – 10.00 Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan

10.00 – 11.00 Group Develops Marketing Strategy for Israeli Exports to the U.S. Each group will come up with:

- (a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and

(b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.

11:15 – 12:00 Group Presentations and Discussion

Each group will present the output of the 9.45-10.45 session, followed by a discussion on how the questions and methodology can be enhanced (15-20 minutes per group).

MODULE: Business Strategy

Leonard Lane

Module Description:

The focus of this module is on competitive strategy. The objectives are to provide knowledge of successful techniques for strategy formulation and strategy implementation. To analyze competitive strategy it is essential to understand the structure of an industry, the evolution of this structure and the pattern of interaction among the competitors in the industry.

The module is designed to improve your decision-making in a competitive and dynamic environment where competition means the goal of every business is to gain and sustain an advantage over rivals. Therefore, our approach is practical and problem-oriented. A major part of the module will involve applying concepts, frameworks, analytical techniques and managerial insights to the strategic issues which your companies are facing.

The Concept of Strategy

8:00 – 12:00

Read: Crafting Strategy by Henry Mintzberg

Read: What is strategy by Michael Porter

Read: Can You Say What your Strategy Is? HBR, April 2008, Collis and Rukstad

The first module will address key elements of strategy along with two exercises to support our discussions. We will address the definition of strategy and its relation to competitive advantage and identification of an intensity of rivalry in the technology industry in the United States. An exercise will be conducted amongst participants to define the industry segments in which you compete and who has the power in those segments. Based on this exercise we will then have a discussion on how to identify and exploit competitive advantage.

Analyzing Resources and Capabilities

1:00 – 5:00 Read: Competing on Resources

Read: The Core competence of the corporation

Read: Creating Competitive Advantage, HBS press, Product 9-798-062

Read: Drug Eluting Stents: A paradigm shift in the Medical Device Industry: Case: OIT-50 The afternoon session will be devoted to understanding how to compete on your resources and capabilities. The focus will be identification of your company's drivers, assumptions, capabilities and current strategy in relation to developing a future strategy to exploit your competitive advantage in the U.S. market.

Group Exercise: Identification of resources and capabilities in relation to market opportunities – your strategic fit.

Application to the Medical Device Industry

8:00 – 12:00

Read: Acumen Fund and Embrace: From the Leading Edge of Social Venture Investing

Discussion of the industry and product life cycles, as well as critical success factors, required at different stages of the industry and product life cycle. The final portion of this module will be devoted to an exercise in which participants will identify the critical success factors needed at each stage of their product life cycle and prepare a summary plan on how to focus the necessary resources and capabilities on achieving these critical success factors.

MODULE: Strategic Networking

Bruce Money

Module Description:

This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

Pre-Readings (Please read before the module begins.)

"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review*, January 2007.

"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter*, April 2002, Harvard Business School Publishing.

"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker

Please read through the case and prepare to discuss the following questions:

1. What are the strengths of Roizen's network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

Seminar Outline

8:00-12:00 The Nature of Networking Concepts

- The “small world” phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of “structural ho

Networking Tools

- Types of networks
- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the “top dog” syndrome

Networking Vehicles

- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.
- Strategic blogging

1:00-4:30 Putting Networks to Work for Your Business

- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan

Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.). Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

Other Readings

Business Press/Newspaper Articles (to be distributed in class)

“The Power of Networks,” special issue of *Forbes*, May 7, 2007 (selected articles)

“How to Network—And Enjoy It,” *Fortune*, April 4, 2005

“Passengers Are Cleared to Network about the Cabin,” *New York Times*, September 14, 2004.

“The Fine Art of Following Up,” *Business Week*, October 21, 2002.

“Bridging the Gap,” *Entrepreneur*, November, 2004.

Academic Articles (for perusal only—to be distributed in class)

“Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration,” by R. Cross, S. Borgatti, and A. Parker, *California Management Review*, Winter 2002.

“Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan,” by B. Money, M. Gilly and J. Graham, *Journal of Marketing*, October 1998.

Other Harvard/Stanford Readings (Recommended for further reading—can be ordered online from HBS Publishing website, www.hbsp.com)

“Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation” by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator’s DNA*, Harvard Business School Publishing.

“A Note on Social Networks and Network Structure” by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

“How to Build Your Network” by Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, December 2005, Harvard Business School Publishing.

“Are You Ready to Get Serious About Networking?” by S. Parker, *Harvard Management Communication Newsletter*, February 2003, Harvard Business School Publishing.

“The Science of Networking,” by L. Gary, *Harvard Management Update*, January 2004, Harvard Business School Publishing.

“Note on Industry Peer Networks,” by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.

“Can a Shy Person Learn to Network?” by H. Ibarra, *Harvard Management Update*, September 1996, Harvard Business School Publishing.

Books on Networking (Recommended for further reading—can be ordered online at www.amazon.com or from other booksellers)

The Hidden Power of Social Networks, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.

Power Networking, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.

Hidden Assets: Harnessing the Power of Informal Networks, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

MODULE: Negotiations

Lisa A. Barron, Ph.D., MBA

Monday 08:00-11:45 and 13:00-17:00

Module Description:

The purpose of this Module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings.

The Module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations.

Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

Negotiation Curriculum:

1. What is negotiation?
2. What is a negotiation issue?
3. Distributive vs. Integrative Negotiations
4. Interests and Positions
 - explanation
 - exercises (these will involve generic situations)
 - wide application of interest and position concepts
5. Additional negotiation concepts
 - Negotiation Issues
 - BATNA
 - Target
 - Reservation price
6. How to prepare - introduction to the prep sheet
7. Negotiation simulation
 - prepare in dyads
 - negotiate in dyads (privately)
 - group debrief
8. “Informal” negotiations – how to use concepts in situations that don’t necessarily present as negotiations
9. Advanced techniques for multiple-issue negotiations
10. Questions, review, wrap-up

Module: investment presentation exercise

matthew jenusaitis

Module Description:

During the exercise we will two compnies of the group make investment presentation to the rest group of participants and several outside consultants who will evaluate the presentation and business model from the basis of their presentation on roughly 30 different variables.

The feedback will be compiled and a comparative analysis versus approximately 500 other companies will be performed providing what we hope will be very informative feedback on the areas of strength and differentiation and opportunities for additional clarity in your presentation. This will all be done in a low pressure, very confidential way. It is our hope that this exercise will be very valuable also regarding optimizing investment presentations and clarifying your company messaging.

After a break where we will do some didactic presentations, we will present the compiled feedback and comparative analysis from OCTANe database of companies that have gone through this process in the past.

MODULE: CRITICAL THINKING & DECISION MAKING

Thomas Eppel

Module Description:

Sound decision-making and critical thinking have always been important skills for creating success. In a world that has become increasingly complex and that is changing at an ever-increasing pace, these skills are even more important than ever before.

Yet, too many individuals and organizations are ill prepared when it comes to making smart decisions and how to critically examine the abundance of data and information that is all around us.

This module gives an overview of the art and science of decision-making and critical thinking. It provides the motivation to view decision situations as opportunities rather than problems and to view decision making as a skill that can be learned, practiced and improved upon like any other skill.

It also discusses the many pitfalls and psychological biases that have a tremendous impact on our thinking and decision-making and have led to new fields such as behavioral economics and behavioral finance.

Selected Readings:

Book: Smart Choices, A Practical Guide to Making Better Life Decisions by John S. Hammond, Ralph L. Keeney and Howard Raiffa.

Module: Effectiveness and Leadership; Winning Consistently in The Life Sciences Space

Alan Sellers

Module Description:

A review of tools to enhance the effectiveness of the organization (including The Four C's, and the Five Elements of The People Model of Business). We will gain a practical perspective on what is required to succeed in growing a NewMedia company in the United States. This is intended to be a hands-on, participative session in which the members of the class will interact with the presenter and explore how to more effectively conduct business in the United States in the field of water, energy and other environmentally-related technologies.

Module : Branding

Sasha Strauss

Module Description:

A rich introduction to all things branding — from naming and brand architecture to visual design and brand extension. We'll look at why brands matter, who they matter to, how you can build them into your marketing, advertising and public relations strategies. A great start for professional communicators or those simply interested in brand strategy.

MODULE: FDA's Regulatory Pathways to Medical Device Marketing in the United States

Edward John Allera

Module Description:

- Overview of medical device regulatory processes in the United States.
- Use and design of computerized systems in clinical trials.
- Important issues in the premarket design and analysis of device trials.
- Synopsis of quality systems and import requirements for medical devices.
- Development process of a post-marketing plan including the post approval study outline.
- Review clinical case studies involving medical devices.
- Best practices and tips to prepare for good clinical practice inspections.

MODULE: US Health Care System & Reimbursement Process

Rodney L. Benson

Module Description:

This training will provide an overview of the major public health care programs in the United States, Medicare and Medicaid. The content of this training will be as follows:

- Overview of health care in the United States
 - Discuss health care expenditures
 - Discuss the demographics of the populations that rely upon public programs for health care
- Introduction of the Medicare and Medicaid programs
 - General description of programs
 - Statutory and regulatory authorities
- Discussion of Medicare
 - Part A – Hospital Insurance
 - Services provided under Part A
 - Beneficiary eligibility requirements
 - Provider enrollment
 - Reimbursement under Part A
 - Part B – Medical Insurance
 - Services provided under Part B
 - Beneficiary eligibility requirements
 - Provider enrollment
 - Reimbursement under Part B
 - Enrollment in Part A and Part B
 - Part C – Medicare Advantage
 - General description of Medicare Advantage
 - Discussion of Medicare Advantage plans and how they enroll in the Medicare program
 - Description of services provided under Part C of Medicare

- Payments to Medicare Advantage plans
 - Discussion of beneficiary election periods
- Part D – Prescription Drug Benefit
 - General description of Part D
 - Beneficiary enrollment
 - Prescription Drug Plan application process
 - Description of the services provided under Part D
- Medigap
 - Discuss options available to Medicare beneficiaries to purchase supplemental insurance
 - Describe how Medigap policies fill gaps in Medicare coverage
- Discussion of Medicaid
 - General overview of Medicaid
 - Discussion of Medicaid grants and the Federal Government’s sharing in State Medicaid costs
 - Discussion of how individuals qualify for Medicaid
 - Discussion of mandatory services under Medicaid
 - Description of other services that states may choose to provide
 - Discussion of Medicaid coverage for Medicare beneficiaries (dual eligible)
- Discussion of other significant developments related to the public funding of health care
 - Electronic health records
 - Overview of EHR and importance to health care
 - Meaningful use requirements
 - Discussion of the Medicare EHR Incentive Program
 - Discussion of the Medicaid EHR Incentive Program
- Health care reform
 - General introduction of the Affordable Care Act
 - Discussion of Health Care Exchanges
 - Discussion of other significant provisions of ACA, including Medicare payment reforms and innovation

Module : University-Industry Collaborations and Cluster Formation

Goran Matijasevic

Module Description:

This module will explore industry-university collaborations and the different opportunities along the University-Industry Partnership Continuum. It will also take a look at the creation and the role of industry clusters in driving innovation in a region. Example of the biomedical industry cluster in Orange County and more specifically the ophthalmology cluster will be highlighted. The role of regional and national trade associations will also be discussed.



Eyal Aronoff
eyal@aronoffgroup.com

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:[QSFT](#)). Eyal's current focus is energy and philanthropy.

He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the **Fuel Freedom Foundation** which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort.

At the **Fuel Freedom Foundation** we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it. www.FuelFreedom.Org Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach CA.



Edward John Allera
Title: Co-Managing Shareholder, Buchanan Ingersoll & Rooney PC,
Washington, DC Office
Email: edward.allera@bipc.com

Edward John Allera focuses his practice on the development of new products and business opportunities in the areas of pharmaceuticals and technology, especially regarding the regulation and promotion of drugs, biologics and devices. Ed is a managing shareholder of the Washington, D.C., office of Buchanan Ingersoll & Rooney PC, as well as chairman of the firm's FDA/Biotechnology Section.

He began his career at the Food and Drug Administration (FDA), where he served as associate chief counsel. As a pharmacist, one of Ed's strengths is the ability to integrate science into the law to combat ill-considered FDA actions.

He also has a cadre of experts with whom he works that enables him to create rapid, sophisticated legal/scientific rebuttals to FDA actions. He has worked extensively in the product life cycle management area and with almost every dosage form. Because he has a background in the science surrounding dosage forms and pharmacokinetics, he has filed a large number of Citizen Petitions in the product life cycle management process.



Lisa Barron

Title: Senior Lecturer, Negotiations

E-mail: lbarron@uci.edu

Dr. Lisa Barron is a faculty member of Organization and Management at The Paul Merage School of Business, University of California, Irvine.

Her teaching interests focus on creativity, negotiation, communication, organizational behavior and leadership. She has taught negotiation and leadership techniques to members of large and small organizations including Microsoft, Medtronic, Ingram Micro, State Street, MicroSemi, and Boeing and to executives, career counselors, undergraduate and graduate students, academic staff and faculty. Her current coaching work focuses on helping executives and doctors become more effective leaders, communicators and problem-solvers.

Lisa's research has been published in the journals *Human Relations*, *Career Development International*, and *Journal of Management Inquiry* and has been written about or recognized in *The Boston Globe*, *The Washington Post*, *The New York Times*, *Glamour*, *The Huffington Post*, and the *Orange County Register*. In addition, she has appeared on radio programs for WBUR, KNX, CBS and NPR.

Lisa's negotiation courses and workshops focus on developing people's ability to better understand their underlying interests and negotiate effectively. Her creativity courses focus on developing people's ability to think creatively and to use that thinking to solve problems. She also coaches executives and doctors regarding development of their leadership abilities. Lisa has taught graduate and undergraduate courses in organizational behavior and negotiation at Pepperdine University, The Claremont Graduate School and The Paul Merage School of Business at University of California, Irvine and Executive Education at UCLA and UCI. She has taught negotiation workshops at UCLA, CalTech, UCI, the Keck Graduate School and Utah State University.

Lisa has received sixteen teaching awards for her negotiation and her strategic communication courses. In addition to her academic experience, Dr. Barron has worked as an advisor to undergraduates and as a consultant and trainer at the Data Center at Stanford University. She also has experience marketing IT training programs.

Lisa is a member of the Academy of Management, the American Psychological Association, and the Association for Psychological Types. She is also a certified mediator. She has reviewed for leading journals in the fields of Management and Psychology. She received her Ph.D. in Organizational Behavior from The Anderson School at UCLA.

In addition, she has an MBA from The Anderson School at UCLA and a BA in Psychology and English from Stanford University. She loves to travel, cook (and eat), cycle, read, scuba dive, draw, paint and collect handmade earrings and folk art.



Rodney L. Benson

Title: Counsel, Buchanan Ingersoll & Rooney PC, Washington, DC Office Counsel

Email: rodney.benson@bipc.com

Rodney L. Benson has more than 35 years as a government senior executive and highly-experienced government contracts attorney with a distinguished career of federal government service. He has been acknowledged for his exceptional ability to counsel staff and clients on complex legal matters, as well as possesses extensive experience in defending federal agencies in protests and disputes, with a remarkable record of success.

Immediately prior to joining Buchanan, Rod served for 13 years as director of the Office of Acquisition and Grants Management at the United States Department of Health and Human Services (HHS).

Through Rod's 30+ years of combined experience as the director of Acquisitions and Grants Management for the Centers for Medicare and Medicaid Services (CMS) and as a senior attorney in the Department of Health and Human Services Office of the General Counsel representing CMS, he has developed considerable expertise in the field of federal acquisition. He has also acquired extensive knowledge of CMS's programs and organization.



Stephen A. Block

Stephen A. Block is a Managing Director of K5 Venture Partners, an Orange County venture fund that operates an accelerator/incubator, and a member of the Tech Coast Angels, Southern California's largest angel investing group, serving on the Executive Committee of the Orange County network. He also mentors entrepreneurs, speaks on angel and VC investing and

entrepreneurship at universities and business conferences, judges/coaches business plan competitions at the University of Southern California Marshall School of Business, Chapman University and Pepperdine University. He also serves as a judge for the regional finals of the Venture Capital Investment Competition.

Steve is a member of the Board of Directors of two public companies: Senomyx, Inc., a biotech based in San Diego; and Chromadex Corporation, a reference standards and ingredient supply company headquartered in Irvine. He also serves on two non-profit Boards: The Leatherby Center for Entrepreneurship at Chapman and the Long Beach Opera. Steve retired as Senior Vice President and General Counsel of International Flavors & Fragrances Inc. in December 2003, having served in that position for 12 years. He has over 40 years of broad legal, management and executive experience and has served on the Boards of both private and public companies and of several industry trade associations and as the President of one. He has drafted legislation, lobbied at both the state and federal levels, and testified before Congressional and state legislative committees. He has taught Securities Regulation at Pace University Law School and lectured in continuing legal and business education programs. Steve holds a JD from Harvard Law School and a BA *cum laude* from Yale University.



Mitchell Brin, MD, FAAN

Sr. VP Global Drug Development & Chief Scientific Officer **BOTOX®**
Allergan, LLC.

Professor of Neurology, University of California, Irvine

Dr. Mitchell Brin is a physician neurologist with extensive patient care and clinical development experience with 28 years of pharmacology, experimental therapeutics, small molecule and neurotoxin (including Oculinum® / BOTOX® / Myobloc® / Dysport®) research on a background of extensive patient care.

This research & development experience includes 17 years academic experimental therapeutic (drug/biologics/device) and genetic clinical trials with studies supported by competitive U.S. Food and Drug Administration grants and awards, the National Institutes of Health, private philanthropy and 11 years in the biopharmaceutical industry.

Dr. Brin graduated with a Bachelor of Arts degree in Biology from the University of Pennsylvania (Magna Cum Laude, Phi Beta Kappa) and received his Medical Degree from Columbia College of Physicians and Surgeons.

He completed a medical internship at the Mount Sinai Medical Center, neurology training at the Columbia University Neurological Institute, followed by a fellowship in Movement Disorders at the Neurological Institute, where he became an Assistant Professor and Coordinator of the Dystonia Clinical Research Center.

In 1994, Dr. Brin joined the staff at Mount Sinai School of Medicine, subsequently received the Bachmann-Strauss Endowed Chair in Neurology and was promoted to Professor.

In 2001, Dr. Brin joined Allergan as Vice President of Development, and Therapeutic Area Head for BOTOX® & Neurology. Subsequently promoted to Senior Vice President, he was responsible for the Global Registration Development program for therapeutic and aesthetic biologics and neurology small molecules.

In 2007, he assumed the responsibilities of Senior Vice President Global Drug Development, and Chief Scientific Officer for BOTOX®. In this capacity, he provides strategic cross-functional support of the neurotoxin and next generation biologics program.

This includes global scientific support and clinical expertise across the continuum of all BOTOX® therapy (cosmetic and therapeutic) product research, development, regulatory, drug safety, safety pharmacology, formulation, medical affairs and corporate strategy. He continues to publish actively and is a Professor of Neurology at the University of California Irvine, where he evaluates and treats patients.



Imran Currim is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean of the Undergraduate Program. Prior to that, he served as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs and Associate Dean of the Masters Programs.

He is the recipient of two of the highest honors in marketing:

- the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and
- the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for:

- the American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research.
- the European Marketing Academy Award for best paper published in International Journal of Research in Marketing.

Professor Currim received:

- Wall Street Journal's Favorite Professor in an Executive MBA Program.
- Business Week ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to "recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university." He also received one of the highest commendations awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.

Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at <http://web.merage.uci.edu/~currim/publications.htm>
- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Serves/d on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

Consulting, Executive Training, and Teaching

- Recognized as an international expert in the area of design and marketing of products and services, and market research.
- Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations. Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.
- Received 22 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

Education

- PhD (Business) Stanford University
- MS (Statistics) Stanford University
- MBA University of Wisconsin
- BE (Electrical Engineering) Victoria Jubilee Technical Institute, University of Bombay

Prior Academic Appointments

- Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management



Dr. Ben Drillings

Title: Director, American Israeli Medical Association

Email: drben@a2zhealth.com

Dr. Drillings graduated from New York Chiropractic College and studied Physical Education and Exercise Physiology at C.W. Post College in Long Island University. In 1998, Dr. Drillings established two vocational schools for Integrative Medicine and the A2Z Health Wellness Centers in southern California.

Dr. Drillings founded The American Israeli Medical Association (AIMA) which is a networking organization based in Los Angeles. AIMA specializes in bringing together investors, professional firms, executives, medical doctors, and academicians to share ideas, build a greater network between Israel and the United States, and expend their knowledge about the current trends in the biotechnology and medical industry. In addition, he serves as the West Coast delegate for Israel Medical Association – USA Chapter. Dr. Drillings has been attending regularly international conference related to medical tourism and biotechnology innovations. Dr. Drillings holds conferences related to the health industry and medical innovations twice a year in California. The American Israeli Medical Association (AIMA) is a networking organization based in Los Angeles. AIMA specializes in bringing together investors, venture capitalists, professional firms, executives, medical doctors, and academicians to share ideas, build a greater network, and expend their knowledge about the current trends in the biotechnology and medical industry.

**Thomas Eppel**

Title: Summer Session Instructor and Assistant Specialist

Email: teppel@uci.edu

Personal Website: <http://www.tomeppel.com>

Born and raised in Germany, Dr. Thomas Eppel came to the United States in 1984 and enrolled in the Ph.D. program of the Psychology Department at the University of Southern California. After receiving his Ph.D. in Mathematical Psychology with an emphasis on decision analysis, Dr. Eppel joined the faculty of the Krannert Graduate School of Management at Purdue University. In 1996 he returned to California to become Vice President of Decision Insights, Inc., a consulting company specializing in decision and risk analysis.

In January 2000, Dr. Eppel joined the staff at the Graduate School of Management at the University of California Irvine as an Assistant Dean, responsible for curriculum development around the “Information Technology for Management” focus. He currently lectures at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis. He has been involved in consulting projects with clients such as the U.S. Department of Energy, the California Department of Health Services, EPRI, SANDIA, the Joint Research Centre (Commission of the European Communities), and others.

In addition, Dr. Eppel designed and taught several executive training seminars. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching. His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award from the Krannert School of Management at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students. In 2000, Business Week’s rankings and profiles of MBA programs listed him as one of the two most popular professors at the Graduate School of Management, UC Irvine.

**Andrew Horowitz**

A twenty-year telecommunications entrepreneur and founder of Office Telephone Management (OTM) in 1983, a shared-service provider of integrated voice and data communications products and services to tenants of multi-tenant office buildings in Southern California. Sold business to Intermedia Communications (later acquired by Worldcom) in 1995. Since then, involved in an assortment of domestic and international telecommunications consulting engagements, mentoring activities, and investment opportunities involving local telecom and other startup companies. A member of both the Orange County chapter of the Tech Coast Angels and Investors Circle, Chairman of the advisory board of the Venture Finance Institute of the Claremont Graduate University, founding partner of the LA Chapter of Social Venture Partners, and board member of the Social Enterprise Institute.



**Matthew Jenusaitis,
President & CEO OCTANe**

www.octaneoc.org

Matthew Jenusaitis joined as the president and CEO of OCTANe in June 2009. Prior to OCTANe, Matthew spent 15 years at Boston Scientific, where he served in numerous executive marketing and general management positions.

Matthew was also an executive in residence for the private equity firm Warburg Pincus and President of ev3 Neurovascular, one of Warburg's portfolio companies. Matthew sits on the boards of Avantis Medical in Sunnyvale, California; Creagh Medical in Galway, Ireland; Precision Wire Components in Portland, Oregon; and Pulsar Vascular in San Jose, California.

He also sits on the advisory boards of Cornell's School of Biomedical Engineering, the Chapman University Schmid College of Science and Technology, and the Keck Graduate Institute of Applied Life Sciences. Matthew holds a B.S. in Chemical Engineering, cum laude, from Cornell University, a M.S. in Biomedical Engineering from Arizona State University, and a MBA from UC Irvine.



Zeev Kain,MD

Dr. Kain is recognized as an international expert in the clinical management of perioperative fear and anxiety, and management of children undergoing invasive medical procedures.

His research addresses major dilemmas encountered in the management of affected children. To date, Dr. Kain has revolutionized the care of children in preoperative settings both in the United States and around the globe.

In fact, Dr. Kain's research triggered a change in the manner in which children are treated during invasive medical procedures and during the perioperative period. As a direct result of Dr. Kain's research, significantly fewer children in the US and around the globe are taken into the operating rooms and sedation suites, awake, alone and screaming and crying.

Dr. Kain achieved this by demonstrating that extreme anxiety and fear in children undergoing surgery and invasive procedures is associated with poor clinical and psychological outcomes of these children and thus should not be allowed.

By promoting the conceptual importance of this field and continuing to develop associated empirical findings, Dr. Kain intends to markedly improve the quality of evidence available to anesthesiologists, pediatricians and surgeons making clinical decisions regarding management of children's distress and pain during the perioperative period.



Tatiana Kain, MD
Division chief, Molecular Imaging
Nuclear medicine specialist

Dr. Tatiana Kain is a specialist in general nuclear medicine, cardiac single photon emission computed tomography (SPECT), PET, CT scans and lymphoscintigraphy. She provides treatment for thyroid cancer, benign thyroid conditions, Zevalin™ treatment for lymphoma as well as palliative therapy for widespread bone metastasis.

She is a national examiner for the American College of Radiology Nuclear Medicine PET Accreditation Program. Kain is board-certified in diagnostic radiology and nuclear medicine.



Joe Kiani
Founder, Chairman, and CEO
Masimo Corporation (www.masimo.com)

Joe Kiani runs one of the world's most admired medical technology companies, is an inventor of world-changing noninvasive patient monitoring devices, a trusted voice for patient safety and care, and a convention-breaking maverick. As the founder, Chairman, and CEO of Masimo Corporation, a global medical technology innovator, Mr. Kiani has been a beacon for patient safety and innovation in healthcare for more than 20 years.

Convinced that the use of adaptive signal processing could solve the problems of motion artifact and signal noise that plagued pulse oximetry—widely recognized as the 5th vital sign—he founded Masimo in 1989 to improve the reliability of noninvasive patient monitoring. Under his leadership, Masimo has grown from a “garage start up” into a successful publicly traded company (NASDAQ: MASI) employing more than 3,000 people worldwide and providing its market-leading **Masimo SET® Measure-through Motion and Low Perfusion pulse oximetry** technology to leading OEM patient monitoring manufacturers.

Today, Masimo is an innovative powerhouse delivering key noninvasive medical breakthroughs, including: **rainbow Pulse CO-Oximetry™**—the first blood constituent monitoring platform to measure multiple blood constituents noninvasively that previously could only be measured invasively and help clinicians reduce risky blood transfusions; **Patient SafetyNet™**—the first remote monitoring and wireless clinician notification system shown to help hospitals improve patient safety and clinical outcomes by dramatically decreasing rescue events and costly ICU transfers; **rainbow Acoustic Monitoring™**—the first noninvasive and continuous acoustic respiration rate (RRa™) monitoring technology; and **Root**, the new clinical information platform, that is expected to reduce clinical distraction, complexity and cost, and accelerate innovation in patient monitoring and care. Mr. Kiani and Masimo have helped to solve the “unsolvable” problems plaguing patient monitoring while building a substantial intellectual property portfolio with more than 600 issued and pending patents worldwide.

Committed to patient safety, Mr. Kiani is responsible for creating the [Patient Safety Movement Foundation](#) & Coalition and the Patient Safety, Science & Technology Summit. Mr. Kiani founded the Patient Safety Movement Foundation (PSMF) in 2013 with a mission to reduce preventable deaths in hospitals worldwide and eliminate the more than 200,000 preventable patient deaths that occur in U.S. hospitals every year.

Under Mr. Kiani's leadership, the Patient Safety Movement Foundation held the first Patient Safety, Science & Technology Summit in January 2013 with President Clinton as the keynote speaker. Mr. Kiani has convened hundreds of leading clinicians, hospital CEOs, and medical technology CEOs from around the globe and at this Summit, launched an aggressive goal—ZERO patient deaths by 2020. Mr. Kiani believes in turning yesterday's impossibilities into tomorrow's possibilities and challenging the status quo.

This is exactly what he and his company, Masimo, have done and are continuing to do, and his passion is to share this insight, knowledge, and the entrepreneurial spirit to improve healthcare for Americans and patients around the world.



Yaron Keidar
VP of **Glucose Monitoring** Edwards Lifesciences

In my 20 years in medical devices I have been responsible for the design and market introduction of breakthrough medical equipment and for solving medical problems that were considered unsolvable. I have done that by collecting amazing talent around me and building teams that go into hospitals and clinics and with physicians we take complex problems and make them simple. We focus on the simplest way to make a difference for patients and we make sure to have fun in the process. The technology we created has become very big business very quickly.



Dr. Leonard Lane
Title: Senior Lecturer, Strategy
Paul Merage School of Business
University of California, Irvine
Email: llane@uci.edu

Dr. Leonard Lane is a Senior Lecturer, Strategy at the Paul Merage School of Business where he has been teaching Competitive Strategy, Competitive Intelligence, Topics in Strategic Innovation and Global Strategy since 2004. In addition to his teaching duties.

Dr. Lane is the Group Director Leadership Development for Li & Fung; a Hong Kong based International Trading and Supply Chain orchestrator where he is responsible for overall direction and implementation of the Group's Senior Leadership Development and Succession programs. Leonard is a seasoned international management consultant and manager with over thirty seven years of consulting and leadership experience with a strong background in supply chain and integrated logistics.

Prior to returning to the United States in 1999 to obtain his doctorate, Leonard ran his own consulting firm, LLA Pacific, Ltd. In Hong Kong where he worked with Li & Fung, DHL, Hong Kong Bank, V-Tech, Caltex, the Airport Authority and helped with the formation of Hong Kong Logistics Council. Prior to relocating to Hong Kong, Leonard founded and ran LLA Inc. and LLGlobal Consult in Seattle and Alaska where he worked with BP, ARCO, AMOCO, Alaska Airlines, Alaska International Air and Intel.

Leonard has lectured on leadership and global strategy at the University of Chicago MBA program, the Hong Kong University of Science and Technology, and was the lead instructor for “Developing Global Strategy” for Motorola University and Nortel’s Executive Development programs in the Asia Pacific region.

He developed and was the lead instructor for the strategy portion of the Hong Kong Bank’s (now HSBC) Senior Executive Strategy and Managing Global Risk Program.

He has recently advised the Hong Kong Pearl River Delta Foundation, is a Senior Advisor to the Hong Kong Managing World Cities project and advises the Fung Global Institute on Global Supply Chain issues. Leonard received his Bachelor’s degree in Political Science and MBA from the University of Southern California, his Doctorate in Management from Case Western University in 2003, is a former U.S. Marine and a three-time ironman finisher.



Amir Lerman

lerman.amir@mayo.edu

Amir Lerman, MD is a Professor of Medicine at the Mayo Clinic and a senior staff member of the cardiovascular division. Dr. Lerman graduated from the Technion school of Medicine and completed his Internal Medicine Cardiology training and invasive cardiology at the Mayo Clinic.

Dr. Lerman is the vice chair of the cardiovascular division at the Mayo clinic and serves as the chair for research and the Director of the cardiovascular research center. Dr. Lerman published more than 450 papers and book chapters, mostly on the mechanism, detection and prevention of coronary artery diseases.

Dr. Lerman serves on the advisory boards of several established and start up companies. His research is funded by the NIH, AHA, the department of defense and multiple foundations. Dr. Lerman has been an active faculty member of the Merage foundation for the past several years.



Goran S Matijasevic

Executive Director, Chief Executive Roundtable UCI
goran@uci.edu

Oversees and advances research collaborations and strategic initiatives associated with UCI Roundtable mission objectives, also serving as UC Irvine's ambassador to the local business community to enhance leader-to-leader connections. Goran Matijasevic is Executive Director of the Chief Executive Roundtable at the University of California, Irvine.

In that capacity, he oversees and advances research collaborations and strategic initiatives associated with Roundtable programs, protocol and mission objectives.

He also serves as UC Irvine's ambassador to the local business community, establishing partnerships and opportunities that serve to enhance leader-to-leader connections across all campus interdisciplinary fields.

Prior to this position, he was director of research development at The Henry Samueli School of Engineering at UC Irvine and also research coordinator of the Integrated Nanosystems Research Facility, where he worked on formation of new industry-university and academic collaborations, especially focusing on new interdisciplinary research initiatives.

Prior to UCI, he worked as a senior engineer at QPlus, a telecommunications start-up company, and Director of Research and Ormet Technologies, a developer of electronic materials and technologies.

He managed multiple SBIR projects that led to several industry consortia projects, as well as a license agreement with a Fortune 100 company. He has 4 U.S. patents, 3 book chapters, and over 40 conference and journal publications and has served on the NEMI Industry Roadmap committee.

He is currently on the OCTANe (Orange County Technology Action Network) Technology and Biomedical Industry Leadership Councils and on the Boards of TriTech SBDC, Southern California Biomedical Council, and Medical Devices OC.

Goran received his PhD from UC Irvine in Electrical and Computer Engineering and his MBA from Pepperdine University.



Featuring James V. Mazzo

Operating Partner, Versant Ventures

James (Jim) Mazzo is the Operating Partner for Versant Ventures. As Versant's Operating Partner, Mr. Mazzo's focus is on patient needs, new technology advancements and investment opportunities in the healthcare field worldwide. Founded in 1999 Versant Ventures is a leading venture capital firm that invests in innovative, groundbreaking bio-pharmaceuticals, medical devices, and other life science opportunities.

Mr. Mazzo the Executive Chairman and CEO for AcuFocus. AcuFocus specializes in presbyopia correction and is known for its revolutionary KAMRA inlay. Presbyopia correction is the next frontier in refractive surgery with nearly 2 billion presbyopes worldwide.

Mr. Mazzo is also the Executive Chairman for Neurotech. Neurotech Pharmaceuticals is a biotechnology company developing sight-saving therapies for retinal diseases. Previously, Mr. Mazzo assumed the position of Senior Vice President, Abbott Laboratories and President, Abbott Medical Optics following the company's February 2009 acquisition by Abbott, a global, broad-based healthcare company. Abbott is the global leader in advanced refractive technologies for eye care professionals and patients. Prior to running the ophthalmic division for Abbott, he was Chairman and CEO of Advanced Medical Optics, Inc., a position he assumed following the company's 2002 spin-off from Allergan. Prior to leading AMO, Mr. Mazzo progressed throughout a 22-year career at Allergan, where he held a variety of Senior Executive-level positions.

Mr. Mazzo is a strong believer in education and serves on the University of California at Irvine (UCI) foundation (past Chairman). He is a trustee for Chapman University and the University of San Diego. Additionally, he serves on the board of directors for AdvaMed, Microsemi Corporation, OCTANE, MIND Research Institute, and is a member of the International Intraocular Implant Club (IIIC).



Michal Miasnik,

West Coast Representative, BIRD Foundation

Ms. Michal Miasnik is the West Coast Representative of the BIRD Foundation.

BIRD Foundation (www.birdf.com) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis. Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives. Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.



Bruce Money , PhD

Title: Department Chair and Fred Meyer Professor of Marketing and International Business

Email: moneyb@byu.edu

Dr. Bruce Money is Chair of the Business Management Department and Professor of Marketing and International Business at Brigham Young University's Marriott School of Business. He is an internationally recognized expert in strategic networking and has been a visiting professor at business schools in Austria, Greece, and Singapore. Dr. Money has also received 7 outstanding teaching awards at undergraduate, MBA, and Executive MBA levels.

Prior to his academic career, Dr. Money worked in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. and managed a corporate loan portfolio of \$200 million.

Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program. Dr. Money also directed \$1 billion in Japanese debt and equity relationships for The Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer.

He has taught in over 50 executive education programs, for the University of Southern California, National University of Singapore, and the University of South Carolina, among others. He has acted as Training Consultant for Bayer Pharmaceuticals, CSX World Terminals, Blue Cross Blue Shield, Fuji Film, Nissan, Robert Bosch Corporation, and Sonoco. He holds an undergraduate degree from Brigham Young University, an MBA from the Harvard Business School, and a PhD from the Paul Merage School of Business at University California Irvine, where his dissertation subject was strategic networking and national culture.



Michael A. Mussallem, age 59. Mr. Mussallem has been Chairman of the Board and Chief Executive Officer of the **Edwards Lifesciences** since 2000. Prior to 2000, he held a variety of positions with increasing responsibility in engineering, product development and senior management at Baxter International Inc., including Group Vice President of its Cardio-vascular business from 1994 to 2000, and Group Vice President of its Biopharmaceutical business from 1998 to 2000.

Mr. Mussallem received his Bachelor of Science degree in Chemical Engineering from the Rose-Hulman Institute of Technology and was conferred an honorary Doctorate by his alma mater in 1999. He was a director of Advanced Medical Optics, Inc., from 2002 to 2009, where he chaired the Organization, Compensation and Corporate Governance committee, and World Heart Corporation from 2000 to 2003. Mr. Mussallem is a director of the OCTANe Foundation for Innovation, is a director and former chairman of the California Healthcare Institute, and was chairman of the Advanced Medical Technology Association ("AdvaMed") from 2008 through 2010.



Stanton J. Rowe

Title: Vice President, Advanced Technology and Chief Scientific Officer

Email: stanton_rowe@Edwards.com

Corporate Vice President, Advanced Technology and Chief Scientific Officer Edwards Lifesciences Corporation. Stanton J. Rowe is Corporate Vice President, Advanced Technology & Chief Scientific Officer at Edwards Lifesciences Corporation.

He previously served as president and CEO of Percutaneous Valve Technology Inc., which was acquired by Edwards in January 2004.

Prior to PVT, which he helped to found in 1999, Rowe was corporate vice president of Business Development and Strategic Planning for Datascope Corp. Prior to this, he was vice president of Business Development for Johnson & Johnson's Interventional Systems Division (JJIS), responsible for the company's coronary stent development efforts.

At JJIS and the related Cordis Corporation, Rowe held a variety of positions with increasing levels of responsibility, including heading the company's Business Development, Advanced Technology, Worldwide Clinical Research, and Marketing groups. Rowe joined Cordis after having held several positions in product management for various medical device companies. He holds a bachelor's degree from the University of Alabama. He also sits on the board of directors of both ePacing and Biomerix Corporation.



Alan B. Sellers

Title: *Senior Partner at SAIL Capital Partners*

<http://www.sailcapital.com>

Alan Sellers is Chairman & CEO of an emerging high tech, medical device company. He has devoted his career to helping promising companies grow, and working with entrepreneurs, founders and CEOs. For decades he has observed and studied recurring patterns in business. Sellers has a history with financier/industrialist/entrepreneurs who are members of the Forbes 400, and with multiple founders, entrepreneurs, CEOs, scientists, engineers, visionaries and inventors. He has been involved for decades at the highest levels with companies that are high tech and low tech, domestic and international, private and public, large and small.

Sellers specializes in technology start-up companies, and is accustomed to rolling up his sleeves in emerging businesses. He has 30 years of senior leadership roles in operations, private equity and Boards of Directors, including multiple emerging growth companies. Sellers has served in numerous C-level operating roles, including Chairman, Chief Executive Officer, Chief Legal Officer, Chief Financial Officer, and Chief Administrative Officer at NYSE (\$5 Billion), NASDAQ (\$25 Million), and/or numerous private companies of varying revenue levels from start-up to mid-size.

He has 20 years of Partner-level private equity and venture capital experience in growing companies and capital structure. He practiced law and public accounting at internationally ranked law and accounting firms. Alan has deep expertise in Mergers & Acquisitions, in deals ranging from \$1 Million to \$5 Billion, and in Special Ops, including dispute resolution and governance.

Alan holds a BS in Economics from Yale University, an MBA from The Wharton School, a law degree from Columbia University, and a CPA from the State of New York. He is a member of the California Bar. In his spare time he serves on the Executive Committees at both the Business School and Center for Innovation & Entrepreneurship at University of California Irvine (Advisory Boards), and as Professor at The Merage Institute's Executive Leadership Program for CEOs in Orange County, California.



Arie Shen

Software creation and implementation, Executive Sales and Business Development, Branding and Marketing, Technology Project Management, Entrepreneur and Investor.

For more than two decades, Shen managed and lead software projects, software creation and Implementations, and ran P&L operations with sales responsibility for publicly traded software vendors. Subsequently, Shen has enjoyed a diverse and successful consulting career growing companies and leveraging business opportunities. With his broad international background, experience and training, he has successfully guided a wide range of companies, including B2B, B2C and non-profit organizations. In addition to technology project management, Shen is expert in creating and implementing management strategy: developing and executing market penetration, defining strategies for growth and allocating resources to achieve them, and selecting and negotiating joint venture opportunities.



Dr. Andrei Soran

*CEO of MetroWest Medical Center, Massachusetts
CEO of Post Acute Care Services for Vanguard Healthcare Inc.*

Andrei Soran has been selected as president of **DMC Huron Valley-Sinai Hospital** in Commerce Township, and **DMC Surgery Hospital** in Madison Heights, effective Aug. 6, 2013. In his previous role was to develop and standardize those services across Vanguard's markets, and conduct their integration in ACO's, Risk Management agreements and partnership with other large healthcare systems. Vanguard is a publicly held company, with revenues of \$6.5 billion. It owns 28 hospitals, employs physicians, insurance companies and has other healthcare interests.

Andrei Soran is also the CEO of MetroWest Medical Center since March 2006. MetroWest Medical Center is a health system consisting of 2 acute care hospitals, a home care agency and several physician practices. The system is a teaching affiliate of Harvard and Tufts. He is

responsible for overseeing hospital operations, physician recruitment, expanding clinical services and overseeing the financial health of the hospital.

Before coming to MetroWest Medical Center, Soran was CEO at Nashoba Valley Medical Center in Ayer, Massachusetts, and COO at Merrimack Valley Hospital in Haverhill, Massachusetts. He also was director of strategic implementation at Metro West Medical Center in Framingham; and COO at Casa Colina Rehabilitation Centers (California) where he assisted with strategic planning and activities related to the building of a \$32 million replacement hospital. His healthcare experience brings strengths in contract negotiation, business planning, process improvement, new program start up and inpatient and outpatient management.

Soran received his bachelor's degree in physical therapy from Tel Aviv University in Israel. He was awarded his master's in science of management from Boston University/Ben Gurion University of Israel.



Sasha Strauss

Title: Managing Director Innovation Protocol Strategic Brand Development

Email: sstrauss@innovationprotocol.com

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide; from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s.

He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek. With over 17 years in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Mr. Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of 30 strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry International, ADP, Evite and PayPal. Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at USC's Marshall School of Business and Annenberg School for Communication. After only five years of teaching, both courses have a year waiting list and remain the most impacted courses in both programs. On the other side of town at UCLA's Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBA's in corporate and professional brand development. Via these professorial roles, Mr. Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell. Mr. Strauss holds a bachelors degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management. Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), an Eagle Scout and a swooning husband.



Katherine Merage

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish Community in Israel and the U.S. Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

Lilly Merage

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.



Paul Merage

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a start up frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for \$2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital. Paul is also highly focused on a mission to "give back to America." Paul and his family created The Merage Institute. The Institute's programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine's Paul Merage School of Business as the Chair of the Executive Committee of the Dean's advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.

Mark and Dana Susson

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Mark was born in Philadelphia, Pennsylvania. He moved to southern California with his parents in 1968. He received his Bachelor's Degree from the University of California at Irvine (UCI) in Economics in 1976. Thereafter, he attended law school at Loyola Law School in Los Angeles, CA, receiving his Juris Doctorate in 1979. The Sussons have lived in Irvine or Newport Beach since that time, and Mark has maintained a law practice in the field of personal injury. His law firm, Smith & Susson, LLP, is located in Newport Beach.

Dana was born in Orange County, California. She also obtained her Bachelor's Degree at UCI in English Literature in 1976. Mark and Dana met their senior year of college at UCI. Dana also received her Juris Doctorate from Loyola Law School in 1979. Mark and Dana married in May 1979, a few days after completing their last law school finals. Dana practiced for twenty (20) years in the field of medical malpractice defense, and presently sits as a defense arbitrator in binding medical malpractice Arbitrations.

Mark and Dana have two adult children: Matthew, age 26, a graduate of UCLA; and Sarah, age 24, a graduate of University of California, Santa Barbara.

Mark and Dana are active in Jewish community activities and philanthropy. They both serve on the Board of Directors of the JCC; Dana serves on the Board of Directors of Women's Philanthropy, Jewish Federation of Orange County, and was in charge of Food for the Maccabi Games held in August 2007. Both Mark and Dana serve on numerous committees which serve the Jewish community in Orange County.



Bruce J. Tromberg
Director, Beckman Laser Institute
Director, Laser Microbeam and Medical Program
Professor, Biomedical Engineering
Professor, Department of Surgery
bjtrombe@uci.edu

Dr. Tromberg is the Director of the Beckman Laser Institute and Medical Clinic at the University of California, Irvine. He is Professor of Biomedical Engineering and Surgery, and former editor-in-chief of "The Journal of Biomedical Optics". Dr. Tromberg received his B.A. in Chemistry from Vanderbilt University and M.S. and Ph.D. degrees in Chemistry from the University of Tennessee where he was a U.S. Department of Energy Fellow at the Oak Ridge National Laboratory. Dr. Tromberg was a Hewitt Foundation Postdoctoral Fellow at the Beckman Laser Institute and has been a member of the Beckman faculty since 1990.

Dr. Tromberg's research interests are in the development and application of optical imaging and spectroscopy methods for non-invasive monitoring and imaging of physiological processes in cells and tissues. He and his group have developed broadband imaging technologies based on spatial and temporal modulation of light in order to measure the magnitude of light scattering and absorption in thick tissues at depths of several centimeters

(<http://lammp.bli.uci.edu/research/core.php?core=DOS/I>). Dr. Tromberg is applying these techniques to in vivo functional imaging of cancer, vascular disease, and brain function in humans and pre-clinical animal models.

A second area of emphasis in the Tromberg lab is in the use of non-linear optical microscopy to generate high resolution functional maps of molecular processes in living cells and tissues. He is developing multi-dimensional technologies based on ultrafast lasers to visualize and quantify cell and tissue physiology with high spatial resolution (<http://lammp.bli.uci.edu/research/core.php?core=MDM>). These technologies are leading to a better understanding of the dynamics between cells, blood vessels, and extracellular matrix in cancer, vascular disease, and wound healing.

Dr. Tromberg has more than 300 publications and 10 patents in Biomedical Optics and Biophotonics. He has received several awards, including the UCI School of Medicine Athalie Clark Research Award, the Coherent Biophotonics Young Investigator Award, OE magazine's Technology Innovator award, the R&D 100 award, and is a Fellow of the International Society for Optical Engineering (SPIE), and the American Institute for Medical and Biological Engineers (AIMBE).



Dean Gregory Washington

The Henry Samueli School of Engineering
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Dean **Gregory N. Washington**, Ph.D., joined The Henry Samueli School of Engineering in August 2011. Prior to his arrival at UC Irvine, he served as the interim dean for the College of Engineering at The Ohio State University, where he provided visionary leadership, oversight and management for one of the nation's largest and highest ranked engineering programs.

He joined the faculty at OSU in 1995, became the associate dean for research in 2005 and then was appointed interim dean in 2008. As a professor of mechanical engineering, his research is in the design and control of smart material systems, the design and control of hybrid electric vehicles and the design of smart electromagnetic systems.

Washington has been involved in multidomain research for the last 20 years. His core area of interest lies in the area of dynamic systems, with an emphasis on modeling and control of smart material systems and devices. He has been involved in the design and control of mechanically actuated antennas, advanced automotive systems incorporating smart materials, hybrid electric vehicles, and structural position and vibration control with smart materials.

He has conducted research for a host of organizations including the National Science Foundation (NSF), NASA, General Motors Company, the Air Force Research Laboratory and the U.S. Army Research Office; and has served as a member of the U.S. Air Force Scientific Advisory Board, NSF Engineering Advisory Committee, Institute for Defense Analyses and numerous other boards.

Washington accumulated a long list of research and teaching awards from OSU, including the Alumni Award for Distinguished Teaching, the Harrison Faculty Award for Excellence in Engineering Education and the Lumley Research Award. He also is the recipient of the NSF Faculty Early Career Development (CAREER) Award. Washington holds bachelor's, master's and doctoral degrees in mechanical engineering from North Carolina State University.

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Participants

**Orly Bar**

VP Marketing

Neuronix Ltd.

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Bio: Orly Bar, Born and lives in Israel, served the IDF for 5 years as an officer, For the last 5 years, working as a VP Marketing of Neuronix Ltd, the developer of novel medical device for treatment of Alzheimer disease.

For the last year launched the company's solution (the NeuroAD system) in several territories in Europe and Asia, and helped spotting leading centers in the USA, to run the FDA clinical trials. Orly was a manager of a periodontal center for about 3 years, initiated a doctors club, a quarterly journal and other activities to promote the clinic. Orly has over 15 years of experience of marketing and sales, as well as management. Orly holds a B.Ed. in special education and a student for Business Administration.

**Simona Bar-Haim, Ph.D.**

Scientific Director

Step of Mind Ltd.

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Bio: Simona Bar-Haim is a physiotherapist that received her M.Sc. in Physiology from Tel-Aviv University and her PhD from Ben –Gurion University of the Negev. She is one of Step of Mind's founder and the scientific director.

She is the heading the Laboratory for Rehabilitation and Motor Control of Walking and a lecturer in the Master Program in the Physical Therapy department at the Faculty of Health Sciences, Ben-Gurion University of the Negev, Israel.

Dr. Bar-Haim originated the concept, developed Re-Step™ and conducted studies on applying chaotic perturbations to facilitate motor learning and improve walking of persons following brain damage. She has been the principal investigator for numerous multi-center studies including studies conducted presently in the Middle East. Her studies are funded by MERC-USAID, Cerebral Palsy International Research Foundation and Yad Hanadiv (www.mesfproject.org) <http://elsc.huji.ac.il/content/presentations-tomorrow-state-mind>

Dr, Bar-Haim's mission is to develop and research new technologies to rehabilitate walking and improve the quality of life of persons with disabilities. It is her belief that the rehabilitation arena today is at the beginning of a technological revolution similar to the revolution that the cardiology arena underwent in the seventies of the twentieth century. Step of Mind is one Israeli company that leads this revolution.



Yossi Biderman *CEO*
Mbeach Software Inc.
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Bio: *Mr. Biderman* an IDF (Res.) Col. 25 of years' experience of command and leadership of field units, organizing large scale planning and executing plans.

As a senior executive with a fifteen year track record Mr. Biderman brings with him a record of inception and managing fledgling companies, creating growth for medium size established corporations and pioneering three start-up companies in the homeland security, communication and most recently the bio-tech field.

Mr. Biderman holds a Bachelor's degree in statistics and economics from the Hebrew University and a BA with excellence in international relationships from the Tel Aviv University. *Experienced in strategic forward-planning and operating within the tight financial disciplines. Well experienced in application of leadership methods.*

Confident negotiator in diverse negotiations, some of which require different approaches to various problems.

Chairman & CEO of SCS, a development stage company engaged in developing a passive non-invasive medical device for the early detection and diagnoses of skin cancer (Melanoma and Non Melanoma). Executed three rounds of private placements. Conducted two series of clinical trials. Results so far excellent. Chosen as one of 23 companies from 1000 applicants to represent Israeli innovative technologies at presidential "**Facing Tomorrow**" exhibition.

Director Business development of Communication Startup. Developed a communication start-up for smart antennas. Contracts with strategic partners for the deployment of the developed systems in several countries and on a classified project for the IDF.

Founder and CEO of Homeland Security startup Inception of Homeland Security start-up, to develop an Anti-Terrorist Activity detection system. Joint ventured with American company and transferred the operating prototype to the USA after proof of concept trials.

Community highlights – Voluntary Director Board member of an NGO, **ILAN**, its mission being to provide diversified aid for handicapped children as a result of birth brain damage.

This activity consists of fund raising activities, financial support for purchase of physical aids such as orthopedic electronic beds, wheelchairs, etc. Family days intended to allow the parents respite from their daily battles.



Zeev Brandeis

CEOVVT med. Ltd.

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Bio: Zeev has held executive positions in the Israeli Hi-Tech industry with over 12 years of experience in product development and medical devices. In addition, Zeev is listed as an inventor on several patents within this industry. He has an extensive background in R&D of new products, including launching in European and USA markets, as well as polymers and plastic injection molding. Zeev's academic background is in behavioral sciences and business management.



Sagi Brink-Danan

Co-founder; CEO

Perfuzia Medical, Inc.

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Bio: Sagi is the Co-founder and CEO of Perfuzia Medical, where he took the company from inception through seed and grants financing, product development, IP development, clinical studies and strategic partnerships.

Sagi is also Vice President for Business Development at HIL Applied Medical, where he leads all domestic and international business development and financing efforts including in the US, Europe, China, Japan and Israel. He redefined the company's business strategy, recruited a top-tier scientific advisory board, and helped close the company's first financing outside of the incubator. In previous positions as VP at SRS Medical Sagi lead the international commercialization of an advanced female urinary technology, developed at an investment of over \$100M; at Mazor Robotics he was the second hire in the US and helped develop its North-American and international presence.

Prior to his medical-device career Sagi served in an elite Navy unit of the IDF (Israel Defense Forces), where he attained the rank of Captain. He holds an MBA Cum-Laude from Babson College (Boston, MA, USA) in entrepreneurship and international business, and an MSc in Biomedical Engineering from Tel Aviv University (Israel) with a full merit scholarship; his Master's thesis was spun out as a startup company funded by Israel's Office of the Chief Scientist.

Sagi also holds a BSc in Electrical and Electronics Engineering from TAU (dean's list, merit scholarship), and is a graduate of Israel's Naval Officer Academy in Haifa. He published several scientific and medical papers, and holds numerous patent applications. Sagi is also an International two-star scuba-diver, International yacht skipper, amateur mountain climber, backpacker, tracker, skier, biker, kayaker and runner. He is married to Prof. Marcy Brink-Danan, and father of 3 children and one pet snake.



Jacob (Koby) Cohen, MD

Co Founder; CMO

Fibro Control Inc.

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Bio: Dr. Jacob R.Cohen (Kobi) is a renowned woman's' health specialist, and Medical Director and co-founder of Aya Medical Center, Campus Assuta Medical Center ,the first center for Woman's' gender medicine which offers total medical care to Women . He graduated Magna Cum Laude in Medicine from Tel Aviv University in 1982.During his many years of experience he has held the post of Head of Ambulatory Outpatient Clinic and Head of Endoscopic (Hysteroscopy) Services at Lis Maternity Hospital Sourasky Medical Center ,Tel Aviv. He was also for many years Senior Physician department of Obstetrics and Gynecology, Serlin Maternity Hospital, Sourasky Medical Center, Tel Aviv, Israel.

Jacob conducted his fellowship studies in the advanced study of Minimally-Invasive Surgery under Dr.A.Magos of the Royal Free Hospital in Hampstead,London,UK and in Endoscopy under Professor Rafael F.Valle at the North Western University Medical School,Chicago,USA. He also did fellowship studies in Fertility Endocrinology under Professor B.Lonenfeld at the Institute of Endocrinology Sheba Medical Center, Tel Hashomer, Israel and Diagnostic and Operative Hysteroscopy under Professor S.Baroux Tenon Hospital, Paris, France.

His research fellowship topic was Recurring Miscarriages under Professor Y.Shoenfeld at the Research Unit of Autoimmune Diseases, Chaim Sheba Medical Center, Tel Hashomer, Israel. He also participated in a clinical fellowship in Ultrasound under Professor Meisner at Soroka Medical Center, Beer Sheva, Israel and In Vitro Fertilization at Serlin Maternity Hospital at Sourasky Medical Center, Tel Aviv, Israel.

Jacob is also CMO and Co-founder of **Fibro Control**, innovative developing technology for the treatment of uterine tumors.He is involved in the development, advisory, management and progress of clinical trials.

For the last 30years he has been a member of the Israel Medical Association. Since then he has become a member of countless renowned associations at home and internationally. He has also served for many years on the International Advisory Board of the American Association of Gynecological Laparoscopy, and as a reviewer of its journal .He also serves on the board of the Israeli Society of Endoscopy.

Throughout his career he has written and published numerous peer reviewed articles and presented at conferences at home and internationally. He has also been a regular contributor of articles on all matters of womans 'health in Women's magazines, on line health forums, and on medical magazine programs on Television.



Nahum Ferera

CEO EyeYon Medical

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Bio: Nahum Ferera is an entrepreneur with experience from several medical device companies and specializes in leading medical device projects from idea to successful products.

For the last three years Nahum is leading EyeYon Medical – an Israeli startup company specialized in ophthalmic medical devices that provides innovative solutions for corneal edema. Prior to his position in EyeYon Medical, Nahum was a project manager and an engineer in the field of accelerometers for cardiac rate management as well as noninvasive glucose monitoring.

Nahum Ferera holds a B.Sc in Bio-medical engineering and a Masters in Business Administration, both from Tel Aviv University. Nahum is a PhD student in the Technion – technological institute of Israel, his research focuses in biomedical device startups.



Motti Frimer

CEOM.S.T - Medical Surgery Technologies, Ltd.

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Bio: Motti Frimer currently serves as CEO of MST, a developer of first-in-class robotic positioning systems for laparoscopic and endoscopic surgeries. As CEO of MST, Motti was personally responsible for raising the Seed, Series A and Series B financings, hiring all employees, and executing a growth strategy that took the company from product idea to a clinically validated robotic system at the patient's bedside.

Overall, Motti has over 15 years of managerial experience working in the hi-tech, defense and medical technology industries, and has an extensive skill set in medical device development, especially in the areas of R&D, regulatory clearance, clinical studies, sales and marketing and business development.

Prior to MST, Motti served as a product business unit manager at Rafael Ltd., a national leader of technology development for defense, aerospace and homeland security. Motti has a B.Sc. in Mechanical Engineering & M.E. in systems engineering from the Technion Israel Institute of Technology and an Executive M.B.A from Tel Aviv University.



Moshe Golan

President and CEO

3QBD Ltd.

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Bio: Born Iran in 1949, Graduated with BSc. In Mech. Engineering from Pahlavi University, Shiraz Iran in 1972. Moshe Golan immigrated to Israel in 1974.

- After a short courses in Hebrew, Joined Mifromal Jerusalem who manufactured different profiles from Brass by extrusion.
- In June 1975, Moshe Golan started his army service for 6 month and became a member of Miluim for the next 20 years.
- In Jan 1976 Joined Tadiran subsidiary in Tehran for manufacturing of Telephones till Sept 1978.
- Upon his return to Israel, he joined to Mifromal as production manager till middle of 1979.
- Moshe Golan Joined Telrad Communication Company in June 1979 till 1985 as the manager of its plastic plant in Maalot at west Galil.
- In 1988, Moshe Golan Moved to Arad and started as the CEO of Lemada company for production and development of board games, and in 1991 founded the Palkod to give all kind of production services for startup companies.
- In 2000, Moshe Golan founded his first company "Danor Technical Molding" to produce high technical plastics parts.
- In 2006, Moshe Golan joined the 3QBD Ltd and since then he serves as the CEO of the company and very active in development of the technology, new applications, and business development..
- In 2001, Moshe Golan served voluntarily for 3 years as the chairman of Arad Matnas (culture center).

**Yaniv Kotler**

Founder; CEO Genefron Ltd.

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Bio: Yaniv was born and raised in Israel. After serving the army and obtaining the second degree in Cell Physiology from the Hebrew University, he served in the Israeli Police, managing intelligence units and operations in the center of the Israeli public interest. In 1997 he obtained his law degree from Bar Ilan University and accomplished his internship in the field of litigation. From 2003 Yaniv has entered the Biotech startup field identifying promising inventions and participating in their development.

Professional highlights include the following:

- Yaniv is the co-founder and president of KoVax Ltd., established in Israel in 2003. The company was led from the startup stage to a solvent production unit. Yaniv has developed the production methods, led the R&D to new products and the regulation team to be the first vaccine licensed by the USDA outside of N. America. Kovax established itself as a unique niche company specializing in viral fish disease.
- Yaniv serves as a director representing the investors in Cardiogal Ltd. A medical device startup company in the cardiovascular imaging field.
- Business advisor representing Yisum, (The licensing Company of the Hebrew University), in Biotech early stages R&D project – detecting colon cancer using personalized medicine methods.
- In the last 6 years a group of USA angels are represented by Yaniv to identify and execute investments in the Israeli biotech fields.
- Founder and CEO of Genefron – a company active in the field of personalized medicine using novel approach enabling prediction of defined treatments outcome. The company is planned to begin sales Q2 2014.

**Guy Meger**

VP of R&D EarlySense Ltd.

guy.meger@earlysense.com

Bio: Guy Meger has More than 10 years of experience in several positions in the medical industry as well as in the Defense Industry. Since 2007, VP of R&D at EarlySense LTD, recruited and led the entire R&D team and the company's flagship project, the "Earlysense device", from early concept stage to fully working, approved product which has been used on over 100,000 patients and has been repeatedly highlighted as one of Israel's outstanding innovations. Leading the technological partnership with a billion \$ company. Lead the company's negotiations on a key project with a multi-billion \$ medical technology company. Previous positions includes leading the integration of a large scale project in Rafael as part of system engineering team, Director of development (R&D) in Nexense, Led the development of all its projects (sensors, medical industry product line, automotive, and security), and Head of Logic Design Team and algorithm developer in Paratec. Guy holds a B.Sc in computers engineering, (joint degree EE & CS) from the Technion institute of technology and an M.BA from the Tel- Aviv university recanati business school.



Prof. Mickey Scheinowitz, Ph.D.

Chief Scientist Aerotel Ltd.

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Bio: Professor Mickey Scheinowitz earned his PhD in Cardiovascular Physiology from the Sackler Faculty of Medicine, Tel Aviv University, Israel, and then he spent 2 years as post-doc fellow at the Cardiology Branch, NHLBI, NIH, Bethesda, MD. Between 2007-2009 he spent 2-year sabbatical in Washington Hospital Centre, Washington DC, USA. Prof. Scheinowitz is the Chair of the Department of Biomedical Engineering, Tel-Aviv University, and the Director of the Nicholas and Elizabeth Slezak Super Center for Cardiac Research and Biomedical Engineering, Tel Aviv University, Israel. He is a committee member of the Israel Society of Sports Medicine and a member of the European Network for Health Enhancing Physical Activity, World Health Organization. Prof. Scheinowitz is also a Fellow in the American College of Sports Medicine. In the past, Prof. Scheinowitz was a member of the National Council for Health Promotion; the National Council for the Prevention and Treatment of Cardiovascular Diseases; and Healthy Israeli 2020 Initiative, Israeli Ministry of Health. Prof. Scheinowitz supervised more than 40 graduate students toward master and PhD degrees. He published over 75 professional manuscripts and presented over 100 scientific abstracts in national and international meetings. Prof. Scheinowitz gain vast experience in leading medical device companies from basic research through pre-clinical in vivo studies to clinical trials. He currently serves as the Chief Scientist of Aerotel Ltd, Holon, Israel.



Orit Shaked, Ph.D.

CEOBioRap Technologies Ltd.

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Bio: Dr Shaked is the CEO of Biorap Technologies – the technology transfer unit of the Rappaport Family Institute for Research in the Medical Sciences. Dr Shaked is responsible for providing Rappaport Institute scientists with assistance in business development, strategic alliance development, identification of investors, establishment of startups, and other areas associated with commercialization of medical technologies. In addition, Biorap Technologies is responsible for managing the Genomic Core Facility which provides top tier genomic technologies to universities, hospitals and biopharma companies. Until 2010 Dr. Orit Shaked was the Chief Technology Officer and Business Development at Meytav Technological Incubator. Prior to joining Meytav, Dr. Shaked served as the Director of Product ID and Portfolio management at Teva Pharmaceuticals, specializing in Biosimilar and Hospital franchises (Autoimmune diseases, Oncology, Endocrinology and Wound healing). She was responsible for project analysis, market opportunities evaluation and launch of the first Bio-similar product. Dr. Shaked was also the Managing Director of UBT Medical. She also held several research and development and business development positions in bio start-ups. Dr. Shaked is a Director of Turboseal Ltd. She holds a Ph.D. in Medical Sciences and an M.B.A. from the Technion – Israel institute of Technology.

**Hilla Shaviv***Founder; CEO*

GalMedics

hilla@galmedics.com

Bio: Hilla Shaviv is the founder of GalMedics Biotech and has been its CEO for the last six years. In 2004, after graduating from Caltech with distinction and completing her masters in bioengineering from Tel-Aviv

University while focusing on bio-fluids, Hilla began working for a few biomedical companies and startups as an R&D engineer.

Her practical way of thought combined with “out of the box” thinking, enabled her to find simple but innovative solutions to various problems encountered in her work. GalMedics was established to develop one of Hilla's own ideas – ActiLady, an innovative tampon that treats dysmenorrhea (menstrual pain).

Under Hilla's management ActiLady was designed, built and clinically tested on humans, during which its efficacy was demonstrated.

Professional highlights include the following:

- Developed an aortic blood filtration device as a Research Lab Manager and R&D engineer at SagaX Medical Technologies.
- Developed a pressure stabilizer for plural cavity catheterization for post open-heart surgery patients and an automatic digital urinary device as an R&D Engineer and project manager at Biometrix.
- Developed a heart assist device as a Research Scientist at the Heart Lab of the Caltech bioengineering department.
- Engineering class teacher in the Jerusalem Engineering College.

Non Professional activities and experience include the following:

- Established a voluntary program of scientific experiments for elementary school students.
- Established the bicycle mounted police volunteers in Mevaseret Zion, Israel..
- Taught science and technology in various venues – High school students as part of the “Technological Manpower” program of the Israel Institute of technology, instructor at the Israel Science and Technology Museum, and trained elementary school children towards nature and environmental awareness.



Prof. Joshua (Shuki) Shemer, MD
Chairman Assuta Medical Centers
shemer@assuta.com

Bio: Prof. Shemer was born in Israel and is a graduate of the Hebrew University and Hadassah School of Medicine.
He is a Full Professor of Internal Medicine graduating from the Sackler Faculty of Medicine, Tel Aviv University.

He currently holds several head positions among them: Chairman of Assuta Medical Centers in Israel, Member of the Board of Directors of Maccabi Healthcare Services, Chairman of Maccabi Institute for Health Services Research, Director of the Israeli Center for Health Technology Assessment in Health Care (ICTAHC), the Gertner Institute for Epidemiology and Health Policy Research.

A few of his former leading positions are Surgeon General of the Israel Defense Forces Medical Corps holding the rank of Brigadier General, Director-General of the Ministry of Health, Director-General of Maccabi Healthcare Services - the second largest non-profit HMO in Israel with 2 million members, 9,000 employees, 3,500 physicians, more than 3,500 clinics and pharmacies and a budget of 10 billion NIS.

He also served as the Founder, a member and former Chairman of the National Public Committee for updating the National List of Health Services in Israel, Member and former Chairman of the National Council for Trauma, Chairman and member of the Supreme Health Authority for Emergency Situations in the Ministry of Health, Founder and Chairman of the National Council for Logistics in Health Services in the Ministry of Health and Founder and head of the School for Public Health at Tel-Aviv University

Prof. Shemer's academic activities incorporate over 200 publications in prominent professional peer reviewed publications including 6 books edited in the fields of trauma, health reforms, medical technology and management and bioterrorism and over 20 chapters in several books.

His editorial positions include: Associate Editor of the Israel Medical Association Journal (I.M.A.J.), Associate Editor of Harefuah, Journal of the Israel Medical Association, Member and Editorial Board of the International Journal of Technology Assessment in Health Care (I.J.T.A.H.C.).

**Nathan Tsrer**

Director, Northern Europe Department

Israeli Foreign Trade Administration/ Ministry of Economy

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Bio: Nathan Tsrer is a manager of the European Division in the Foreign Trade Administration of the Israeli Ministry of Economics. As part of his duties, he served, between the year of 2005 and 2009, as the head of the Israeli Economic and Trade Department in the Israeli Embassy in Paris France. During this period he lead the Embassy's efforts to enhance economic, industrial and trade relations between the two countries, mainly through matching complimentary industrial needs, technologies and products, concentrating his efforts on developing and enlarging the technological and industrial bilateral ties in the field of Life Science. Mr. Tsrer is a key participant in the Ministry of Economy annual global operation of its economic representatives worldwide, to create a mass quantity of quality meetings for the Israeli group of life-science companies participating in the national Israeli pavilion in MEDICA exhibition in Düsseldorf, Germany. During the last 3 years he led and managed this effort on behalf of the Ministry. Nathan graduated his MBA in 2001, specialized in computer systems management, and has an MA in International Business and Finance, from 1997.

**Amir Zilberberg**

Co-founder; CEOWise-Lab

amir@wise-lab.com

Bio: On 2012, Amir and his wife Alona founded Wise-Lab with the mission to streamline lab procedures of research and medical lab practitioners. Wise-Lab realizes practical inventions to improve work effectiveness, save time and money while avoiding frustration related to day to day lab activities. Wise-Lab came out with state of the art innovative solutions for research and medical laboratories that we bring to the market through our worldwide business partners. Amir brings to Wise-lab the "know how" and his wife Alona (Ph.D in Molecular Biology) brings the "know what". The fascinating synergy between an experienced biological researcher and a savvy business person generated the idea to establish Wise-Lab, a breakthrough start-up specialized on developing innovative lab solutions. Actually, Wise-Lab is a dream comes true by this combination. Today, Wise-Lab is proud to present our 3 innovative lab solutions (Wise-Tip, Wise-Slips and Wise-Fuge). All our products are Patent pending and post their R&D stage. Prior to Wise-lab, Amir managed the business of Toshiba computers in Israel and worked 12 years at Microsoft corporation in Israel. During his Job, Amir gained a vast experience of business strategy, business development, building partners and channels, Marketing execution and sales management. Amir Holds a Post MBA degree from Tel Aviv University, MBA from Ben-Gurion University and a BA of Marketing and Finance (with distinction) from The college of Management. Amir serves in a reserve unit as a captain and served in the regular army service in one of the intelligence unit at IDF. Amir, 43 years old, married to Alona and father of Eli, Liri and Yuli, lives in Tel Aviv.

**Merage Institute- Innovation Bridge program
for Life Science Executives**

January 2014

Fellows' Companies and Organizations overview

- 3QBD Ltd.
- Aerotel Ltd.
- Assuta Medical Centers
- BioRap Technologies Ltd.
- EarlySense Ltd.
- EyeYon Medical
- Fibro Control Inc.
- GalMedics Biotech Ltd.
- Genefron Ltd.
- Israeli Foreign Trade Administration/ Ministry of Economy
- M.S.T - Medical Surgery Technologies, Ltd.
- Mbeach Software Inc.
- Neuronix Ltd.
- Perfuzia Medical, Inc.
- Step of Mind Ltd.
- VVT med. Ltd.
- Wise-Lab



Company Profile

The Company

3QBD Ltd. was founded in 2008 by Dr. Avraham Lorber and Dr. Zeev Karpas who are senior researchers in analytical chemistry in Israel and Moshe Golan. The company focuses on the detection and measurement of biogenic amines and other volatile compounds in biological tissues and fluids using Ion Mobility Spectrometry (IMS). The company facilities are located in Arad Israel.

Opportunity

We found a need for POC (Point Of Care) to be equipped with a device to supply an immediate and accurate test results without any need of expertise or special skill and any special requirement.

The Concept

We have developed a breakthrough molecular technology for bio-medical diagnostic by employing the IMS (Ion Mobility Spectrometry) technology and the Bio-genic amines as the media for diagnosing of any type of infections in Vaginal Flora. Bio-genic amines are the finger prints of necrosis process due to infections caused by different micro organism in vaginal flora.

VGTest, can detect simultaneously and instantly all the THREE main vaginal infections in 1 min test.

The main Benefits: Accurate diagnosis, Point of Care diagnostic device, Treatment at the moment of diagnosing, Cost effective, health system time saving and no more unnecessary antibiotic use.

The Management

The management team includes: David Furst (chairman), Moshe Golan (CEO) Zeev Karpas (CSO), Avi Lorber and Vidar Lindberg.

The **scientific advisory board members** are: Prof. Uriel Bachrach microbiologist, Prof. Yehuda Shoenfeld internal medicine, Prof. Jack D. Sobel gynecologist, Prof. Eshel Ben Jacob physicist, Dr. Zeev Karpas analytical chemist, Dr. Avraham Lorber analytical chemist, Dr. Peter Csango microbiologist, Prof. Geoffrey Barnard biochemist and Shmuel Marcus DVM veterinary gynecologist.

Target market

The VGTest product is targeted for Women's Health professionals (both Point of Care and labs): gynecologists, obstetricians, hospitals and women's health clinics.

At Medica 2011, 3QBD Ltd has launched the VGTest (for the 3 diseases) and is has been welcomed by distributors of gynecology/obs.

So far, several devices are in use at gynecologist offices, IVF center, Biological Institute, University Research Center, and other Medical and Veterinary facilities

Regulations

VGTest has received its CE mark for the 3 vaginitis diseases in May 2012. It shall receive the Israeli Ministry of Health Approval "AMAR" during Nov. 2012, and is in the process of FDA approval.

Strategy

Our strategy comprises of two elements vertical expansion – Cancer and immune diseases, while the Horizontal expansion to Veterinarian market (domestics animal reproduction) and food safety.

For further information please contact us by email: marketing@3qbd.com

Address: Haplada 8, Industrial park, P.O.Box 654 Arad, 89106, Israel

Tel: +972 8 9974999, Fax: +972 8 9974666

Website: www.3qbd.com email: sales@3qbd.com

Company Name: Aerotel Ltd

Location: Holon, Israel
Website: www.aerotel.co.il

Contact

Name: Prof Mickey Scheinowitz
Email: mickeys@aerotel.co.il
Phone: +972-3-5585515
Mobile: +972-507925890

Industry: Medical devices

Company launch date:
1985

of employees: 9

Status (Demo /prototype /etc.) and its date: Just launched product in US

ONE SENTENCE DESCRIPTION: Aerotel is a developer of medical devices, based on electromagnetic field technology, for various medical applications including musculoskeletal and cardiac indications.

MARKET OPPORTUNITY: Aerotel's products provide professional medical solutions for the relief of musculoskeletal pain for home use, enabling patients to continue managing their pain independently and in-between visits to the clinic.

Target market: 1. Health professionals: pain clinics, physiotherapists, chiropractors, and 2. Retailers: pharmacies, DME/HME stores, health stores.

PRODUCTS AND FUTURE MILESTONES: MDcure: MDcure is a therapeutic device for the relief of lower back pain. An FDA, class I device. It is compact and portable. It can be used by a health professional in a clinical setting or by the patient at home.

Products in pipeline: MDcurePro for knee Osteoarthritis; MDpulse for cardiac patients with chest pain; MDSync for cardiac arrhythmia; MDvet for fracture healing for veterinary use.

TECHNOLOGY: Aerotel's products are based on Pulsed Electromagnetic Field technology that has been proven pre-clinically, and has shown positive tissue changes in subsequent clinical studies. The technology's uniqueness is in its ability to provide a platform for several clinical indications.

BUSINESS MODEL: Aerotel launched its first US commercial product in October 2013 and is focusing its efforts on sales in the US market in 2014.

At the same time Aerotel plans to enter European market following receipt of the CE mark during early 2014.

Aerotel invests in several clinical trials for various applications to allow it to increase its products and expand its geographical markets worldwide.

INTELLECTUAL PROPERTY: Aerotel has 2 patent-pending submissions.

COMPETITION: Main competitive products are electrotherapy devices that have been used by health professionals and are now coming out with more compact, portable devices for personal use. Their strength is their low cost; their weakness is their inability to provide pain management solutions for chronic pain conditions.

COMPETITIVE EDGE AND BARRIERS: Aerotel has an office in New York where its CEO/president is located (Mr. Eli Nhaissi). It is therefore possible to set up local sales & marketing infrastructure in the US. Local presence enables the company to gauge market responses and react to market feedback quickly.

The main barrier is the price point. The price to end consumers is significantly higher than competitive products.



Assuta Medical Centers

Assuta Medical Centers Ltd. provides medical services to more than 1 million patients annually and advanced medical services to all Israeli citizens and worldwide tourists, through over 1,500 of Israel's most senior surgeons. At its hospitals throughout the country approx. 98,000 surgical operations are performed annually, over 133,000 mammography examinations, 630,000 ambulatory procedures and 11,500 IVF treatments, making Assuta's IVF unit one of the largest of its kind in the world.

Assuta operates four hospitals (Haifa, Tel Aviv, Rishon LeZion and Beer Sheva) with surgical units, hospitalization wards, imaging equipment, dialysis units, oncology units including advanced radiotherapy, outpatient wards and more. Assuta also operates medical units for diagnosis and ambulatory treatment: Diagnosis Center in Ashdod, Assuta Hashalom (Centered in Tel Aviv) and a Medical Center in Ra'anana. Assuta also operates a mobile MRI in the south of Israel and 2 mobile mammography units. Assuta is a profit making company owned by Maccabi Health Services.

Historical Background

Assuta was founded in 1934 by 34 doctors from Central Europe, and began as a small private hospital in Tel Aviv with 74 beds, which fulfilled the vision of Dr. Beno Hayot. Assuta's vision, as it remains today, was to provide the first cutting edge private hospital, offering patients the ability to hand pick their doctors. In the 1980s, Clal gradually became the main shareholder in Assuta in 1986 and in 1987, the company held an IPO on the TASE.

Assuta's rapid growth from a single hospital to a chain of hospitals and clinics began in year 2001. In 1994 Maccabi Health Services took over ownership. Maccabi acquired the hospital from Clal and merged Assuta's activities with Ramat Marpe, the franchise of hospitals and institutes that it was already operating, under the brand Assuta Medical Centers.

Assuta has since operated as a business enterprise, reporting a positive balance sheet and investing profits in developing and expanding facilities and staff training. Hospitals were opened in Haifa and Beer Sheva and acquired in Rishon Lezion (formerly the American Medical Center) and clinics and diagnostic centers were opened in Ashdod and Tel Aviv. In 2009, a new hospital opened in Ramat Hachayil, Tel Aviv, merging hospitals of Petach Tikva and Tel Aviv.

For more information go to:

http://duns100.dundb.co.il/comp_eng_600345243/Assuta%20Medical%20Centers/



BioRap Technologies Ltd. is a rapidly growing technology transfer company that is built upon the creative innovations and patented technologies developed by the research scientists of the Rappaport Family Institute for Research in the Biomedical Sciences at the Technion.

Biorap Technologies provides a one-stop shop to advance the development of groundbreaking discoveries by fostering strategic collaborations with industry through licensing, sponsored research and new venture agreements.

The Rappaport Institute, which is housed within the Rappaport Faculty of Medicine of the Technion-Israel Institute of Technology, consistently introduces promising new technologies, which can then be developed into products and services that benefit society and human health worldwide.

Biorap Technologies encompasses three main areas of activity

TECHNOLOGIES FOR LICENSING

- Novel molecules for the treatment of inflammatory, autoimmune, cardiovascular disease and cancer.
- Medical Diagnostics - Novel markers for diabetes complications, cancer, autoimmune diseases, and both common and rare inherited genetic disorders.
- Specialized Technology - Cell therapy using light-sensitive ion channels for modulation of cardiac and neuronal function.
- Therapeutics/Vaccines - Novel therapeutic vaccines for cancer treatment

In-vitro/In-vivo SERVICES FOR BIOMEDICAL COMPANIES

- Bioresearch tools - Protein-protein interactions, stem cell technologies, and experimental cell platforms
- Personalized Cancer Therapy - Novel targets and biomarkers based on host response.
- Immuno-based platform - A novel platform for discovery of therapeutic antibodies and soluble receptors for treating inflammatory, autoimmune diseases and cancer.
- Cardio screening platform
 - Novel screening method of new molecules for the detection of cardio adverse reactions
 - Novel screening platform, based on patient's specific disease, for the discovery of new drugs.

GENOMICS CORE FACILITY

The Genomics Core Facility at the Rappaport Institute provides specialized genomic services to Rappaport investigators and external users. Our goal is to facilitate the utilization of advanced technologies and bioinformatics support in genomics research by academic researchers, clinician scientists at hospitals, and scientists in pharmaceutical and biotech companies nationwide.

ACCOMPLISHMENTS

Azilect®, an effective drug in the treatment of Parkinson's Disease signs and symptoms, currently marketed by Teva Pharmaceuticals world-wide, was invented by Professor Moussa Youdim, an emeritus member of the Rappaport Institute.

Address: 1 Efron Street, P.O. Box 9697, Haifa 31096, Israel, Tel: 972-4-829-5365, Fax: 972-4-855-2296,

Email: oshaked@tx.technion.ac.il



About EarlySense

EarlySense has brought to market an innovative technology designed to advance proactive patient care and empower clinicians to achieve better patient outcomes.

Through early detection, the EarlySense system assists in identifying and preventing potential adverse events. It does so by providing motion rates and bed exit alarms, to reduce falls and pressure ulcers, as well as surveillance of heart and respiratory rates to potentially detect patient deterioration.

The company's flagship product, the EarlySense System, is a continuous, contact-free, patient safety monitoring solution that monitors and documents a patient's vital signs and movement using a sensor that is placed underneath a bed mattress or a chair cushion. There are no leads or cuffs to connect to the patient who has complete freedom of movement and is not burdened by any cumbersome attachments.

The system was designed to monitor patients on medical surgical floors who are usually monitored by nursing staff approximately once every four hours. The system is currently installed at hospitals and rehabilitation centers in the USA and Europe. It is also commercially available in Canada. Hospital administrators report that patients, their families and staff feel more comfortable knowing the system is in place. EarlySense Inc. is headquartered in Waltham, MA.

EarlySense Ltd.

12 Tzvi St. Ramat Gan 52504, Israel

Tel +972 3 7522330

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www.earlysense.com

Overview



EyeYon Medical

High-Tech Village Givat Ram Campus, P.O. Box 39158, Jerusalem 91391

Phone: +972.2.655.3333 Email: info@eye-yon.com www.eye-yon.com

EyeYon Medical is a start-up company specializing in developing medical ophthalmic devices, which offer unique solutions for a phenomenon resulting from corneal edema. EyeYon Medical has promising, exclusive technologies that have proven the feasibility of a solution to an acute problem in the ophthalmic world.

Background

Light entering the eye passes to the retina via the cornea. For considerable light to pass into the eye, the cornea is required to maintain a state of optimal transparency. In order to maintain this transparency, the cornea must not be over hydrated. The abnormal accumulation of fluids in the extracellular stroma of the cornea causes edema. As a result of the edema, the cornea loses its transparency to the extent of loss of sight, which is eventually accompanied by pain and redness of the eye, as well as irreversible scarring of the corneal tissue.

The Need

Corneal edema can develop as a result of cataract, or any other surgery, as well as following trauma or infection or a genetic defect in the endothelium known as Fuchs Dystrophy. There is no effective conservative solution at present for patients suffering from corneal edema except for corneal transplant surgery by donation of a cornea from a deceased individual.

Eye-Yon Solution

EyeYon Medical has two innovative, patent-protected technologies, which are in the research and development stage:

1. Hyper CL™ -Hyperosmotic contact lens—a unique contact lens that will extract fluids by osmosis from the corneal edema. The structure of the lens will enable extraction of the fluids by unique design of the lens. The first prototypes have already been tested in clinical trials and have shown impressive capabilities for the relief of corneal edema. The Hyper CL™ is CE approved
2. DSPEK - Descemet's Stripping Pseudo Endothelial Keratoplasty—offer a solution by an implant in the form of a silicon film attached to the posterior corneal surface, thereby resolving the “root” of the problem. The implantation of the silicon layer will prevent transfer of fluids into the cornea and thereby avoid the creation of edema in the ailing eye.

The team

Elka Nir – Chairperson - Board director at Van Leer Technology center, active chairperson of several public and private companies, 25 years of experience in Med Tech (VP at GE, COO at J&J, Partner at Giza VC)

Dr Daphna Ofer, MD—senior ophthalmologist at the Kaplan Medical Center, Rehovot, Israel. Research at the Weizmann Institute of Science, Rehovot, Israel.

Dr Arie Marcovich, MD—Senior ophthalmic surgeon at the Kaplan Medical Center. Specialized in corneal surgery at the University of Toronto, Canada. Former chairperson of the Israel Society of Cataract Surgeons. Guest Lecturer in Israeli and international conferences. Currently completing PhD studies for specialist MDs at the Weizmann Institute of Science, conducting a research on corneal diseases.

Nahum Ferera, CEO—MBA & Bio Medical Engineer, extensive experience in Management & R&D of medical devices



Overview

Fibro-Control was founded in 2008 with a goal to provide gynecologic practitioners with a new minimally-invasive and cost-effective approach for treatment of symptomatic uterine fibroids. Fibroids are the most common indication for surgery in women in the U.S. To date the device has been clinically tested in women and showed complete safety. Efficacy clinical studies will follow.

Unmet needs in the Fibroid Treatment market

Uterine fibroids are the most common non-cancerous tumors found in woman. Incidence increases with age, and recent longitudinal studies have estimated that the lifetime risk of fibroids in a woman over the age of 50 years is 70-80%. Approximately 1 in 4 women experiences clinical symptoms severe enough to seek treatment, among these are pelvic pain and pressure, increased menstrual cramps and bleeding, constipation and bloating, infertility, and recurrent pregnancy loss. The direct annual healthcare cost associated with uterine fibroids was estimated in 2006 at \$2.2B in the U.S. alone. Additional indirect costs are estimated at 20%, resulting in a total annual cost of approximately \$2.6B. Treatment modality depends on the size, location, and number of fibroids, and on the woman's desire to conceive. Medications are sometimes prescribed, but produce only temporary improvement and frequent side-effects. **Hysterectomy is the most common and effective treatment, but in addition to the obvious irreversible effect on fertility, it entails the risks of major surgery, with prolonged recovery time.** Fibro Control has developed a novel method for the treatment of uterine fibroids using a transvaginal approach. The treatment is based on the discovery that induction of a transient uterine ischemia induces fibroid degradation and necrosis, while normal uterine tissue (myometrium) displays a rapid recovery. This effect is thought to be the result of improved anticoagulation and clot lysis functions of the myometrium in comparison to fibroids, which aid in reperfusion recovery.

The FibroKey™ system

The FibroKey device is uniquely designed to perform temporary occlusion of the uterine arteries in order to induce ischemia of the fibroids with a minimally invasive surgical procedure, and without damaging the uterus.

The Procedure

The procedure is performed in an out-patient setting by the gynecologist. Under epidural anesthesia, the two anterior anvils are passed through the cervix and are positioned anterior to the uterine artery. The two balloons are inserted to the peritoneal cavity and placed adjacent to the uterine arteries. Using an infra-red beam the monitoring system senses the flow of blood through the uterine arteries, making sure the device is in the right location. The balloons are then slowly inflated so they occlude the uterine arteries. After several hours, the device is withdrawn, and blood flow to the uterus is restored. The occlusion causes irreversible necrosis of the fibroids, while the resilient normal uterine tissue remains viable. Fibro Control initiated a first-in-human feasibility study in the beginning of 2011. Up to 20 patients are expected to be enrolled in two leading centers. The Company plans to initiate a multi-center open label performance study in the upcoming months in order to assess the safety and efficacy of the FibroKey device in up to 30 patients with symptomatic fibroids.

Regulatory Path

In Europe, FibroKey will be classified as a Class IIa device, and is expected to require clinical trials involving up to 20 patients with 3 month F/U. CE marking is expected by Mid.-2015. In the USA, FibroKey is expected to follow a 510k route. A Pre-IDE meeting is planned for mid- 2014 in order to determine clinical requirements for approval. FDA approval is planned for 2015.

Scientific Advisory Board

Charles Miller, M.D., Chicago, USA - Vice President of the International Society for Gynecologic Endoscopy (ISGE), President of the 2011 ISGE, and Immediate Past President of the AAGL. Previously involved in the acquisition of Myosure at a price of \$125 million.

Prof. Arnaud Wattiez, Strasburg, France - President of the European Society for Gynecologic Endoscopy, and Course Director of IRCAD-EITS. A worldwide mentor and instructor to surgeons in minimally invasive gynecologic surgery. **Prof. Brolmann, Amsterdam, the Netherlands** - President of the European Society of Gynecological Endoscopy (ESGE), Professor of Gynecology and endoscopic surgery at VU University Amsterdam.

Prof. Andrew Brill - ProCenter for Advanced Surgical Options in Gynecology, LA, California San Francisco, CA

Company Name:
GalMedics Biotech Ltd.

Location: Israel
Website:
www.GalMedics.com

Contact

Name: Hilla Shaviv, CEO
Email: hilla@galmedics.com
Mobile: +972-526675575

Industry: Bio-Medical
Company launch date: Dec 2007

Clinical Study

Over 100 menstrual cycle months of double blind placebo crossover study with unequivocal results.

Funding Info

Angel group funded

Looking to Raise

Amount: \$4-6M
Round: B
Use of funds:
FDA De Novo 510K, production, test marketing

TREATMENT OF MENSTRUAL PAIN (DYSMENORRHEA) WITH A REVOLUTIONARY TAMPON LIKE OTC DEVICE, THAT IS NON-INVASIVE AND CONTAINS NO DRUGS.

50% of all menstruating women experience some degree of menstrual pain on a monthly basis. 20% of menstruating women have an impaired quality of life because of menstrual pain. 600M working hours are estimated to be lost annually due to dysmenorrhea.

Actilady relieves menstrual pain twice as effectively as analgesics. It is used just like a tampon, and provides safe, speedy and long lasting pain relief.

Sound waves (below the frequency heard by humans) are emitted into the vaginal cavity. The sound waves cause a reduction in the dynamic viscosity of the secreted menses, facilitating the flow of menses through the long and narrow cervical canal. The facilitated flow, removes the prostaglandins found in the menses from the uterus more quickly, reducing the cramps and contractions that the prostaglandins stimulate.

Available treatment for menstrual pain consists of birth control hormones, and expensive analgesics. Both treatments are unsuitable for many women, and have numerous side effects.

Clinical trials have validated the treatment using our patented treatment modality, as a safer and more effective alternative to existing treatments, with no long term or short term side effects.



Genefron Ltd

Personalized Diagnostic Medicine

Bynet Building, Har Hotzvim, Jerusalem, Israel.

Website: www.genefron.com

Genefron Ltd. is an Israeli based company that specializes in the development of in-vitro diagnostic kits for personalized medicine.

Background: Clinical diagnosis and management has been long focused on clinical signs and symptoms of a patient in order to treat specific diseases. This practice led to pre-determined treatments for all patients suffering the same disease.

Recently, with the advances in genetic profiling, it has become possible to understand the impact of genetic variability on a disease's progression on a patient by patient basis.

Genefron personalized medicine products are aimed at enabling decisions and practices for the individual patient by use of personal genetic expressed information. The ultimate result is a personal tailored treatment that increases efficacy and reduces unnecessary patient suffering and costs.

Invention: Using a novel algorithm, we compared results of responders to non responders, to a specific treatment. We searched for a small list of genes and their particular importance determining a **Personal Gene Expression (PGE)** signature. Our first identified PGE signature, is related to the innate immune response, significantly expressed after RNA virus infection (such as Hepatitis C virus, Dengue, Influenza, Yellow fever etc) and following Interferon (INF) treatment in diseases such as multiple sclerosis.

market opportunity: Genefrons first products, **IFR 10** (CE mark) for liver biopsies and **IFR 20** for blood samples, are in-vitro diagnostic kits that predict with 95 % accuracy responders, non-responders or relapsed to Hepatitis C virus (HCV) patients receiving pre determined, standard of care (SOC), PEG IFN α treatment. currently, ~ 50% of the overall HCV infected population are non-responders to this SOC treatment. New Direct Anti Viral Agents are currently being developed for HCV treatment and Genefron can determine the personal prognosis of each treatment suggested. The HCV market size is expected to reach \$20B in the end of this decay. Utilizing Genefron technology can save ~ 45% of these expected expenses.

IFR 100 and IFR 110: Our second set of products can identify responders to INF- β treatments or Copaxone treatments respectively in Multiple Sclerosis. More products are being developed to new PGE signatures. The overall IFN- β cost is \$5.7B and Copaxone \$3.8B annually mostly in western countries.

Directing and tailoring the treatment to responders can save lives, and can reduce patient suffering, both physical and psychological. Additionally, this utilization of Personal Medicine allows both payers and patients to utilize their financial resources more efficiently to help patients deal with these chronic debilitating diseases.

intellectual property: 6 patents assigned to the Hebrew University, Jerusalem.

competition: no competition known

future Milestones: first IFR10 sale in Israel. (Q1 14). Launching IFR10 in the EU. (Q3 14)

Finalizing clinical trials on HCV and MS patients. (Q1 14)

New PGE clinical trials launching (Q2 14)

Management: Yaniv Kotler MSc, LLB, founder and CEO

Shlomo Pundak PhD, project manager

Yoav Smith PhD, Scientific advisor

Contact:

Name: Yaniv Kotler,

Email: yaniv.kotler@genefron.com Phone: 972-2-5346879, Mobile:972-52-5955554



Foreign Trade Administration
Ministry of Economy, the State of Israel

The Foreign Trade Administration (FTA) at the Ministry of Economy manages and directs Israel's international trade policy. The FTA promotes Israel's economy through a number of avenues: initiating and overseeing trade agreements, promoting Israel's exports, and fostering robust relations between Israel and foreign industries.

The FTA is divided into three main divisions, each promoting the Israeli economy in distinct and significant ways. The **Trade Policy and International Agreements Division** facilitates Israel's free trade Agreements, maintains and develops inter-governmental trade relations and addresses regulatory barriers that affect the Israeli industry. The **Export Promotion Division** works to ensure the continued advancement of Israel's exports. The **International Projects and Financing Division**, the newest Division, offers different programs that support Israeli companies in their business operations abroad.

The FTA operates as the headquarters of over 40 economic and trade missions around the world. These missions are located in the main trade and commercial centers as well as in multilateral organizations, such as the WTO and the OECD. In the past few years, Israel has increased its presence in the Far East and South America by opening additional missions in these regions. Israel's economic and trade missions act as the forefront of the Israeli government's efforts to boost the Israeli industry in foreign markets.

We work in conjunction with other units of the Ministry to attract foreign investment to Israel's domestic economy. Together, our efforts ensure that Israel's industry continues to be a leading competitive participant in today's global market.

MST is commercializing the AutoLap system; a clinically-validated, image-based robotic system for the multi-billion dollar minimally invasive laparoscopic surgery market. AutoLap brings advanced video analytics into the operating room and provides stable imaging for HD devices.

Today laparoscopic surgery requires two people working in unison. When a surgeon operates, an assistant must anticipate a surgeon's movements, or be told where to correctly position and hold the camera/laparoscope. Having a second person simply to hold a camera is cost inefficient and results in unstable images. It is challenging to have a steady hand for an entire procedure, especially with heavier, next generation HD/3D laparoscopes.

Autolap uses advanced image tracking and analysis algorithms (video analytics) to allow surgeons to independently move and hold laparoscopes in a stable, synchronized and precise manner.



AutoLap can be integrated with any existing surgical tools, surgical table, and surgical video imaging system allowing seamless operating room integration. The efficiencies brought about by AutoLap result in significant cost savings for hospitals and ambulatory surgical centers (ASCs); the cost savings combined with the competitive price of the system result in a rapid payback period.

The Market over 4.4 Million minimally invasive procedures were performed in 2010 in the US alone with annual growth of 5% to 15%. The combination of AutoLap's robotic system with its disposable controller enables a strong razor blade business model in a multibillion dollar laparoscopic minimally invasive surgery market.

For More Information Please Contact: Motti Frimer, CEO T: + 972-52-428-2708 E: frimer@mst-sys.com

Regulatory ISO and CE certified ; FDA 510K cleared

Clinical Experience To date, 21 surgeries performed by different surgeons in the EU with high levels of satisfaction

Value Summary Saves time and money; Improves hospital and surgeon efficiency; Enables adoption of emerging trends (HD and 3D imaging)

Global Market Opportunity \$3B (\$2B in Capex + \$1B in recurring revenue from disposables)

Medical Advisory Board

Dr. Amir Szold, M.D. (Israel) - First President of Israeli Society of Endoscopic Surgery

Desmond H. Birkett , M.D. (USA) - Chairman, Department of General Surgery, Lahey Clinic Medical Center, MA

Raul J. Rosenthal, MD, FACS (USA) - Head, Section of Minimally Invasive and Endoscopic Surgery, The Cleveland Clinic, FL

Dr. Yoav Mintz , M.D. (Israel) - Director, Minimally Invasive and Robotic Assisted Surgery, Hadassah-Hebrew University Medical Center

Stage – Prototype & POC	SCS Skin Cancer Scanning Ltd. is a development stage medical device company focused on developing and marketing a non-invasive, passive test that can be completed quickly in the doctor's office. Improve early detection and increase accuracy diagnosis of skin cancer and precancerous lesions.
Clinical Trials - 92.4% success	
IP – Patent Pending	
Management Team:	SCS's product, the SkinScan 650 is a point of care, easy to use by primary care physicians, dermatologists and plastic surgeons during standard clinic visits, to quickly and conveniently evaluate multiple lesions.
Yosef Michael Biderman – Founder & CEO, 25 years' experience of field units command, organization and large scale planning and executing. Mr. Biderman has pioneered several start-up companies in the fields of homeland security, communication and Med-Tech.	The SkinScan 650 is a patented prototype medical device that uses a non-intrusive procedure.
Adi Baruch, VP B.D: 13 years' experience in the biotech industry business development and executive management; vast experience in international business development from leading biotech and medical device companies Mr. Baruch has been J&J marketing representative in Israel, has worked at Syneron as a market developer in EU and USA.	
Mr. Yoram Azoulay , CPA. – CFO: Mr. Azoulay brings with him 25 years' experience in accounting and financial management in Private and Public companies such as Pharmus XTL, Di –Pharm, Brainstorm, Protalics and Bio light.	
Advisory Board:	
Prof. Nathan Blaunstein, Phd – Scientific Advisory Board. Professor at the Ben-Gurion University, Israel. Prof. Blaunstein is also a laureate holder of the Leonardo Da Vinci gold standard award as one of the most influential scientist in the world in the 21 st century.	The Un-Met Need Treatment results are often sub-optimal with challenging nature of cancer diagnosis and care:
Dr. Nir Nathansohn MD, MHA -Medical Advisory Board, 23 years' experience as a practicing Dermatologist and the former Chief Dermatologist, IDF Medical Corps.	<ol style="list-style-type: none"> 1. Incomplete understanding of the tumor's underlying mechanism 2. Lack of an effective and low cost early detection diagnostic tool
Mr. Tzvi Nitzan, Msc. Electronic Engineer, 30 years of experience in a variety of R&D projects; was involved in an \$ 80M raise for Power Paper in the medical device field.	Early detection of skin cancer greatly increases the chances of survival and successful treatment
Bunim Brimer MSc., Director: Mr. Brimer brings with him 22 years of developing international markets in the field of Perimeter security. Mr. Brimer holds the position of head of the international projects division operating in the field of perimeter protection systems; in the Magal group Ltd., a publicly traded Company on the Tel Aviv Stock Exchange.	The Market Skin Cancer is defined as a plague and is the most common cancer worldwide. In the US alone there are over 3.5M new cases per year that are diagnosed as skin cancer with a 4% yearly growth and over 17K dermatologists.
Exit Strategy	Competitors There are several companies in the scope of competition; each of the companies operates with different technology and don't provide a full treatment solution. SCS is the first and only medical device that has singled out and defined, in-vivo, unique patterns that typify each type of Skin Cancer.
SCS is in the In Vitro Diagnostics, big players in the market are willing to buy medical device companies in various stages and the highest growth rate is anticipated for molecular diagnostics testing IVDs;	Business Model & Strategy SCS will distribute its devices for free and its main revenues source will be driven from selling scan packs by a commitment of two years per device. The actual sales will be conducted by partners, franchisees and distributors.
Major Pharma players will be keen to acquire molecular or tissue diagnostics technology. Early-detection businesses will attract interest from large diagnostics or pharma companies.	Business Opportunity On the business side; SCS has managed to reach its current stage with less than a \$ 0.5M raise; successfully conducted clinical trials with results of 92.4% accuracy, SCS is eligible for the FDA 510K regulatory route. On the market side; the increasing number of people being affected by various skin disorders alongside the increasing trend towards non-invasive aesthetic procedures, and technological advancements makes SCS a very attractive company.

Company Name:
Neuronix Ltd.

Location: Yoqneam, Israel
Website:
www.neuronixmedical.com

Contact

Name: Ms. Orly Bar
Email:
bar@neuronixmedical.com
Phone: +972-4-9038600
Mobile: +972-54-3221018

**Industry: Life Science /
Medical Device**

Company launch date:

Aug-2008

of employees: 12

**Status (Demo /prototype
/etc.) and its date:**

**Demo units and initial
revenues**

Financial Highlights

Last 3 months' revenue: NA
Monthly burn rate: NA
Money in bank: NA

Funding Info

Previous capital raised:
\$13M
Valuation: NA
From whom: Private
investors

ONE SENTENCE DESCRIPTION:

Neuronix is the developer of novel medical device for treatment of Alzheimer disease.

MARKET OPPORTUNITY:

Alzheimer is an incurable disease, affecting 35M around the world, with numbers expected to double by 2030. With the aging population, Alzheimer presents an enormous challenge, with costs going beyond \$500B per annum.

PRODUCTS:

Neuronix has developed the NeuroAD system. NeuroAD technology has been successfully tested in several clinical trials, conducted both in Harvard Medical School and Israel, showing effective treatment for mild-moderate Alzheimer patients, with results superior to those of current available medications.

TECHNOLOGY:

NeuroAD technology uniquely combines Magnetic Stimulation to brain regions affected by the Alzheimer disease, concurrently with Cognitive Training directed to those same regions.

This "double-stimulation" approach, both on the physical-biological level as well as on the cognitive level, creates a longer lasting improvement in brain activity.

BUSINESS MODEL:

Neuronix business model comprises of capital equipment sales (NeuroAD system), together with recurrent revenues (Disposable kits per patient).
Gross profit is expected to reach 75%-85%.

INTELLECTUAL PROPERTY:

Neuronix has already obtained 2 patents in the USA, and has several more patent applications pending in all other major territories.

COMPETITION:

Current available medications offer only a subtle improvement in patients' cognitive performance, and the effects lasts for up to 6-9 months only.

COMPETITIVE EDGE AND BARRIERS:

NeuroAD technology is protected by both issued patents, as well as by the clinical data proving its efficacy collected in several clinical trials.

FUTURE MILESTONES:

Neuronix is currently running its pivotal, US Multi-center study, which will be used for obtaining FDA approval. Study is expected to be completed by end of 2014.

MANAGEMENT: Emphasize accomplishments

Company Name: Perfuzia Medical
 Location: Jerusalem, Israel and RI, USA
 Website: www.perfuzia.com

Contact
 Name: Sagi Brink-Danan
 Email: sagi@perfuzia.com
 Phone (US): +1-401-808-6706
 Mobile (Israel): +972-58-7811808

Industry: Medical devices, wound healing, regenerative medicine.

Company launch date: 2009

of employees: <5
Status (Demo /prototype /etc.) and its date: US clinical study, ongoing.

Customers: Brown University Medical School, Rhode-Island Hospital

of users:
ActiveFlow is currently in clinical studies in the US.
 No commercial sales attempted to date.

Strategic Partnerships:
 Portable Therapeutix, LLC

Financial Highlights
 Last 3 months' revenue: N/A
 Monthly burn rate: \$5k
 Money in bank: \$60k

Funding Info
 Previous capital raised: >\$600k
 Valuation: \$1.9M
 From whom: Angels, grants

Looking to Raise
 Amount: \$500k – 1M
 Round: Late seed / A
 Pre-money valuation: \$2.5M
 Funding committed: N/A



ONE SENTENCE DESCRIPTION: Perfuzia is a clinical-stage medical device company addressing a major unmet need in the \$5BB advanced wound healing market.

MARKET OPPORTUNITY (US): In-patient: burns (1M patients) + pressure ulcers (2.5M patients) = ~\$0.5B/year to Perfuzia.
 Out-patient: diabetic foot ulcers (1.5M p.) + venous ulcers (2M p.) = ~\$0.5B/year to Perfuzia.

PRODUCTS: *ActiveFlow*TM is an ultra-portable medical device for the treatment of chronic wounds and burns. It is the world's first to employ local skin vibratory stimulation.

TECHNOLOGY: We are pioneering the therapeutic use of local, mechanical skin stimulation – essentially very subtle, precise vibrations delivered to the skin to kickoff the healing process and then accelerate it over time.
 For those familiar with electrical stimulation – this is NOT it.

BUSINESS MODEL: Recurring revenue streams from (i) device rentals and (ii) consumables; no capital sale. This is a common model in the advanced wound-healing market.
 Uniqueness: per-device break-even point occurs after 27 days of use. Average use is estimated at 30-45 days/patient. Therefore each *ActiveFlow* unit generates a net profit from the first patient, and can continue to be used for many more patients.

INTELLECTUAL PROPERTY: 8 US & International patents pending

COMPETITION: Indirect competitors are 2nd-line therapies such as Vaccum (Kinetic Concepts, Smith & Nephew, others), Hyperbaric Oxygen (OxyHeal, HyperOx and others) or skin grafts (OrganoGenesys, Advanced BioHealing). Adjunctive therapies such as MIST (Cellaration) and DermaPACE (Sanuwave) are gaining traction.

Competitive Edge and Barriers:

- Unique mechanism-of-action addressing key healing factors (perfusion, oxygenation, metabolism). No other therapy directly and effectively addresses these barriers to healing.
- Local, non-invasive, truly wearable.
- Adjunctive device - synergistic with any therapy on the market.
- Unique cost effectiveness profile – delivering advanced-therapy clinical benefits, at a price point much closer to those of conservative therapies.

FUTURE MILESTONES:

- Complete current clinical studies
- FDA registration (Class-I exempt)
- QMS, design for manufacturing, manufacturing
- Launch (initially via regional distributors)

MANAGEMENT: Emphasize accomplishments: Both founders bring to bear over 13 years of experience each, all in successful medical-device startups.

We have terrific mentors including Prof. Elazar Edelman (Harvard & MIT), Greg Erman who has founded and led 6 medical-technology companies - all of them exited successfully - and Jim Herriman of SmartCells – which made a half-billion dollar exit just over a ago.

We are also fortunate to be collaborating with Brown University Medical School, Tufts Medical Center and RI Hospital, and also in Israel – really top physicians.

FINANCIALS (\$K)	2012	2013	2014	2015
REVENUES	-	-	-	-
EXPENSES	24	60	728	940
NET PROFIT	(24)	(60)	(728)	(940)

Step of Mind Ltd.

Keep Thinking, Keep Walking - Re-Step™

Re-Step™ - a mechatronic system that diagnoses, trains and rehabilitates walking - was developed by Step Of Mind Ltd., a cutting-edge Israeli company, The concept, founded on an in-depth understanding of neuroscience, is an implementation of chaos theory applied to neurorehabilitation.

Re-Step™ is designed for the many millions who have sustained strokes, brain trauma and cerebral palsy, as well as elderly persons who are inclined to fall.

Re-Step™ enables rehabilitation professionals to achieve optimal outcomes for both acute and chronic patients. **Re-Step™** - an evidence-based system that has been tested in several



clinical trials - provides users with a challengeable training system to rehabilitate walking, achieved by leveraging advanced motion sensors, sophisticated algorithms, single button download training programs, actuation motors, and customized rechargeable batteries - all in a pair of fashionable shoes.

Milestones: Step of Mind has completed R&D and clinical trials. A meaningful multi-center, randomized clinical trial included

stroke patients and teenagers with cerebral palsy. November 2011: opening of the Reuth-Bina Institute in Tel Aviv; March 2012: opening of the **Re-Step** clinic in Istanbul. January 2013: Opening Clinics in Ankara, Turkey.

Market approach: Step of Mind plans to establish distribution/license agreements and approach rehabilitation centers and private physiotherapy facilities.

Nature of cooperation – The company is seeking partners in order to obtain FDA regulatory approval followed by reimbursement, and in particular, seeks to position the product at existing rehabilitation facilities and training centers for the elderly.



Step of Mind Ltd

16 Levi Eshkol St
Tel Aviv, 69361 Israel

Tel: +972 3 7412728

Website: www.stepofmind.com

■ KEY PERSONNEL

Jacob Witkowski, PhD, CPA: CEO
Has extensive business and entrepreneurial experience, with over 40 years in the healthcare industry in Europe, Israel and the U.S.; member of Israel Health Council; former senior partner at BDO Auditors; former Director of the Hospital Division at Maccabi Healthcare Services (2 million clients); licensed CPA; .PhD in Business Administration.

Simona Bar Haim, Scientific Director, PhD, PT
Has over 25 years of experience in physical therapy, neurorehabilitation and pediatrics; Step of Mind is based on her doctoral dissertation; PhD from Ben-Gurion University; Bachelor's in Physiotherapy from Tel Aviv University.

Mark Belokopytov, Ph.D, CTO

Has over 15 years of research experience in cardiovascular exercise, motion physiology, ophthalmology and medical technologies; PhD from the Sackler School of Medicine, Tel Aviv University.

■ IP

U.S. & EPO
UK Provisional Patent

■ MILESTONES AND ROADMAP

December 2006: incorporation
Grant received from FP7; formation of a consortium with leading European academic institutions and companies
Nov. 2011: Opening of the Reuth-Bina Institute for Walking Rehabilitation, Tel Aviv
February 2012: Opening of the Re-Step™ Clinic, Istanbul, Turkey
March 2012: CE mark
September 2013 EPO

You Tube - [stepofmind](http://stepofmind.com)



VVT med. Ltd.

20 Hataas St. Beit Hapaamon
suite #200, Kfar Sava.

4442520 Israel

www.vvtmed.com

Contact

Name: Zeev Brandeis

Email: zeev@vvtmed.com

Phone: +972 9 7660 480

Mobile: +972 54 44 44 322

Industry: Medical Devices

Company launch date:

Aug. 2007

Employees: 6

Status : CE, MOH certified.
(HC Canada, FDA – in process)
Completing Clinical study,
launch in Europe during 2014.

Customers: Vein clinics, Day
care and Hospitals – Vascular
surgeons, Interventional
Radiologists, Phlebologists.

Funding Info:

Privately held, over 5mil. \$
raised so far

Looking to Raise:

10 to 12 Mil. \$, for Europe
launch, marketing & Sales,
Completion of USA clinical
study and FDA clearance,
Launch in USA, completion of
R&D of the products in the
pipe line
(incl. regulatory process).

Future Milestones:

Launch in Western Europe,
Complete FDA clearance and
Launch in USA, complete VAR
line of products.



Office Based VEIN CLINIC

VVT med. develops a range of OFFICE BASED treatments for Varicose Veins – elimination of incompetent Safenous, Varicosities, Faulty Perforator veins and Spider Veins . No Anesthesia, Minimal to no pain and immediate return to normal life.
NO CAPITAL equipment needed.

Market opportunity:

Over 30 Mil. in USA and over 35 Mil. in Europe suffering from Varicose Veins.
Currently available treatments – mostly Thermal ablation, involve certain known complications and pain. Huge prevalence - population that is currently not seeking treatment. The market is actively seeking new, office based, Tumescant free treatments.

Products:

V-Block, percutaneously delivered Blocking stent
procedure kit.

DPS – Dual Procedure Syringe, simultaneous
aspiration&injection

VAR – a range of treatment kits for Varicosities



Technology:

Ultrasound guided Percutaneous delivery system,
involving Nitinol and Polymer blocking stent and
simultaneous aspiration and injection device for
evacuation of the blood and ablating the treated vessel .
NO CAPITAL EQUIPMENT, NO need for TUMESCENT
ANESTHESIA.



Clinical Evidence:

Pre-clinical study – published ID PHLEB-12-003.R1.
Clinical study, Germany (52 patients) completed. Final report Q1 2014

Intellectual property:

13 patent applications. **Granted patents** in USA, China, South Korea, Australia, Japan.

Business Model:

Marketing and sales of a range of Procedure kits (to clinics, physicians. In specific
territories - Network of Vein clinics, based on VVT procedure.

Competition:

High Ligation & Stripping – surgery with known complications.

Thermal Ablation – Laser, RF, Steam – can be done in office or day care clinics.
Very good efficacy, need for Tumescant anesthesia ,involves pain and known
complications (nerve damage, skin discoloration, EHIT).

Traditional Sclerotherapy – good short term results, known complications, regulatory
limitations in USA, Germany.

New Tumescant-Free Treatments – Saphion glue (Cyanoacrylate glueing of the GSV) ,
Clarivein –endovascular rotating wire and Sclero injection for irritation and closing of the
treated vein .

Management:

Zeev Brandeis, Chief Executive Officer and Director

Dr. Michal Migdal Ph.D., Scientific Manager

Tamar Dayan Cohen, QA and Administration Manager

Ofer Zigman, Biomedical Engineer

Gregory Gelman, Mechanical Engineer

Pinchas Stambulski, Mechanical Engineer



**Company Name: Wise-Lab Ltd.**

Location: Tel Aviv, Israel

Website: www.wise-Lab.com

Contact

Name: Amir Zilberberg

Email: amir@wise-lab.com

Phone: 972-3-6483348

Mobile: 972-52-3503619

Industry:**Company launch date: 2012****# of employees: 2****Status (Demo /prototype /etc.) and its date: 12/ 2103 ready for manufacture.****Financial Highlights**

Last 3 months' revenue: NA

Monthly burn rate: NA

Money in bank: NA

Funding Info

Previous capital raised: \$70k

+private equity

From whom: Chief scientist Israel

Looking to Raise

Amount: \$500k

Round: 1

Pre-money valuation: NA

Funding committed: NA

Use of funds: Manufacturing, Marketing and sales.

Estimated future funding to achieve positive cash flow: \$500k

ONE SENTENCE DESCRIPTION:

Wise-Lab realizes practical inventions to improve work effectiveness, save time and money of research, diagnostic and medical lab workers.

MARKET OPPORTUNITY:

Total WW laboratory products per year is \$39B (Consumables – 36%, Equipment – 35%, Chemicals – 29%).

The market opportunity for each Wise-Lab products:

Wise-Tip: Pipette Tip market - \$180M.

Wise-Slips: Total Market for microscope slides estimated as \$100M.

Wise-Fuge: Global Laboratory Centrifuges Market to Reach \$0.9B.

PRODUCTS:

Wise-Tip: a revolutionary TIP which switch any single pipette to a multi-pipette, designed for 96 or 384 microplates.

Wise-Slips: a revolutionary slide coverslip which prevents falls and breakages. Coverslips are often used as a planner surface to grow cells and manipulate them for further examination under the microscope.

Wise-Fuge: Innovative stand for eppendorf tubes, especially designed for table centrifuges, contributes to production and streamline lab process.

TECHNOLOGY:

Wise-Lab products are based on a simple but smart solution for laboratories consumables products with significant added value.

BUSINESS MODEL:

Our business model is based on selling our products by OEM or Licensing agreements and by global distributors.

INTELLECTUAL PROPERTY:

All Wise-Lab products are Patent Pending.

COMPETITION:

No direct competition, novel products.

The main competition is the regular products in the market.

COMPETITIVE EDGE AND BARRIERS:

Deep understanding of the pains, Focus on high-volume products and high margin, Developing a “keep it simple” innovative solutions and a Niche player in huge market.

FUTURE MILESTONES:

Manufacturing, Sign OEM agreements or selling to global distributors.

MANAGEMENT: Dr. Alona Zilberberg, Co-Founder (R&D) - keeps an innovative mind. The arena where science meets technology.

Amir Zilberberg Co-Founder (CEO) -Vast business experience at global Hi-Tech companies, makes things happen with great passion.

FINANCIALS (\$K)	2014	2015	2016	TOTAL
REVENUES	975	1,975	3,775	6,700
EXPENSES	730	980	1,540	3,250
NET PROFIT	245	970	2,235	3,450