MERAGE INSTITUTE

Cyber & Home Land Security

Innovation Bridge Program
January 11th – 23th 2015

Welcome from the Merage Institute CEO and Executive Director

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 500 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

Founder & Chief Executive Officer
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 11-23, 2015** in Irvine, 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 **Fairmont Newport Beach Hotel** (4500 MacArthur Blvd, Newport Beach, CA 92660) Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **January 11** at **18:30** we will meet at the Lobby of the hotel.
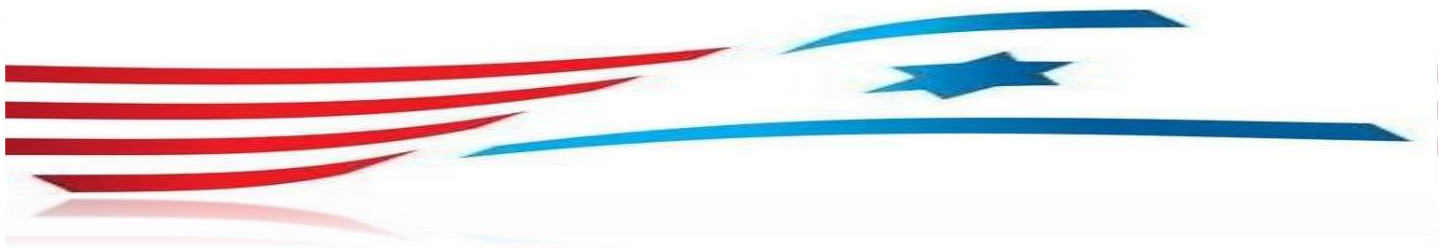
All daytime sessions will be held at **the Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals.

Breakfast during the week will be at 7am. Morning sessions will start promptly at **8:00am**. *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
Kristie Eidlhuber (KEidlhuber@merageinstitute.org).

We look forward to your visit.
Sincerely,

Yishay Aizik,
Executive Director
Merage Institute

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Week One: January 11 – 17

	Morning	Afternoon	Evening
Sun 11	Arriving to Irvine checking in		*18:30* Welcome Dinner at Il Fornaio with Paul Merage and Faculty
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 12	*08:00-12:00* **Marketing** Imran Currim	*13:00-17:00* **Marketing** - continued Imran Currim	*18:00* Welcome Dinner hosted by Merage Institute Fairmont Hotel Presentation: Joel Calvo – Leadership
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 13	*08:00-12:00* **Marketing** - continued Imran Currim	*13:00-17:00* **Elevator Pitch** Joel Calvo	*19:00* Dinner hosted by Lilly and Paul Merage Presentation: Paul Merage
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 14	*08:00-12:00* **Nathan Miller -** developing a strategic communications plan, crisis communication	*13:00-17:00* **Elevator Pitch** - continued Joel Calvo	*19:00* Dinner hosted by Sue and Ralph Stern Presentation: Ralph Stern
	Breakfast: HOTEL	Lunch: HOTEL	
Thurs 15	*08:00-12:00* **Strategic networking** Bruce Money	*13:00-17:00* **Strategic networking** - continued Bruce Money	*19:00* Dinner hosted by Carol & Marc Richmond
	Breakfast: HOTEL	Lunch: HOTEL	
Fri 16	*08:00-12:00* **Negotiation** Lisa Barron	*13:00-17:00* **Negotiation** - continued Lisa Barron	*18:00* Dinner hosted by University synagogue - service & dinner Key note:
Sat 17	*Rest or free time for shopping/sightseeing/ exercise*		19:30 – Community Event

Week Two: January 18 – 23

	Morning	Afternoon	Evening
Sun 18		11:30 Beach Party @ The Aronoff's Presentation: Thomas Eppel **Critical thinking and decision making**	Shopping/rest/meetings Free evening
	Breakfast: HOTEL	Lunch: HOTEL	
Mon 19	*08:00-11:00* "The U.S. Homeland Security and Cyber Market: Opportunities for Israeli Companies": **Ira Hoffman**, Principal, Offit Kurman P.A. **Gordon Kesting**, Elbit Systems **Brian White**, Chief Operating Officer Red Owl Analytics and Senior Advisor, Chertoff Group	*13:30-17:00* Lunch and Travel to **LAX Airport** "Homeland Security at LAWA" **Patrick M. Gannon**, Deputy Executive Director (DED) of Homeland Security and Public Safety for Los Angeles World Airports (LAWA) **Assistant Chief Ethel McGuire**, Assistant Police Chief for Homeland Security and Intelligence for Los Angeles World Airports (LAWA)	*19:00* Dinner hosted by Katherine Kahen Presentation: **Rafael Borras**, Former Under Secretary for Management and Acting Deputy Secretary US Department of Homeland Security
	Breakfast: HOTEL	Lunch: HOTEL	
Tues 20	*08:00-12:00* How to Do Business with the U.S. Government – **Ira Hoffman**, Principal, Offit Kurman P.A	*13:00-17:00* "The U.S. Homeland Security and Cyber Market: Opportunities for Israeli Companies" **Ira Hoffman**, Principal, Offit Kurman **Paul de Souza**, Co-founder of Cyber Security Forum Initiative (CSFI) **Amit Gavish**, GM, Briefcam Americas	*19:00* Dinner hosted by Molly and Israel Weinberg Presentation: **Wesley Hsu**, Chief of the Cyber Crimes Section, US Attorney's Office, Department of Justice
	Breakfast: HOTEL	Lunch: HOTEL	
Wed 21	*09:30-12:00 all day San Diego* Hosts: **Darin Andersen**, CEO CyberUnited /Chairman & Founder CyberTECH /Securing the Internet of Things **RADM (Ret) Kenneth D. Slaght,** Co-Chair and President, *Cyber Center Of Excellence* **CentrixIT** located 3934 Murphy Canyon Road b102, San Diego, CA 92123	*13:00-17:00* SPAWAR located at 53560 Hull St San Diego, CA 92152 CyberHive located at 1855 1st Street, Suite 103, San Diego, CA 92101	*19:00*
	Breakfast: HOTEL	Lunch: HOTEL	
Thurs 22	*08:00-12:00* **Effectiveness and Leadership** Alan Sellers	*13:00-17:00* **Branding** Sasha Strauss	*19:00* Graduation and Farewell Dinner hosted by Paul and Lilly Merage @ Fairmont Hotel
	Breakfast: HOTEL	Lunch HOTEL	
Fri 23	*09:00-13:00* *Octane + panel of VCs Investments Evaluation strategy -* Matthew Jenusaitis	– THE END –	

Module Details

MODULE: Marketing, Sales and Distribution

Dr. Imran Currim

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

Monday, January 12, 8:00-12:00 and 1:00-5:00
Tuesday, January 13, 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*, by David Aaket, 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. Siemens CerberusEco in China: Introducing Low-frills Products in a High-quality Company, European School of Management and Technology Case ESMT-311-0123-8

   *I hope you can read items 4 and 5 before my Monday-Tuesday session and briefly write your thoughts on each of the questions on the case (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. Our discussion will focus on how the concepts in the book are being used, have been used, and can be used in specific company settings.

Monday, January 12

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 Siemens CerberusEco

1. What general options does Siemens have to fight emerging low-cost rivals for fire safety and security in China?

2. How would you assess Carsten Liesener's plan for China?

Tuesday, January 13

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: Street Smart Leadership
Joel Calvo
Monday, January 12, 18:30

Module Description:
Street Smart Leadership

Many excellent books have been written about famous business leaders ranging from Steve Jobs to Jack Welch, but some of the most valuable lessons in leadership are also found in much humbler stories. In this one-hour talk, Joel Calvo uses a combination of personal anecdotes from his 30-year career and lesser-known business tales to elucidate the leadership styles, traits and habits that create long-term success. Lessons learned include why you should never underestimate the value of deep experience, how to hire the right people as well as create invaluable mentoring relationships, and how to develop a vision that leads your people and your business though previously uncharted territory.

MODULE: Elevator Pitch
Joel Calvo
Tuesday, January 13, 13:00-17:00

Module Description:
Creating an Unforgettable Elevator Pitch

Almost every entrepreneur has heard of needing an "elevator speech", a succinct explanation of what you do that is simple enough for your mother to understand and short enough to be delivered in 60 seconds or less. This concise, carefully planned, and well-practiced description of you and your company is as essential as your business card, but surprisingly few entrepreneurs can actually deliver it.

In this session you will learn to write and present an unforgettable "elevator speech" that will grab your audience's interest and leave them eager to learn more.

MODULE: Strategic Communications Planning & Crisis Communication
Nathan Miller
Wednesday, January 14, 08:00-12:00

Module Description:
Introduction to Strategic Communications
This interactive workshop provides an overview of strategic communications for business leaders. It introduces a set of principles to guide executives in defining their communications objectives, crafting and delivering messages, and developing successful strategies to reach their target audiences. Participants will leave with a set of tools, techniques, and tactics that facilitate more effective communications – whether you are sitting down for a media interview, presenting to a potential investor, connecting with customers, or navigating a crisis.

MODULE: Elevator Pitch
Joel Calvo
Wednesday, January 14, 13:00-17:00

Module Description:
Creating an Unforgettable Elevator Pitch Continued

Almost every entrepreneur has heard of needing an "elevator speech", a succinct explanation of what you do that is simple enough for your mother to understand and short enough to be delivered in 60 seconds or less. This concise, carefully planned, and well-practiced description of you and your company is as essential as your business card, but surprisingly few entrepreneurs can actually deliver it.

In this session you will learn to write and present an unforgettable "elevator speech" that will grab your audience's interest and leave them eager to learn more.

Thursday, January 15, 2015

MODULE: Strategic Networking
Bruce Money
Thursday, January 15, 08:00-12:00 & 13:00-17:00

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.

Friday, January 16, 2015

MODULE: Negotiations
Lisa A. Barron, Ph.D., MBA
Friday, January 16, 08:00-12:00 & 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

Sunday, January 18, 2015

MODULE: Critical Thinking and Decision Making
Thomas Eppel
Sunday January 18, 11:30

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.

Monday, January 19, 2015

"The U.S. Homeland Security and Cyber Market: Opportunities for Israeli Companies"
Ira Hoffman, Gordon Kesting, Brian White
Monday, January 19, 08:00-11:00

"Homeland Security at LAWA"
Patrick Gannon, Ethel McGuire
Monday, January 19, 13:30-17:00

Tuesday, January 20, 2015

How to do Business with the U.S. Government
Ira Hoffman
Tuesday, January 20, 08:00-12:00

"The U.S. Homeland Security and Cyber Market: Opportunities for Israeli Companies"
Ira Hoffman, Paul de Souza, Amit Gavish
Tuesday, January 20, 13:00-17:00

Wednesday, January 21, 2015

San Diego Field Trip
Wednesday, January 21, 09:30-17:30
The Merage Institute and Israeli Delegation Visit – San Diego, CA – 21 January 2015
Agenda
9:45 - 10:15 – Welcome, CentrexIT
10:15 - 11:00 - Regional Cyber Panel
Moderator: Shirley Adams, AFCEA International
Panelists:
Dylan Natter, CentrexIT
Ken Slaght, CCOE
Gary Hayslip, City of San Diego
Steve Wallace, AIS
Francesca Spidalieri, Pell Center for International Relations
11:00 - 11:45 - International Cyber and IoT Panel - A Discussion on Trust, Security and Internet
Connected Devices
Moderator: Matt Stamper, redIT
Panelists:
Ira Hoffman, Offit, Kurman P.A.
Tom Caldwell, CyberFlow Analytics
Ted Harrington, ISE
Bob Jannarone, Brainlike
11:45 - LUNCH
12:30 - Bus to University Club
13:00 - 13:50 - Darin Andersen, CyberTECH, Securing the Internet of Things
14:00 - 14:45 - Pat Sullivan, SPAWAR
14:45 - 15:00 - Break
15:00 - 15:45 - Rick Belliotti, Airport Authority
16:00 to 17:30 - VIP Reception @ CyberHive (1855 1st. Ave. Suite 103, San Diego, CA 92101)

MODULE: Effectiveness and Leadership; Winning Consistently in the Life Sciences Space
Alan Sellers
Thursday, January 22, 08:00-12:00

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 Medical Devices 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 medical devices and general technologies.

MODULE: Branding
Sasha Strauss
Thursday, January 22, 13:00-17:00

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: Investment Risk Evaluation
Matthew Jenusaitis, Octane
Friday, January 23, 09:00-13:00

Module Description:
During the exercise we will have two companies of the group make an investment presentation to the rest of the group of participants and several outside consultants. They 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.

Professors and Presenters

Darin Andersen
CEO CyberUnited /Chairman & Founder CyberTECH /Securing the Internet of Things

Chairman & Founder of CyberUnited and CyberTECH (**CyberHive** & iHive), Director Securing Our eCity, CyberMaryland, Claremont McKenna College Alumni Association, Cyberflow Analytics, Gamxing and *Malware Research & Development Officer, Cyber Security Forum Initiative (CSFI), Ponemon Institute* Fellow, Blogger and Speaker on Cybersecurity, Insider Threat and Securing the Internet of Things.

About CyberTECH (**CyberHive** & iHive): Through meaningful partnerships with private and public sector champions, CyberTECH encourages best practices in cyber technology. By collaborating with the many stakeholders, we leverage these assets and position ourselves effectively as a world leader in the cybersecurity economy. CyberTECH creates access to a global cybersecurity and Internet of Things network ecosystem of cyber peers, advisors and investors and operates the **CyberHive** and iHive Internet of Things incubators.

Shirley Adams, AFCEA International
Shirley Adams, Vice President, SPAWAR Services, GDIT Navy/Air Force Services Sector is a seasoned executive with over twenty years' experience delivering on-target action strategies for small and large organizations. She specializes in Strategic Planning, Operational Effectiveness, Knowledge Management, and Business Development. Her leadership history with major businesses such as GDIT, Systems Engineering Solutions (SESI) and Mazda; providing IT services for large firms such as Boeing, Airbus, Pratt & Whitney, their OEMs, Dealership Franchises, and the Department of Defense, have resulted in major team productivity improvements, achievement of multimillion-dollar milestones, and successful new profitcenter launches. As a strategist for revenue growth and business management, Ms. Adams has counseled companies to industry leader positions by helping them broaden market share and increase profits. As an accomplished leader, teacher, author and speaker; she has been recognized by all segments of the business community and is the recipient of numerous awards from both industry and government including:
• Crystal Airplane Award – Development of Innovative Solutions in the Commercial Aerospace
Industry
• Top Influencials Award - San Diego Daily Transcript
• "Women Who Mean Business" Award – San Diego Business Journal
• Strathmore's Who's Who – Lifetime Honoree
• Excellence in Leadership Award, AFCEA International

Shirley is also involved with various professional organizations and industry associations, including the Air Transport Association (ATA) as a working group member for the development of world-wide commercial standards and specifications, the National Defense and Industrial Association (NDIA); former Chairman of the Board, and the Armed Forces Communications and Electronics Association (AFCEA); current AFCEA International Regional Vice President for the South Western Region and
Past President for the San Diego Chapter. She also serves on the Board of Advisors for FleetWeek and CyberTECH. Ms. Adams is a graduate of Northwood University with a Bachelor's degree in Marketing and Business Management and is a resident of San Diego, California.

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.

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.

Rick Belliotti

Director, Information & Technology Services at San Diego County Regional Airport Authority

Rick Belliotti is an experienced senior manager and entrepreneur who has worked in companies of all sizes. His experience extends from software development to business development, to management of engineering staff. Included in this experience is business start-up, operations management, strategy development, client relations, P&L oversight, project management, mentoring, and many other key experiences.

Rick's expertise is in bringing people together for a common goal - leadership, project management, project/company start-up. He understands the importance of casting the vision, and continuing to encourage the team to achieve that vision and goal.

Rick is has been very active in the Aviation industry with the International Air Transport Association (IATA), and Airports Council International (ACI). Rick served on several key management groups and committees for these organizations, and participated in the creation of standards and policies for the industry.

Specialties: Management, Project Management, Common Use, Operations Management, Business Development, Service and Delivery, Testing and Commissioning of IT Systems

Gil Ben Artzy
Partner, Upwest Labs

Gil is passionate about helping Israeli entrepreneurs that build their startups in Israel and Silicon Valley, offering advice and sometimes a spot on his living room couch.
In 2005, he joined Yahoo!'s Corporate Development group, working on strategy & acquisitions, as well as managing the relationships with the Israeli ecosystem of investors, entrepreneurs and startups. In this role, he led the acquisition of Yahoo!'s first Israel-based startup (FoxyTunes) and helped open the company's first R&D center in Haifa. Gil then transitioned to the role of VP of Operations Management, driving the business aspects for the tech infrastructure organization. He left Yahoo! during the summer of 2011 to dedicate his time to his new venture, UpWest Labs.
Gil was previously a consultant with the Boston Consulting Group in New York, where he advised Fortune 500 companies. Gil holds a BA in Economics & Business Administration from the Hebrew University of Jerusalem, and an MBA with Honors from the Wharton School of the University of Pennsylvania.
Outside of work, Gil enjoys going to live music performances (Coachella Music Festival is his annual highlight). He is also an avid sports fan, and though soccer is top of his list, he will pretty much watch anything that has a ball and/or timer involved.
You can find him on his blog: gilbenartzy.com

Rafael Borras
Senior Advisor, A.T. Kearney, Inc.

Serving as a Senior Advisor to A.T. Kearney, Inc. on leadership and management issues, with an emphasis on identifying commercial best practices that are best suited to migrate to the public sector.

Served as a public and private organizational leader for more than 30 years, with 10 years of private sector P & L executive experience. Most recently served as Under Secretary for Management and Acting Deputy Secretary for the $60B Department of Homeland Security. Have also held the positions of Deputy City Manager for two American cities and served in a senior leadership role for a $10B global engineering firm. Broadly recognized as a leader who has created value for the American public as well as corporate shareholders, and has executed and implemented his strategic management vision at the intersection of the public and private sectors. Successful track record of management integration and organizational transformation

efforts, revenue generation and profitability, financial management, talent recruitment and management, IT management, and law enforcement and security related initiatives.

Tom Caldwell, CyberFlow Analytics

Tom Caldwell serves as the President of CyberFlow Analytics. Mr. Caldwell formerly served as the President of LonoCloud, a Cloud PaaS company acquired by ViaSat in 2013. Mr. Caldwell is an experienced executive with deep expertise in delivering industry-leading products and services on a global basis. Mr. Caldwell has more than 20 years of experience in business development, software engineering, including employment at Cisco, Microsoft, and Rockwell. He has a master's degree in computer science.

Joel Calvo
Board of Directors, Vancouver Economic Commission

Joel Calvo is a leadership mentor, speaker, and advisory board member, whose career spanned 30 years as a senior-level executive in the financial services industry. His exceptionally broad range of experience includes leadership roles in firms ranging from national mutual fund companies, broker/dealers, municipal finance, commodity firms, and hedge funds to insurance companies and commercial real estate partnerships.

Joel's decades-long career in finance included positions as President of PNC Investments and PNC Capital Markets, President of Main Street Trading, and ultimately Chairman and CEO of Washington Mutual's WM Group of Funds and WM Financial Services, where in 5 years he grew assets under management by 110% to $28 billion.

Despite a phenomenally successful career spent in the rarified air of finance, Joel's mentoring and personal style is surprisingly down to earth and approachable, because his outstanding track record was built on a practical, roll-up-your sleeves approach to business. A maverick kid, who grew up in a blue-collar neighborhood of Seattle, Joel has always maintained that deep subject-matter expertise and experience trump theory in driving business success.

Today Joel brings his energetic and personable leadership style to his role as a mentor, speaker, and advisor to organizations large and small in industries ranging from finance to technology to real estate. He currently serves on the Vancouver Economic Commission, and has also served as a mentor, Board of Director, and Executive Committee Member for several civic organizations including the Merage School of Business at University of California-Irvine, and the Segerstrom Center for the Arts, among others.

In addition to his professional interests Joel is an avid hiker who has climbed Mount Rainier; a pilot who holds both a flight instructor and commercial pilot's license; a certified rescue diver; and lifelong music fan, who can happily relax hours a day playing his Collings guitar.

Imran Currim

Imran Currim is Chancellor's Professor at the [University of California, Irvine,](University of California, Irvine) and Director, Beall Center for Innovation and Entrepreneurship. He served the Paul Merage School of Business as Associate Dean for the past 6 years overseeing Executive, Health Care Executive, Fully Employed and Full Time Masters and Undergraduate Programs.

Professor Currim 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 re-appointed Chancellor's Professor at UCI, 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 25 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

Thomas Eppel
Title: Full Lecturer
Email: teppel@uci.edu
Personal Website: http://www.tomeppel.com

Dr. Thomas Eppel holds a Ph.D. in Mathematical Psychology from the University of Southern California. He taught at Purdue University, Pepperdine University and GISMA Business School. Since 1995, he has been teaching 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, fields in which he also has considerable consulting experience. 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 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.

Patrick M. Gannon
Deputy Executive Director of Homeland Security, LAWA

Patrick M. Gannon, Deputy Executive Director (DED) of Homeland Security and Public Safety for Los Angeles World Airports (LAWA), began his service with the organization in November 2012 as Chief of Airport Police following 34 years of service with the Los Angeles Police Department. On January 27, 2014 he was appointed as Deputy Executive Director, and will continue to serve as Chief of Airport Police.

As Deputy Executive Director, Gannon is responsible for airport security, including policing, counterterrorism efforts, and other emergency response functions for LAWA's three airports. He provides leadership, management oversight, and policy direction to all law enforcement and security staff; coordinates with other Law Enforcement Agencies; and oversees firefighting, emergency medical, and fire prevention services provided by the Los Angeles Fire Department at LAX. Gannon serves as the primary law enforcement and homeland security liaison for numerous federal agencies with jurisdiction at LAWA's three airports.

DED Gannon's work involves a broad array of management responsibilities, including the development of security policies and strategies, compliance with federal security regulations, implementing security technologies, and overseeing over 1,100 sworn and civilian employees of the LAWA's Airport Police Division.

Amit Gavish
General Manager – Americas
Briefcam Inc.
Merage Fellow

Mr. Gavish is the general manager of BriefCam in the US. BriefCam, venture backed tech company, introduced Video Synopsis to the marketplace allowing users to optimize the extraction of value from their surveillance video by enabling rapid review and analysis of the footage. My focus ranges from strategic business development opportunities through enterprise sales and the positioning of BriefCam as the market-leader in this space.

Ted Harrington, ISE

Ted Harrington drives thought leadership initiatives for Independent Security Evaluators, the elite American organization of security researchers and consultants widely known for being the first company to hack the iPhone. He's a sought-after speaker, presenting at high-profile conferences in a range of industries, including for the National Association of Broadcasters (NAB), Content Delivery & Security Association (CDSA), Movement of the Enterprises of France (MEDEF), and many others.

Mr. Harrington holds several special appointments, including to the University of Southern California (ETC Project Cloud Security Team) and to Hotel Technology Next Generation (Co-Chair, Electronic Access Control Group). He is a contributing author to several industry publications, including the M&E Journal, HFTP Bottomline, and others. He was recently named a *40 Under 40* executive by SD Metro Magazine, where he was not only one of the youngest inductees in the class but was also the only honoree from the field of information security. He holds a bachelor's degree from Georgetown University.

Gary Hayslip, City of San Diego

As Chief Information Security Officer (CISO) for the City of San Diego, Gary advises the City of San Diego's executive leadership consisting of Mayoral, City Council, and 40+ city departments and agencies on protecting city government information resources. Gary oversees citywide cyber security strategy and the enterprise cyber security program, operations, compliance and risk assessment services. His mission includes creating a "risk aware" culture that places high value on securing city information resources and protecting personal information entrusted to the City of San Diego. Gary also serves as the Public Sector Co-Chair for the Securing Our eCity Foundations "Critical Infrastructure Program" (CIP) workgroup. As the Public Sector Co-Chair this role provides strategic direction and the development of cybersecurity policies and plans in relation to the protection of both public and private critical infrastructure resources. As a CIP Chairman, Gary also fosters collaboration of public, private and federal leaders for the purposes of improving cybersecurity, cyber education and economic development to build a more secure and prosperous San Diego. Gary's previous information security roles include multiple CISO, Director of IT, Senior Network Architect and Senior Information Security Analyst roles for the U.S. Navy (Active Duty) and the U.S. Federal Government. Gary is involved in the cybersecurity and technology start-up community in San Diego where he is on the Board of Advisors for both Cyberhive and Brier & Thorn. He is an active member of ISSA, ISACA, HTCIA, INFRAGARD, and holds numerous professional certifications including: CISSP, CISA, and CRISC. He holds a BS in Information Systems Management, Masters in Business Administration, and has over 25 years of experience in Information Security, Enterprise Risk Management, and Threat Mitigation.

Ira E. Hoffman
Principal, Offit Kurman, P.A.

Mr. Hoffman, who has been practicing law for nearly 30 years, focuses on government contracts, international issues, and, more recently, cybersecurity law and policy.

He is a member of the CyberMaryland Advisory Board and the Governor's International Advisory Council; a member of the Boards of the Maryland/Israel Development Center (MIDC) and the Public Contracting Institute (PCI); and a Fellow of the Cyber Security Forum Initiative (CSFI). Before helping found PCI, where he teaches seminars and conducts webinars on small business contracting, U.S. export controls, and international government and commercial contracting,

Mr. Hoffman taught International Trade Law and European Union Law as an adjunct professor at the George Mason University School of Law. He is also the author or co-author of several articles on compliance with U.S. foreign trade regulations, and on international cooperation in combating cyber threats; and the Editor of The Annotated Export Administration Regulations Desk Reference (West, 2013).

Previously, Mr. Hoffman served as a Court Law Clerk at the U.S. Court of Appeals for the District of Columbia Circuit; as Counsel to the Vice Chairman of the U.S. International Trade Commission; and as Counsel to the Israeli Ministry of Defense Mission to the United States. He is a graduate of the University of Michigan (B.A.); the London School of Economics (M.Sc), where he also taught; and the University of Miami School of Law (J.D.), where he was an editor on the Law Review.

Wesley L. Hsu
Chief of the Cyber and Intellectual Property Crimes Section at the United States Attorney's Office in Los Angeles.

Wes has prosecuted a number of "first of its kind" cases, including the first prosecution in the nation for hacking an industrial control system, the first computer hacking jury trial convictions in the Central District of California, and the first convictions in the nation under the CAN-SPAM Act. Wes's Section is currently involved in the investigation of the hack of Sony Pictures. Under Wes's leadership, his section has led the nation in prosecuting crimes against women involving the Internet, including prosecuting a previously uncharged crime: "sextortion." Wes also prosecuted the defendant who stalked ESPN reporter Erin Andrews and took surreptitious video of her in hotel rooms, and he was one of the prosecutors on the case against the defendant who hacked into the e-mail accounts of celebrities like Scarlett Johansson and who was sentenced to ten years in prison. In 2005, the National Asian Pacific American Bar Association named him one of the "Best Lawyers Under 40." From 2011-12, he served as the president of the Southern California Chinese Lawyers Association. He has been profiled by Forbes, has been interviewed on Good Morning America and the CBS Evening News, was quoted in GQ, was featured in the Daily Journal and the Metropolitan News, and has given presentations to media, Bar associations, and law

enforcement groups. Prior to becoming a prosecutor, Wes was a litigation associate in the intellectual property group of Gibson, Dunn & Crutcher. Wes teaches Cybercrimes at Loyola Law School and has also taught trial advocacy at Loyola Law School and legal writing at the University of Southern California. He was a law clerk for the Honorable Mariana R. Pfaelzer and attended both Yale College and Yale Law School.

Bob Jannarone, Brainlike

Dr. Robert J. (Bob) Jannarone runs Brainlike, Inc., a company that delivers computer solutions for reducing streams of cluttered sensor data to nuggets of valuable information. Before founding Brainlike, he founded Netuitive, Inc., a company that delivers computer server monitoring products and services. Before that he was a tenured (engineering, statistics, and psychology) professor and an active (Office of Naval Research and Department of Energy funded) researcher. Early in his career, he served in the U.S. Navy as a submarine nuclear engineer. Besides being heavily involved in regional and national business organizations, he has advised San Diego university professors and defense research engineers through the Center for Commercialization of Advanced technology. He has authored many patents, articles, and a book entitled *Concurrent Learning and Information Processing*. Dr. Jannarone has degrees in computer science, statistics, and psychometrics, including a Ph.D. from the University of California at Berkeley.

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.

Gordon Kesting
Vice President, C4I Solutions, **Elbit Systems of America, LLC**

Gordon Kesting is the Vice President for Command and Control Systems and Homeland Security Solutions of the C4I Solutions Business Unit of Elbit Systems of America, LLC, a leading provider of innovative products and systems solutions for the defense, homeland security, commercial aviation and medical instrumentation markets.

Mr. Kesting has held his current position since 2009 and is responsible for providing command and control solutions to the military services and DoD prime contractors.

Mr. Kesting is also responsible for supporting the needs of the Department of Homeland Security through utilizing the breadth of Elbit's security related technologies in areas such as border security, critical infrastructure protection, intelligence, training & simulation and communications, many of which have been developed and deployed in Israel and other countries.

Prior to his current role, Mr. Kesting was the Vice President of Border and Force Protection Systems at DRS Technologies where he led the company's involvement in the SBI*net* program as the sensor integration partner.

Mr. Kesting has worked in the national security industry for over 29 years at companies such as BAE Systems, Raytheon, DRS Technologies, and Northrop Grumman in roles ranging from system engineering, general/program management, business development, strategic planning, and mergers & acquisitions.

His experience includes developing electronic systems for a wide variety of national security needs including integrated surveillance systems for security and safety, radar and electro-optical sensors, and flight control and avionic systems for military and commercial aircraft.

Mr. Kesting holds a bachelor's degree in mechanical engineering from the University of Illinois in Champaign-Urbana, a master's degree in electrical engineering from the University of California at Los Angeles, and an MBA from Pepperdine University in Malibu California. He lives in northern Virginia with his wife and three sons.

Ethel McGuire
Assistant Police Chief for Homeland Security and Intelligence, LAWA
Former Federal Bureau of Investigations (FBI) Special Agent Ethel L.

McGuire assumed the position of Los Angeles World Airports Assistant Police Chief for Homeland Security and Intelligence in July 2010.

She oversees Airport Police sections responsible for ensuring compliance with Transportation Security Administration mandates, security credentialing, dignitary protection, emergency

services, and homeland security/vulnerability assessment and analysis. She also oversees analysis of relevant threat-based intelligence, and develops counter terrorism, threat management recommendations and appropriate counter measures.

McGuire served as Assistant Special-Agent-in-Charge of two counter-terrorism branches within the FBI Field Office in Los Angeles, where she managed two Joint Terrorism Task Forces comprised of more than 200 agents and officers from more than 39 federal, state and local law enforcement agencies.

Prior to retirement from the FBI, she was section chief of the Strategic Information and Operations Center at FBI Headquarters in Washington D. C., with oversight of developing major cases and crisis responses for the entire FBI and headquarters divisions. This included the 2008 Summer Olympics in Beijing, China; the Republican and Democratic conventions; and events of the 2009 Presidential Inauguration.

McGuire is a graduate of Texas Southern University; received training at the Naval Postgraduate School in Monterey, California; and attended Counter-terrorism Executive Leadership Training at West Point, New York, and Executive Leadership training at Northwestern University's Kellogg School of Management.

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 startup 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.

Nathan Miller – Principal, Miller Ink.

Nathan Miller is the principal of Miller Ink – a strategic communications consultancy. He has served as a strategist and speechwriter for executives at the highest levels of business and government, helping them to navigate a range of complex issues and crises.

From 2010-2013, Nathan served as the Director of Speechwriting for Israel's Permanent Mission to the United Nations. As a senior communications adviser and the chief speechwriter for Israeli Ambassador Ron Prosor, he was instrumental in crafting some of the most acclaimed and highly scrutinized speeches delivered on the floors of the UN in recent memory.

Nathan has been recognized by Israeli newspaper *Maariv* as one of "ten young Jews who will change the world" — and by OC Metro as one of Southern California's 40 most inspiring entrepreneurs under 40. His work has appeared in the pages of the New York Times, Wall Street Journal, LA Times, and many other international publications.

Previously, Nathan served as the policy director of the Homeland Security Advisory Council and as a Goldman fellow at the Transatlantic Institute, a think tank in Brussels, Belgium. Nathan holds a Masters in Public Policy and Bachelors in History, summa cum laude, from the University of California, Los Angeles.

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.

Ashwin ("Ash") Rangan - CIIO

Ashwin serves as chief innovation and information officer (CIIO) at the Internet Corporation for Assigned Names and Numbers (ICANN). ICANN operates the global Internet's Domain Name Service (DNS), allocates Internet Protocol (IP) addresses, accredits generic top-level domain (gTLD) name registrars, and facilitates the voice of volunteers worldwide who are dedicated to keeping the Internet secure, stable and inter-operable. ICANN helps develop Internet policy globally, and is responsible for executing and implementing policies developed by the ICANN community and adopted by the ICANN Board.

Ash has had a challenging career-arc of 25+ years, with a primary focus on managing Information and Communications Technologies (ICT), especially all aspects of the Internet. Before starting

with ICANN, he served Edwards Lifesciences as CIO. Prior to that, Ash served as a CIO-strategy consultant with the Bank of America (bofa.com). Before that, he was a general manager with Wal-Mart (walmart.com). Prior, he was CIO of Conexant Systems, a spin-out from Rockwell International (Modem chip-sets). Ash's foundational career was with AST Computer, a division of Samsung (PCs).

Ash is a Certified Corporate Director from the Anderson School at UCLA. He serves on the Boards of Directors and advisors of a handful of young and nimble companies. He also serves on the Boards of Advisors of the UC Irvine Center for Digital Transformation; and the Chapter Board of the American Red Cross (Orange County, CA).

Ash has authored 2 book in the field of Technology management: "Tomorrow's CIO" @2008 - Insightful Group; and "The C-Suite CIO" @2015 - Outskirts Press. He is a sought-after Keynote speaker.

Ash has a master's degree in industrial engineering and management from NITIE in Bombay, India; and a bachelor's in mechanical engineering from the Bangalore University, India. He is highly accredited: by the American Production and Inventory Control Society (APICS); the Institute for Certification of Computing Professionals (ICCP and ISACA); and the International Standards Organization (ISO). Ash is a long-standing member of the International MENSA.

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.

RADM (Ret) Kenneth D. Slaght
Co-Chair and President
Cyber Center Of Excellence

Rear Adm. (ret) Ken Slaght's last assignment was as Commander of the Space and Naval Warfare Systems Command where he was responsible for providing information technology and space systems for today's naval and joint services. Additionally, he was the chief engineer for developing, delivering and maintaining effective, capable and integrated command, control, communications, computer, and intelligence systems (C4I).

He was also responsible for engineering and assessing FORCEnet, the foundation of the Seapower 21 vision. Previously, Rear Adm. Slaght served as the Vice Commander for SPAWAR, Chief Engineer, and Program Manager for the Joint Maritime Communications System Program Office. Other shore duty assignments have included: Project Officer for the Communications Support System; Deputy Director for the Information Transfer Systems Directorate at SPAWAR;

Deputy Director for Material Professional Policy at the Naval Military Personnel Command, Division Director for Automated Plans and Programs in the Office of the Joint Chiefs of Staff; and Division Director for Automation at the Navy Recruiting Command. Rear Adm.

Slaght has commanded the ammunition ship *USS Flint* (AE-32). Other sea duty included tours as Executive Officer aboard the guided missile cruiser *USS Gridley* (CG-21), Engineer Officer aboard the amphibious ship *USS Tulare* (LKA-112), Operations Officer aboard the frigate *USS Edward McDonnell* (FF-1043), and Combat Information Center Officer aboard the frigate *USS Garcia* (FF-1040). Rear Adm.

Slaght is authorized to wear the following medals and awards: Legion of Merit, Defense Meritorious Service Medal, Navy Meritorious Service Medal with gold star, Navy Commendation Medal with gold star, Meritorious Unit Commendation, Battle Efficiency "E" Ribbon with three "E"s, National Defense Service Medal with bronze star, Armed Forces Expeditionary Medal, and the Sea Service Deployment Ribbon with two bronze stars. Rear Adm.

Slaght received his commission in 1970 upon graduation from the United States Naval Academy. Rear Adm. Slaght attended the Defense Systems Management College, the Naval Post Graduate School where he received a Master's Degree in Computer Systems Management, and the Naval Destroyer School.

Paul de Souza
Co-founder of Cyber Security Forum Initiative (CSFI)

Paul is the Founder/President/Director of CSFI (Cyber Security Forum Initiative) and a Visiting Research Fellow at Tel Aviv University's Institute for National Security Studies (INSS).

He served as a Federal Director of Training and Education for Norman Data Defense Systems and he also teaches PSSL 6247 Cyber Defense Strategies at George Washington University. Mr. de Souza has over 15 years of cyber security experience and has worked as a Chief Security Engineer for AT&T, where he designed and approved secure networks for MSS. Mr. de Souza also worked for CSC and US Robotics as a Security Engineer.

He has consulted for several governments, military organizations and private institutions on best network security practices and also presented in Estonia, the country of Georgia, Australia, Czech Republic, Belgium, Spain, Sweden, Israel, and all across the United States.

Francesca Spidalieri, Pell Center for International Relations
Francesca Spidalieri is a Fellow for Cyber Leadership at the Pell Center for International Relations and Public Policy at Salve Regina University, in Newport, RI, where she leads the Cyber Leadership Project and the Rhode Island Corporate Cybersecurity Initiative. Her academic research and publications have focused on cyber leadership development, cyber education and awareness, and the professionalization of the cybersecurity industry. Most recently she co-authored the report "Professionalizing Cybersecurity: A path to universal standards and status," and the Council on CyberSecurity's "Handbook on Cybersecurity Workforce Management". Spidalieri is also

part of a team of experts working on national cyber readiness at the Potomac Institute for Policy Studies under the direction of Melissa Hathaway, former White House Cybersecurity Czar. Spidalieri holds a B.A. in Political Science and International Relations from the University of Milan; an M.A. in International Affairs and Security Studies from the Fletcher School at Tufts University; and has completed additional coursework on cybersecurity at the U.S. Naval War College's Center for Cyber Conflict Studies.

Moderator: Matt Stamper, redIT
Matt Stamper serves on the Board of Directors and is the Vice President of Managed and Professional Services at redIT, where he oversees the design and development of the company's cloud–based managed services and security solutions including the implementation of redIT's Hybrid Cloud Service Integration capabilities with Global Services Providers such as Amazon Web Services (AWS). As a Certified Information Systems Auditor (CISA) with extensive public-company experience, Matt brings a depth of understanding of IT best practices, managed-services technologies, and compliance requirements to redIT's clients. Prior to joining redIT, Matt served as Vice President of Development for CFO Strategies, leading the development of the company's IT governance software for Sarbanes–Oxley compliance and risk management.

As part of his work with CFO Strategies, Matt provided advisory services to public companies supporting both domestic and international engagements including projects in China. Prior to CFO Strategies, Matt worked in the managed services industry helping firms design highly available and highly-resilient application architectures. Matt previously was a District Manager with VeriCenter (now SunGard); the Western Region Solutions Manager for AT&T's Enterprise Hosting Division; Vice President of Business Development for Front Porch, Inc.; and an International Account Executive for AT&T's Global Services Division. Matt's executive-level experience with data centers, security services, and IT services provides a unique and broad perspective on the fast changing world of enterprise IT.

Matt currently serves as president of the board of directors for the San Diego Chapter of the Information Systems Audit and Control Association (ISACA) and co-chair of the Telecommunications Sector for the San Diego InfraGard chapter. Matt is on the Board of Advisors for CyberFlow Analytics, the Board of Advisors of CyberTECH San Diego, an instructor on Cloud Security and Governance for UC San Diego's Extension Program, ITIL Foundation certified, and a frequent speaker at IT-focused events.

Matt received a Bachelor of Arts from the University of California at San Diego, where he graduated Cum Laude and with Honors and Distinction in Political Science. Matt's graduate studies include a Master of Arts in Pacific International Affairs from the University of California at San Diego and a Master of Science degree in Telecommunications sponsored by AT&T. Matt is fluent in Spanish.

Sasha Strauss
Title: Managing Director Innovation Protocol Strategic Brand Development
Email: sstrauss@innovation protocol.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 EMBAs 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 bachelor's 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.

Patrick Sullivan
Executive Director, Space and Naval Warfare Systems Command

Mr. Patrick M. Sullivan is currently the Executive Director for the Space and Naval Warfare Systems Command. In this role, he shares responsibility for over 9,600 civilian and military personnel and a budget of over $10 Billion, dedicated to the acquisition, delivery and sustainment of major command, control, communications, computers, intelligence, surveillance, reconnaissance, enterprise information, and space systems for the Department of the Navy. Mr. Sullivan began his government career in 1991 at the Naval Ocean System Center (NOSC). He entered the Senior Executive Service in July 2006. From 1991 to 1996, Mr. Sullivan was a project manager for the Design and Development Branch of NOSC, a predecessor of Space and Naval Warfare System Center Pacific (SSC Pacific), where he worked to develop advanced electronic packaging technology. From 1996 to 2006, Mr. Sullivan led progressively larger and more complex programs, first as a project manager and principal investigator at SSC Pacific for the Integrated Circuit Research and Fabrication Branch, responsible for developing and managing several advanced microelectronic research and development projects.

Next, he assumed responsibility as the Head of the Integrated Circuit Research and Fabrication Branch where he was responsible for the Navy's Integrated Circuit Fabrication Facility focused on microelectronic technology development for the strategic space and intelligence communities. He then led the Joint and National Systems Division supplying advanced technology to the intelligence and special operations communities.

In March 2006, Mr. Sullivan was selected to lead the Intelligence, Surveillance, and Reconnaissance (ISR) Department for SSC Pacific. He managed programs to develop capabilities for maritime surveillance and ocean systems, joint and national information systems, intelligence systems, signal exploitation and cryptologic systems, and systems to support information operations and battlespace awareness. He also served as National Lead for SPAWAR's Engineering ISR and Information Operations Competency.

In July of 2010, Mr. Sullivan was selected as the Executive Director for the Program Executive Office for Command, Control, Communications, Computers and Intelligence. In this capacity, he shared responsibility with the Program Executive Officer for acquiring, integrating, executing, and delivering capability of a $2.5 Billion portfolio supporting the information needs for naval, joint, and coalition warfighters.

Mr. Sullivan received a bachelor's degree in electrical and computer engineering from the University of California, San Diego (UCSD) in 1989 and continued at UCSD to earn his master's degree in electrical engineering and applied physics in 1991. He is a member of the UCSD Electrical and Computer Engineering Industrial Advisory Board and the Acquisition Professional Community.

Steve Wallace, AIS

Mr. Wallace is a seasoned technologist with 25 years of hands-on experience in data security, network operations, and telecommunications. He has provided senior technical leadership for early-stage companies in the ISP, managed hosting, and data center services industries. He has also held both military and civilian positions in communications, network operations, and network security. At AIS Data Centers, Mr. Wallace is responsible for managing and growing the engineering team and the company's high availability service infrastructure. He has been instrumental in the development of the virtual private data center / IaaS cloud services product lines and owns the AIS Data Centers strategic services roadmap.

Prior positions include serving as the chief technology officer for both Complex Drive Data Centers and Cari.Net. He founded American Digital Network and was the principal architect and engineering operations manager.

Mr. Wallace holds a BSc in Computer Engineering from California State University at Long Beach, and is the recipient of the 2013 IT Executive of the Year award from the San Diego Business Journal.

Brian White

Chief Operating Officer Red Owl Analytics and Senior Advisor, Chertoff Group

Brian serves as the COO of RedOwl Analytics, the next generation security analytics firm focused on both compliance and insider threat, where he drives and implements the strategic direction of the company as well as leads all go to market activities. Brian also serves as Senior Advisor with the Chertoff Group.

Most recently, Brian served as a principal at the Chertoff Group where he led their global consulting business and established and built out their San Francisco office. Prior to his time at Chertoff, Brian led a business development team for Lockheed Martin. Brian has also served as a senior official at the Department of Homeland Security, a Professional Staff Member on Capitol Hill and as an Associate at Booz Allen Hamilton.

Brian holds an MPA from the Maxwell School of Citizenship and Public Affairs at Syracuse University; and a B.S. from Syracuse University where he was a Division 1 student-athlete. Mr. White currently serves as a Senior Associate with the Center for Strategic and International Studies (CSIS); a practice associate at the Institute of National Security and Counterterrorism (INSCT) at Syracuse University; a guest lecturer at the Naval Postgraduate School, and frequent speaker on cyber security issues. Mr. White was also a German Marshall Fund Manfred Woerner Scholar.

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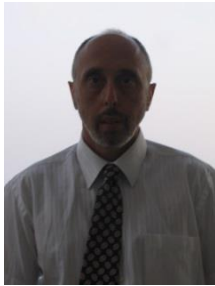**Ilan Haber, Hanna Azulay, Yossi Dashti**, Head of 45+ program
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Participants

Baruch Gotlib
Owner and CEO
Best Practice
baruch.gotlib@gmail.com

Bio: During more than 25 years Baruch Gotlib held varied senior positions in the Israeli Ministry of Defense. The experience and the knowledge accumulated in those years used him after the retirement from MOD at 2009, to establish a "Best Practice" consulting firm.

At the same time, he founded other company in Explosives Safety field, which was sold recently

Professional highlights include the following:
CEO & founder at "Best Practice" consulting company, dedicated to provide consulting services to companies and organizations in Defense and HLS sector in the field of business development, decision-making processes, management and pricing modelling and economic analyses.

Until his retirement, for 3 years Baruch served as Deputy to Chief Economic Adviser to MOD. His main mission was to manage a comprehensive expenditure-cutting program of the Ministry and the IDF, with assistance "McKinsey & Company" consulting firm.
Before this position, for 19 years Baruch served as a Manager of the Procurement and Budgets Division and the Deputy Head of the MOD's Special Projects Department.

For 4 years prior to that, Baruch served as a Head of finance department in the Project Management Team of the air fighter development program "Lavi", until its closure,
Prior to those roles in the Ministry of Defense, Baruch worked 2 years as an economist in the small consulting firm and served 2 years as a parole and detective officer in Jaffa Police district.

Baruch holds B.A. degree in Economics from the Tel Aviv University and M.A. degree in National Security Political Science from the Haifa University. Baruch also finished I.D.F. National Security College.

Baruch is married and have three grown sons. He lives in Givataim. At his spare time, he enjoys sport activities, reading books, traveling and occasionally short stories and poems writing.

Benzy Shiftan
Chairman of the Board & CEO
TraceTech Security Ltd.
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Bio: Benzy Shiftan, Esq., Co-Founder, Chairman and CEO, has extensive entrepreneurship, investment and founding of Israeli high-tech ventures, business and development experience. He has co-founded, invested and co-managed various successful companies and high-tech ventures, in Homeland Security, Cleantech and Internet-mobile start-ups, and involved in many entrepreneurships, M&A and private placement transactions for Israeli high-tech companies.

Benzy hold the rank of Major. (Res.) in the IDF, and since Sep. 11th 2001 joined as Co-Founder and first investor to develop this critical technology for Homeland Security, which led to TraceTech Security's proprietary technology.

TraceTech Security Ltd.'s mission is to become the prime supplier of automation collection solutions for the explosive detection market, a rapidly expanding segment of the Homeland Security (HLS) market.

TraceTech systems are geared to improve the screening and detection of explosives, narcotics, biological contaminants and other illicit substances and are targeted to meet the needs of airport, aviation and other security agencies worldwide as well as any organization requiring explosive and other substance detection, such as embassies, army/police bases, protected facilities and buildings. TraceTech's technology allows for the rapid and precise detection of any type of explosive, whether in solid or liquid form. Nowadays, ISIS, Al–Qaida and other terror threats arising strong demand for TraceTech's technology, and the company is in process to raise the funds needed to expand its operations.

Before that, Benzy worked as a lawyer and legal advisor of leading businesses, and has over 25 years broad experience of extensive business and technology development.

Benzy brings leadership and experience in high management levels, multidisciplinary in skills and education, with high mission and task orientation.

Benzy holds an LLB. from the Hebrew University of Jerusalem (HUJI), and earned along the years diverse courses in economy and business, military and security, and high-tech management. Benzy is second/third generation of Holocaust victims and survivors families from Germany, and is leading a NGO named "Historic Justice" with breakthrough discovery of unknown archives including dramatic records of Holocaust victims and their enormous confiscated assets. Benzy and the NGO are looking to raise the funds and support to enable the NGO fulfil its sacred mission.

Chanan Friedman
Business Development Director
Clear-Cut Ltd.
Chad@clear-cut.co.il

Bio: Chanan holds over 7 years of experience in the security and paramilitary domains while executing wide scale projects and security related operations linked to Command & Control solutions. Chanan also leads the business development frontier at Clear Cut and is responsible for constructing the company's go-to-market strategy, maintain the ongoing communication with partners and clients and incorporating joint ventures and new projects into the company. Chanan oversees the activity of the company's three subsidiaries: C2 - consulting, C3 - system integration and IT solutions and C4 – Clear Cut command & control.

Chanan holds a bachelor's degree in government, diplomacy and business from the Interdisciplinary Center (IDC) Herzliya, Israel. He has previously worked at: The Ministry of Defense (MOD), Israel Aerospace Industry (IAI) and as an entrepreneur he is involved in a number of initiatives and start-ups. As part of his active reserve duty, Chanan serves in the IDF's Alpine unit where he instructs and trains teams in alpine warfare and extreme weather survival. During his army service Chanan served as staff sgt. In the paratroopers special forces reconnaissance unit.

David Nezer
Counselor, European Union Cooperation Programs
Economic Affairs, Western Europe
GOI- MFA
david.nezer@mfa.gov.il

Bio: David Nezer was born in Morocco and made his Alia to Israel in 1986. David Nezer entered in the Ministry of Foreign Affairs since 1998.
His professional training is in the field of Middle East studies and Geography, having received his B.A from Ben Gurion University in Beer-Sheva and an M.A. in the field of Business Management, from Ben Gurion University.

At the Ministry's headquarters in Jerusalem, Israel, Mr. Nezer served (1998 2008) in the Political Research Center in charge of Economic research in the Middle East. Mr. Nezer has served as Interim Consul at the Consulate General of Israel at Boston, US (2009) and in the Economic Division Department 2 (2010 – present) with responsibilities for promoting trade and economic relations between Israel and the European countries, as well as a National Contact Point for the State of Israel for European Union Cooperation programs.
Mr. Nezer speaks Hebrew, French his mother tongue, is fluent in English, in Arabic and has a working knowledge of Spanish.
David Nezer is married to Shulamit and they have three children.

Elan Sharon
CEO
Celtro Communication (2012) Ltd.
elan@celtro.com

Bio: Elan Sharon has held varied positions within several high technology companies in Israel and in Europe over the last 25 years.

Elan brings leadership and experience in high management levels, multidisciplinary in both, skills, education and international business experience.

Professional highlights include the following:
CEO at Celtro Communication, a technology company developing software compression, optimization and cyber security of cellular and IP traffic backhauling.

Prior to that, he served for more than 10 years as **Chief of Sales, Marketing & Operations Officer** at Septier Communication - a high tech startup in the fields of cellular positioning, communication interception and cyber information systems for intelligence organizations.
In 2002, as an **entrepreneur** Elan founded Gluon Video and AVcodes Consulting firms together with Dr. Michael Marcu Working in Scitex Corporation, and while based in Paris in 1996, Elan founded the 'Print-on-Demand' division of Scitex Europe.

Acting as **General Manager**, he led the new division to record sales of more than 30M$ and accelerated growth. As part of the **Academic Reserve** program of the Israeli Air Force, Elan served as an engineer and took part in major aircraft engineering changes, and air-to-ground guided missile projects. Elan holds a **BSc** degree in Aeronautical & Space engineering from Technion Institute in Hifa and a **MBA** from the Tel Aviv University. Elan plays the piano and enjoys snow skiing and tennis

Guy Mizrahi (Marom)
Co- Founder; CEO
Cyberia advanced cyber solutions Ltd.
guy@cyberia.co.il

Bio: Guy Mizrahi is a skilled hacker, father of two, co-founder and CEO of Cyberia advanced cyber solutions ltd and co-founder CyberHat.

Cyberia is Elta's (IAI subsidiary) Cyber accessibility center and Cyberhat is a private cyber security services provider. Guy has more than 20 years of experience in the fields of Cyber security, Cyber Intelligence and Cyber-offense methodologies.

Guy's Cyber Intelligence background include working with government's intelligence agencies all over the world, identify need and describe the future capabilities needed in order to stay a leader in this challenging market. Guy has experience, know-how and creativity.
Guy is one of the leading hackers in Israel. Founded more than 10 years ago a blog named "Zull, Hackers blog", founded http://Hacking.org.il, wrote courses ("Hacking defined advanced", "Cyber warfare defense and attack", parts of See-Security's CISO course). Guy has unique knowledge about the Cyber-Crime market, hacktivism and the DarkNet. Past: Special consultant for Israel's leading technology Intelligence unit, Cyber research team leader for Elbit systems.

Jos Neuhaus
CEO
Comperio
jos@comperio-tech.com

Bio: Jos Neuhaus has 24 years of international business experience. He has been an independent consultant since 2004 and CEO / CFO at various public and private companies: Advanced Technology Acquisition Corp. on the AMEX, AxisMobile Ltd.

on the London AIM, ICTS International NV on the NASDAQ, RoadEye FLR G.P., Gintec Active Safety Ltd., PassCall Advanced Technologies Ltd., International Tourist Attractions Ltd. Jos has served on the board of directors of two public companies: GammaCan International Inc. and Global Energy Inc. and was a senior auditor at the Somekh Chaikin accounting firm (member firm of KPMG in Israel).

Jos earned both his M.B.A (Executive Program, Leon Recanati Graduate School of Business Administration), and his BA in Accounting and Economics at Tel Aviv University, and is an Israeli Certified Public Accountant. Jos also served for 8 years as the elected President of the Recanati Executive MBA Alumni Club of Tel Aviv University.

Jos is a Lieutenant Colonel (Res.) in the Israeli Air Force. Jos is married to Tamar, they live in Ra'anana and they have three sons.

Meir Yoffe
Founder
M.YOffe UAV Point-Recovery Solutions
myoffe@bezeqint.net

Bio: Meir Yoffe has been a relentless inventor all his career : When he saw the damages to the Israeli Air Force Skyhawk aircraft in the Yom Kippur War due to the soviet STRELLA missiles he invented the elongated tail pipe to save them; when "called to the flag"' of creating Israel's first UAV system, he undertook the conceiving of the first GCS (Ground Control Station) for the IAI PIONEER UAV system. It was so successful that the US Navy personnel, Who received the PIONEER before the 1991 Gulf War, declared that " Any other UAV system procured will be controlled thru the Israeli station"…

Aeronautical engineer in profession, Meir had the privilege of being mentored in his first years in the Air Force Engineering Branch by the renowned Abraham Karem, who later invented the US most successful UAV – the PREDATOR. Karem led the jet fighter replacement program (1968-1971) that led to the successful KFIR jets, the precursors of Israel's LAVIE fighter, therefore Meir belongs to a distinguished 'family of inventors'.

The spirit instilled in him early in the Israeli Air Force service (1965-1972) brought Meir to lecture in the Tel Aviv University's Business Administration School on "Encouraging Creativity in Technical Organizations" which, according to his students' suggestion, triggered in him writing a book on his model of the engineers creativity encouraging (still not in print).

As early as 1986 Meir applied for his first patent on recovery of UAVs to small ships (USPTO # 4790497) when he worked in IAI's MBT plant becoming aware of the critical importance of over the horizon observation to ships. Recently, with the world success of UAVs, seeing that still very few are at sea, he renewed and improved his patent (PCT# WO 2013/171735A1).

In between all, Meir had another invention, this one solving for the missing external stores of the US F-22 fighter, has been a private pilot, has 5 grandchildren , and , now retired, he plans to develop his UAV recovery to ship commercially, relying on US DOD DARPA that it seems recognized his inventive recovery in its TERN program announced March 2013.

Michael (Mickey) Chen
CEO
Seraphim Optronics Ltd.
mickey@Seraphim.co.il

Bio: Mickey Chen has held varied positions within several high technology companies over the last 20 years. He brings 20 years' experience working in the Hi-Tech industries for International companies. He have been member of the Executive Management team responsible for the development, marketing and selling highly innovative, disruptive technologies in the cleantech space and advanced Electro-Optic systems in the Defense market.

Manage large multidisciplinary global cross functional teams of R&D, engineering, Operations, Marketing and Business Development of multi-million dollar projects in complex leading edge technologies in the defense industry. Establish wide-scale, sophisticated production lines and offshore service and support centers.

Negotiate, finalize and implement business contracts and agreements with major vendors and subcontractors worldwide.

Professional highlights include the following:
CEO at Seraphim Optronics Ltd. which specializes in electro-optical\Radar integrated solutions for Short – Medium ranges for HLS, Border Protection, Critical infrastructure protection and Special\Tactical Forces systems for covert surveillance in defense, military, paramilitary and civilians markets.

Prior to that, he led as Senior Director the AFV's & Opsonic Warfare Systems Business Unit at ELOP the Electro-Optic division at Elbit systems. The Business Unit led the developing and marketing all Electro-Optics solutions for Armored Fighting Vehicles (AFV). He manage the BU with escalated global revenues from $40M USD to $100M USD in four years.
Mickey served as the VP Operations at Atlantium Ltd. - a startup company, in advanced start up stage designs, builds and sells innovative water disinfection technologies for industrial and municipal clients worldwide.

At that stage he led the company cost reduction by re-design the products and manufacturing and achieve over 40% reduction in 18 months.
For 8 years Mickey as a senior Program Manager at ELOP, managed all aspects of the development of a large-scale, unique, sophisticated electro-optical system.

Mickey holds a B.Sc. Mechanical Engineering from Tel-Aviv University (TAU), Israel and MBA from Heriot-Watt University, Edinburgh, Scotland.

Mickey loves to run (long runs) everywhere he gets, cycling (road cycling) and hold a level 3 Certificate in Paragliding. Interested in Music and Economics.

Moty Cohen
Manager of HLS & Aerospace Sector
The Israel Export Institute The Israel Export & International Cooperation Institute
motyc@export.gov.il

Bio: Moty Cohen, 36, has been active in various business sectors for more than 12 years.

Despite his relatively young age, he has managed to gain significant experience in 3 major fields - Legal Services, Investments & Entrepreneurship and HLS & Aerospace, leading a comprehensives and challenges projects and activities, while obtaining relevant academic education to complete his professional knowledge and skills.

Professional highlights include the following:

▪ Served in the IDF as Commander of the Detective Squad of the Central Unit of Special Investigations ("YAMLAM"), investigating Military Police, where he got exposed for the first time to Intelligence and Law enforcement solutions from one side while engaging with law professionals from the other side.

▪ Legal Clerk and Associate Attorney at Haim Zadok & Co., Advocates, prestige law firm which among its clients are leading enterprises and organizations.

▪ Associate attorney at Zellermayer, Pelossof, Rosovsky, Tsafrir, Toledano & Co., Advocates, leading law firm which handled some of the major transactions in the Israeli business arena over the last decade.

▪ Business Development and Legal Advising at Rayk Group, quality group of entrepreneurs and investors, with major investments in real estate, finance and other sectors – business development, strategic consultancy, due diligence process, negotiation, management and legal advising.

Manager of the HLS & Aerospace in the Israel Export Institute - in charge of about 450 Israeli exporters - matchmaking, business opportunities, professional markets analysis, business development, business meetings' activities.

Nachshon Margaliot, Ph.D.
Co-founder; CEO
OffLA
nachshonm@off-la.com

Bio: Nachshon Margaliot is a serial entrepreneur who founded few startup companies over the last 20 years, following a career with the Israeli Defense Forces (Rank: Lt. Col., ret). Nachshon brings leadership and experience on both management and professional levels, being multidisciplinary in skills as well as education.

Professional highlights:
1. CEO & co-founder at OffLA SelfSafe, a startup company dedicated to the development of a unique fraud detection system, which runs off-line on smartphones, shielding eWallets from fraudulent activity.
2. CTO of MAN Investment, a company that developed an automatic stock trading system that traded 1.5 Billion dollars in NASDAQ and NYSE during 2008-2009.
3. Founder and CEO at SpeechView Ltd, SpeechView enabled hearing impaired people to use a telephone, combining special hardware and sophisticated real time speech recognition engine. Nachshon founded the company, raised several million dollars and served as the CEO and CTO of the company. He led the company through the initial R&D process to a working product that was sold in Israel.
4. Founder and CEO of M. Insight, a consulting company that provided consulting and software development services, focused on BI processes. The major client of the company was the Israeli Ministry of Defense. He sold the company in 2002 to an Israeli software integration company.
5. Prior to that, Nachshon served in the IDF in various strategic planning positions, up to the rank of Lt. Colonel. Models from his Ph.D. dissertation are being used for strategic planning of IDF long-term human resources in the past 15 years.

Nachshon holds a B.Sc. in Computers & Statistics from the Bar Ilan University and M.Sc. and Ph.D. in Management Science, both from the Tel Aviv University. Nachshon also serves as a part time lecturer at Bar Ilan University School of Business.

Nachshon is 52 years old and lives in Elkana, Israel with his wife, three children and four grandchildren. He is a volunteer council member in his local municipality, responsible for industrial development. Nachson served as a deputy mayor for five years, responsible for the planning and zoning committee. In his free time, Nachshon likes scuba diving and playing chess.

Nir Aran
Co-founder; CEO
Portnox (access layers Ltd.)
nir@portnox.com

Bio: A high-tech veteran, Nir is the visionary and the key strategist for Portnox. He is responsible for defining the company's goals and for executing that vision.

He is also co-founder of Datanin, which is a provider of Internet infrastructure security services. Prior to his present position at Portnox, Mr. Aran was a co-founder of AKT systems, a provider of managed application hosting, and eLearning, enhanced Internet and professional consulting services.

Also, Nir served as the global security consultant to numerous Israeli high-tech companies. Subsequent to founding Portnox (formerly Access Layers) in 2005 together with Mr. Ofer Amitai, and since April 2006, Nir has serves as the Portnox Chief Executive Officer.

He previously held other senior management positions in various hi-tech firms including that of Chief Technology Officer and Chief Operating Officer. In his professional and executive career, he also coordinated the agreements and the collaborations between the Portnox Company & other key industry leaders. He has been named author & co-author of 6 patent applications.

Nissim Nissimyan
Founder; CEO
Intelicomm
nnissimyan@intelicomm.com

Bio: Mr. Nissimyan has played a role in shaping the future of telecommunications in Israel as a founder and manager of multiple successful ventures. He has been quoted in both the US and Israeli press for an evolution in tailored connectivity solutions. After completing degrees in both Israel and the US, Nissim acquired his technical foundation at leading R&D firms in the US. For a decade and a half, Nissim specialized in control systems that transcended the hardware and software spectrums. Nissim's skills in management were gained by increasingly senior leadership roles and direct personnel responsibility in the US.

Upon his return to Israel in 1994, Nissim launched his entrepreneurial career. His technical and management acumen propelled him to become one of the world's leading suppliers of equipment and technology for IP telephony gateways that bring together cellphone and landline. Nissim acquired the competencies and experience to build big businesses having employed 160 technical personnel and contracting with industry leaders such as Motorola and Telefonica. Nissim understands the needs of both provider and service recipient.

Mr. Nissimyan holds a B.S. in Electrical and Electronics Engineering from the University of Los Angeles, with honors, and Technion Institute of Technology.

Omer Primor
Product Manager
Windward
omer@windward.eu

Bio: Omer Primor is a member of the senior team at Windward, a specialized data and analytics company bringing big data analytics to the maritime domain. Part of the company since its early days, Omer has been involved in all aspects of Windward, from business development in Asia and Latin America to product management, playing an integral role in the development of Windward's cutting-edge intelligence technology, which has been widely adopted in the security world, from navies to coast guards, intelligence agencies, customs, ports and law enforcement.

Omer is the author 'AIS Data on the High Seas,' a first-of-its kind report on the cybersecurity challenges in the maritime domain and their far-reaching implications across industries. Omer has a long record of social entrepreneurship and holds a Bachelor's degree from Tel Aviv University in History and Sociology. He served as an Intelligence Officer in the IDF.

Yossi Houminer
Co- Founder
V.R.T. - Virtual Round Table
yossi.258@gmail.com

Bio: Since his recent retirement from 25 years' employment in the Prime Minister's Office in Tel Aviv, Yossi Houminer currently divides his time among the following professional pursuits:

- Co-founder and Facilitator of Workshops and Simulations at Virtual Round Table (V.R.T.) Events Management Systems, a six-month-old start-up company for the development of a virtual management system for multi-participant events (including multidisciplinary and cross-organizational events) and for intra-organizational and inter-organizational information sharing.

- Lecturer of a course on the State of Israel's approach to security at the Max Stern Emek Yizreel College and of a course on the strategic surprises of the 20th Century and Israel's approach to security at the Emek Yizreel Senior Citizens' College.

- Lecturer on security and intelligence issues and facilitator of workshops on political decision-making in schools and other organizations.

- Having graduated with an M.A. in Political Science (Security Studies) from the University of Haifa in the no-thesis program in 2010, Yossi is currently writing his thesis on the culture of Israeli intelligence, also at the University of Haifa.

Professional highlights:

Employment in the Prime Minister's Office:
In the seven years before his retirement, Yossi established and managed a Situation Room for emergency and routine periods in the Prime Minister's Office in Tel Aviv, where he managed approximately 25 staff members and sub-managers and coordinated collaboration with different security and governmental organizations.

In this role, he became deeply acquainted with diverse organizations and their working strategies, and with ways to promote effective collaboration in routine and (political and organizational) emergency periods. During his managerial years, he was a partner in establishing the technological infrastructure for operating the organization's emergency system, and established the operation strategy procedure for the proper running of the Situation Room. The system was active during actual events and in multi-participant exercises, in which the organization took part.

Prior to this, Yossi spent many years in the intelligence (mainly political/research) field, while becoming deeply acquainted with the various research authorities and particularly with the relevant governmental authorities.

Merage Institute Leadership Programs to Israeli HLS executives

January 2015 Seminar

<u>Fellow's Companies and Organizations</u>

- Best Practice

- Celtro Communication (2012) Ltd.

- Clear-Cut Ltd. / C4 command & control solutions

- Comperio

- Cyberia advanced cyber solutions Ltd.

- GOI- MFA

- Intelicomm

- M.YOffe UAV Point-Recovery Solutions

- OffLA

- Portnox (access layers Ltd.)

- Seraphim Optronics Ltd.

- The Israel Export & International Cooperation Institute

- TraceTech Security Ltd.

- V.R.T. - Virtual Round Table

- Windward

Company Profile

COMPANY NAME:

Best Practice Ltd.

LOCATION:

Ben Zvi 14, Givataim, Israel, 53632

KEY PERSONNEL:

Founder & CEO – Baruch Gotlib

CONTACT:

Baruch.gotlib@gmail.com

Phone: 972-3-5730453

Mobile: 972 -50-4204505

COMPANY LAUNCH DATE:
Nov. 2009

STRATEGIC PARTNERSHIPS:

Deloitte Touche Tohmatsu Co.

Matrix Co.

CUSTOMERS:

Israeli Prime Minister's Office

Israeli Ministry of Defense

Israel Aerospace Industries (IAI)

Israel Military Industries (IMI)

Ben Gurion University

BACKGROUND: Best Practice founded in order to provide a wide variety of consulting services to Ministries, Government Organizations and Defense Industries, operating in the field of Defense and HLS.

AREAS OF ACTIVITY: Bes Practice professional consulting given in the areas of business development, cost analysis, auditing and cost analyses, control, projects management, procurement, efficiency improvement programs and processes. It based on unique experience of the consulting group members and modeling, developed specifically for analyzing the effectiveness of investments to improve organizational performance.

BUSINESS MODEL: Perception of the Best Practice operation model - hiring the most qualified experts for each task in purpose to supply to our customers most professional, effective tailor-made consulting while minimizing ongoing and fixed costs. Customer's service orders invitation based on a personal acquaintance and assessment of the Company's professional capabilities.

INTELLECTUAL PROPERTY: Best Practice developed unique integrated models of comprehensive executive analyses by simultaneously measure and examination of organizational performance (outputs) against physical and financial resources investment (inputs), in order to investigate the effectiveness of the different components and types of investment.

COMPETITION: Best Practice is a "niche" company. It faces competition mostly against large, global and local consulting companies. Competition in this field mainly based on "fashionable" reputation and universal toolboxes. But also, on a proven ability to supply tailor made and unique solutions.

FUTURE MILESTONES: A major objective in the Best Practice business development is the acquisition of new clients, including overseas customers, wishing to adopt management models developed by the company.

Company Name:

Location: Israel
Website: www.celtro.com

Contact

Name: Elan Sharon

Email: elan@celtro.com

Phone: +972-3-9141000

Mobile: +972-54-6639363

Industry:

Telecom and Cyber security

Company launch date: 2012

# of employees: 12

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

Sales

Customers:

MTS, Vimplecom, Claro, Telefonica Mexico

# of users: n.a.

Strategic Partnerships:

Seeking

Financial Highlights

Last 3 months' revenue:

Monthly burn rate:

Money in bank:

Funding Info

Previous capital raised:

Valuation:

From whom:

Looking to Raise

Amount:

Round:

DESCRIPTION:

A technology company in the field of software compression, optimization and cyber security of cellular and IP traffic backhauling.

MARKET OPPORTUNITY:

Celtro targets the expanding market of mobile backhauling over satellite links. As the demand for cellular and Internet connectivity reaches every corner of this world operators move now to expand coverage in remote areas via satellite communication. Celtro provides products for compression, optimization and security of these expanding links all in one cost effective solution.

PRODUCTS:

Celtro DMT1105, Celtro 1107. This is a line of backhaul compression, optimization and security appliances working in a point-to-point or star configuration.

TECHNOLOGY:

Celtro technology is comprised of unique patent-pending compression algorithms, patented quality of service technology and industry standard complying security software.

BUSINESS MODEL:

Celtro is relying mainly on OEM sales of its software and appliances.
Software can be licensed to Satellite communication operators or sold to Cellular backhaul and communication infrastructure integrators and carriers.

INTELLECTUAL PROPERTY:

-Celtro voice and data compression software for GSM, 3G and 4G LTE network trunks
-Celtro patented quality of service algorithms
-Celtro FEC (Forward Error Correction)

COMPETITION: List competitors and their strengths & weaknesses

Commtech-memotech – Market leading satellite communication vendors with established market share and customer base
IDirect- Market leading satellite communication vendors with established market share and client base
Hughes- Market leading satellite communication vendors with established market share and client base

COMPETITVE EDGE AND BARRIERS:

Celtro voice and data compression software
Integration of compression, optimization and security into one product

FUTURE MILESTONES:

Celtro LTE4-G4 compression

MANAGEMENT:

Elan Sharon – CEO

20 Years' business experience in high tech technology companies in Israel and in Europe

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES		1000	1200	*2400*
EXPENSES		1400	1400	*1600*
NET PROFIT		(400)	(200)	*800*

ONE SENTENCE DESCRIPTION: Advanced mobile command & control solutions enabling real time communication between the operations center and all types of field forces and assets.

MARKET OPPORTUNITY:

Civil and Para-military forces can make use of the technology and equip themselves with advanced Identification, analysis, DSS and command and control tools that they yearn for that were recently only accessible to large organizations and military forces. Our target market focuses mainly on first Responders and Emergency services , who make use of relatively inexpensive tools and try to avoid the implementation of complicated systems due to lack of budget, knowledge and ability.

PRODUCTS: GIS based command & control platform

BUSINESS MODEL:

Our business model is such that we intend to list the recommended hardware for our system to run on. However the delivery/export is a SaaS solution. Therefore the next steps will be:

1. Complete the final stages of testing and quality assurance.
2. Map out relevant exhibitions and trade shows.
3. Contact leading organizations in the light aviation sector including first responders and emergency services. For example: aerial firefighter departments, paramedics, search and rescue, police, light aviation airfields as well as various training facilities for light aviation etc.

COMPETITION: Competing companies on the market offer a high cost, stand-alone or tailored made solutions to meet the needs of specific clients. This process makes their solutions difficult to duplicate and resell to other organizations. During our research we have discovered a number of companies who offer similar (but partial) solutions. Clear Cut's C&C solution incorporates a wide array of features that do not exist within competing companies. Such companies include:

1. Foreflight -http://www.foreflight.com
2. WingX Pro7 http://www.hiltonsoftware.com/
3. Skycharts -http://www.skycharts.net
4. flightcell -http://www.flightcell.net
5. Spidertracks -http://www.spidertracks.com
6. Findmespot -http://findmespot.com/en

COMPETITVE EDGE AND BARRIERS:

Our competitive edge comes from our team of former Air Force pilots and engineers with extensive know-how and experience in the development and integration of systems in both the aerospace and communication domains. Our solution serves not only the pilot in the cockpit, but rather the entire fleet of aircrafts, and more importantly, it serves the command center on the ground. Our barriers include:

1. FAA disapproval – the risk for disapproval of our system by the FAA is unlikely however still a possibility. This venture is categorized as a breakthrough solution in reference to the conventional products on the market. Our team has performed meticulous research and discovered that since our system is an autonomous component, which does not need to physically be attached to the aircraft; therefore we believe that getting the proper approval and licensing for the system will be of less difficulty.
2. Competition may try and imitate the idea – despite the unique knowledge and know-how invested in our system there is always the chance that another company might copy the system and offer a similar solution.
3. Technological malfunction and failure to deliver – chances for this are relatively low since this venture is performed by a team with over ten years of experience in the field who've performed similar projects in the past.

FUTURE MILESTONES: To penetrate the U.S. market

ANAGEMENT: see list of partners and clients –

- Successful areal testing on the C4 light aviation solution for first response aerial forces.
- Advanced stages in R&D with a first bata version to be implemented as a pilot in Israel's areal firefighting planes.

Company Name:
C4 command & control solutions

Location: Rothschild 27
Tel Aviv, Israel
Website: www.clear-cut.co.il

Contact
Name: Chanan Friedman
Email:
Chanan@clear-cut.co.il
Phone: +972 52 3371141

Industry: HLS, Aerospace & Defense
Company launch date: 2008
# of employees: 8
Status (Demo /prototype /etc.) and its date:

Customers: Elbit, IAI, Ben-Gurion airport, Elisra, Ariel Municipality, mobics, el-dor, TAR

# of users:

Strategic Partnerships:

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

Funding Info
Previous capital raised:
Valuation:
From whom:

Looking to Raise
Amount:
Round:
Pre-money valuation:
Funding committed:

Use of funds:

Estimated future funding to achieve positive cash flow:

COMPERIO "To know with certainty"

OVERVIEW

Comperio is a security company offering a platform that solves the problem of counterfeit for the consumers via the supply chain by a technological innovation delivered over a mobile application. COMPERIO is in the process of developing a disruptive technology which will become a "Game changer" in the anti-counterfeit solutions arena. COMPERIO's technology is a state of the art solution derived from unique combinations of digital encryption and various analog disciplines, yet it will be used by the end user carrying a regular smart phone.

THE NEED

The counterfeit market has evolved in recent years from being a mere nuisance to a 1 trillion $ per annum sector of the global shadow economy led by sophisticated organized crime rings and terrorist groups funding their illicit activities through it.

TODAY'S SOLUTIONS are inadequate as based on printing and graphics technologies or complicate and expensive solutions that do not match the needs.

THE COMPANY

COMPERIO is an Israeli start-up that is geared to developing, commercializing, producing, marketing and supporting a new generation of state-of-the-art anti counterfeit, fraud prevention and data protection capabilities. The company is utilizing and building on decades of cumulative experience, expertise and know-how of its founding team members. This unique team obtains a rare combination of a wide and complementary range of proven commercial and technical abilities and expertise. Jointly they are capable of addressing many different anti-counterfeit market requirements, challenges for-an ever growing global need.

THE TECHNOLOGY

Our solution is a seamless combination, first ever, of a very strong encryption algorithm database-less solution, derived from Israeli intelligence community capabilities, implemented effectively onto the product, and combined with a variety of the analog security-print based proven solutions. COMPERIO creates a highly sophisticated non-copyable product with unique tracking and tracing options and logistical and marketing strategies

THE TEAM

COMPERIO's founders have been active in the Anti-counterfeit industry from as early as the year 2000, and maintain close relations to major multinationals battling with fakes and clones of their legitimate products.

THE MARKET

By 2015, the International Chamber of Commerce expects the aggregate value of counterfeit goods globally to exceed $1.7 trillion. That is over 2% of the world's total current economic output. In 2012, U.S. Customs and Border Protection seized counterfeit goods worth ~$1.26 billion – a mere drop in the ocean of total counterfeit goods (which demonstrates the inadequacy of current anti-counterfeiting measures/technology). The top-10 sectors which proved most vulnerable to counterfeiting in 2012 were: Electronics, Shoes, CDs/DVDs, Drugs, Clothing, Perfume, Watches, Cigarettes, Computer Hardware, Toys & Games. The counterfeit market has evolved in recent years from being a mere nuisance sector of the global shadow economy to being led by sophisticated organized crime rings and terrorist groups funding their illicit activities through it.

STRATEGY

COMPERIO will cater to the needs and interests of multinational brand owners producing in global locations suffering from brand integrity loss due to unlawful copying. These brand owners are major players in FMCG (fast moving consumer goods), spare parts, cosmetics, etc.

REVENUES MODEL

Revenue models which we currently consider are: For a software-based solution we contemplate a Pay per click model. For a hybrid solution (secure label) a price per label will be negotiated plus additional cost for peripheral offline security protocols. Another option is an annual flat fee.

COMPETITION

The anti-counterfeiting industry is comprised from many competitors since the security market is currently exploding online and offline. The COMPERIO solution stands out and differs from its competitors because we understand that the battle between equitable producers and honest consumers, and between the counterfeit economy has escalated into a sophisticated war of good against competent and ruthless criminals and terrorists, and our experienced team generates from intelligence and anti-terror units which know exactly how to rise to these challenges and deal with them.

CONTACT DETAILS

Jos Neuhaus, CEO
mobile: +972 54 5400723
e-mail:
jos@comperio-tech.com

CORPORATE

Location: Tel-Aviv, Israel
Employees/founders: 8
Stage: Research & Development

IP & COMPLIANCE

The company's development roadmap complies with Israeli export regulations for cryptographic technologies for future ease of export, integration and acquisition.

TEAM MEMBERS

Udi Ronen, Chairman
Anti-counterfeit veteran with 20 years success in the business

Jos Neuhaus, CEO
Has over 23 years of international business experience

Hagai Hadas, Executive Director
Former Deputy Director at the Israeli Intelligence Org. Special diplomacy.

Erez Ichilov, Business dev.
Based in the USA. 20 years of managerial, legal, financial and International business development experience

Ofer Rafael, CFO
CPA; 25 years of experience in financing, tax planning and advising complex business ventures.

TECH LEADERS

Moshe Keydar
International imaging and optical expert, with over 30 years of experience

Yoram Oren
Encryption & Biometrics professional. With more than 20 years of hand on experience in the government sector

Company Name:

Location: Cyberia Cyber Solutions ltd.

Website:
http://www.cyberia.co.il

Contact

Name: Guy Marom (AKA Guy Mizrahi)

Email: guy@cyberia.co.il

Phone:+972-3-5283569

Mobile:+972-52-4824422

Industry: Cyber Security

Company launch date: 11.6.2011

# of employees: 10

Status (Demo /prototype /etc.) and its date: Prototype – 1.2014

Service – 1.2013

Customers:

Government agencies, financial enterprise, Critical Infrastructures

Current shareholders structure:

Founders - 100%

ONE SENTENCE DESCRIPTION:
Become a world leader Cyber Intelligence provider.

MARKET OPPORTUNITY:
Market of cyber security products is growing for years. The global cyber security market is expected to grow from $63.7 billion in 2011 to $120.1 billion by 2017, at an estimated CAGR of 11.3% from 2012 to 2017. Companies

PRODUCTS:

IAI'S CYBER ACCSSBILITY PRODUCTS (NIMBUS, CYFI).

CYBER INTELLIGNCE CTSS METHODOLOGY.

CYBER INTELLIGENCE QUADCOPTERS.

TECHNOLOGY:

INHOUSE INTELLIGENCE GATHERING SYSTEMS

BUSINESS MODEL:

CYBER INTELLIGENCE SERVICES FOR SPECIAL OPERATIONS

CYBER INTELLIGENCE PORTAL FOR ENTERPRISE

INTELLECTUAL PROPERTY:

KNOWHOW OF CYBER INTELLIGENCE OPRATIONS

ACCESSIBILITY TO CLOSED CYBERCRIME AND CYBER HACKTIVISM

COMPETITION:

INTELLIGENCE GATHERING COMPANIES. MOST OF THEM DOES NOT HAVE THE CONNECTION AND ACCESSIBILITIES. NONE OF THEM HAVE THE KNOWHOW OF HOW TO BRING CYBER INTELLIGENCE TO ENTERPRISE AND SHOW ROI.

COMPETITVE EDGE AND BARRIERS:

CTSS METHODOLOGY AND CYBER ATTACK/CYBER SECURITY KNOWHOW.

FUTURE MILESTONES:

Q2/2015: ECIP - ENTERPRISE CYBER INTELLIGENCE PORTAL

Q2/2015: QUADCOPTER DRONES WITH CYBER INTELLIGENCE PRODUCTS

MANAGEMENT:

One of the key achievements is cooperation with Elta (IAI subsidiary) in order to develop cyber intelligence products.

Israel- Ministry of Foreign Affairs

Economic Affairs Division

The **Israeli Ministry of Foreign Affairs** is one of the most important ministries in the Israeli government. The Ministry of Foreign Affairs is located in the government complex in Givat Ram, Jerusalem. The current Foreign Affairs Minister is Avigdor Lieberman. The Foreign Ministry formulates, implements and presents the foreign policy of the Government of Israel. It represents the state vis-a-vis foreign governments and international organizations, explains its positions and problems throughout the world, endeavors to promote its economic, cultural, and scientific relations, and fosters cooperation with developing countries. The Ministry promotes relations with Diaspora communities and safeguards the rights of Israeli citizens abroad. The Ministry discharges its diverse duties through its head office in Jerusalem and the Israeli missions abroad. Israel maintains diplomatic relations with 159 countries.

The Economic Affairs Division of the Foreign Ministry plays a pivotal role in formulating Israel's economic foreign policy, and is charged with promoting Israel's economic and trade relations on the global, bilateral and regional levels. With the help of Israel's missions abroad (close to 100 around the world), the Economic Affairs Division identifies Israel's economic and commercial interests and works in close cooperation with the missions, other departments in the MFA, other government ministries, the Export Institute and the Israeli business community to promote these interests. It handles issues in the fields of finance, trade, agriculture, aviation, maritime traffic, tourism, computerization, communications, and others.

The Economic Affairs Division facilitates negotiations on free trade and other economic agreements, organizes visits of finance ministers and professional delegations from other countries, promotes international fairs and conferences, disseminates economic information, provides assistance to Israeli companies to facilitate exports and investments, encourages cooperation in research and development, and much more.

The Economic Affairs Division is responsible for a number of fields of activity:

- Promoting international economic agreements, in conjunction with the relevant government ministries;
- Providing political and economic assessments and recommendations to governmental ministries and institutions and to the missions abroad;
- Promoting Israeli participation in international economic organizations, such as the World Trade Organization (WTO), the Organization for Economic Cooperation and Development (OECD; and the Food and Agriculture Organization of the UN (FAO), to name a few.
- Reinforcing Israel's image abroad as a modern industrial innovative economy and power house for cutting-edge technologies;
- Assisting Israeli companies in their operations abroad;
- Providing information, consultations, and other types of support in Israel and abroad (through the Israeli missions);
- Working with the various foreign embassies and Chambers of Commerce in Israel.

InteliComm

COMMUNICATION SOLUTIONS
ANYTIME. ANYWHERE.

Wireless communication is at the core of impaired when we lack communication

Elbit, Motorola and Vodaphone have developed

contact

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Cell +972 (0) 50 37 11 00
Rosh Pinna , Israel
www.intelicomm.com

milestones

2010 USPTO application (IP)
2012 Product development begins
2013 Proof of Concept
2014 Prototype v1.0
2014 Critical Comm. Show, Singapore
2015 *Product production*

financials

2012 USD 1M invested
Burn Rate USD 25K per month
Cash Reserves USD 250k

target markets

Emergency management teams
Remote location operations
Civil and military operations

management team

N. Nissimyan, Owner/CEO. 30+ yrs in R&D
G. Aharon, COO. 20+ yrs in management
H. Hinden, MM. 20+ yrs in marco & Sales
L. Kristin, CTO. 20+ yrs in S/W Eng
A. Rozenzvig, Advisory board

technical team

A. Unger, S/W Eng. & Algorithm Dev
Y. Kozora, H/W & S/W Engineer
V. Sanikov, H/W Engineer, QA
O. Cohen, S/W Engineer
G. Krabzov, H/W Engineer, QA

About us

InteliComm understands communication necessities. With expertise across the production spectrum, from R&D to design and manufacturing, InteliComm tailors

wireless mobile network solutions for for civil, military and government customers.

technology today

situation management. Our ability to address urgent needs and respond quickly are severely networks. First responders require reliable, overlapping networks to save lives.

quasi-competitive products. However, all existing products only address a pre-defined, singular sector and do not allow for interconnectivity between networks.

Our solution

The Fusion is a secure, deployable multi-layered Mobile Ad Hoc Network (MANET) platform that supports personnel. Within minutes, the user may set up multiple overlapping networks to provide instant and autonomous communication options in a critical situation.

- Voice, data and HD-video transfer, using pre-existing smartphones, over Push-To-Talk and wi-fi / 2G / 3G / 4G / Tetra / UHF / VHF / Satellite networks.
- Secure and private connectivity enabled by a white/black list, predefined hierarchy and 'manipulation' of cellular and IP networks.
- Self-reparable wi-fi network with out-of-network access via Iridium for voice and SBM / BGAN for voice and video on demand.
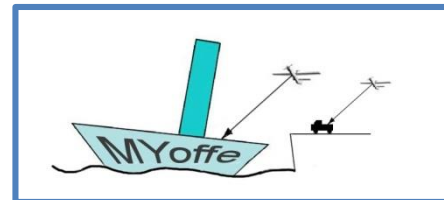

SECURE MULTI-LAYERED MANET
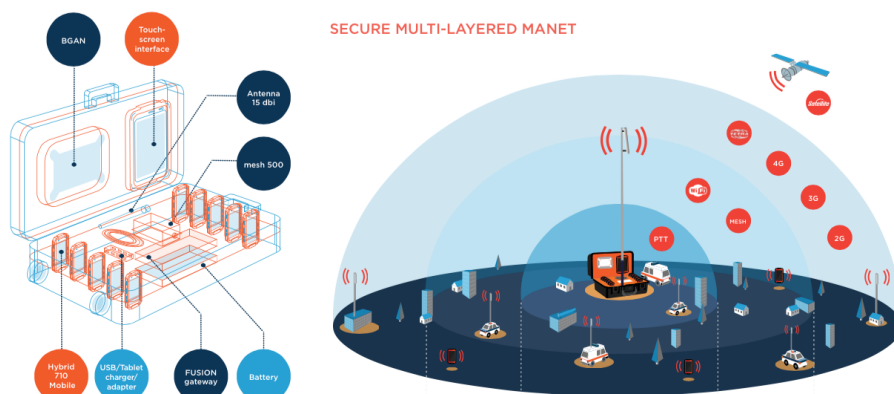
Our customers

funding & partnerships

USD 1.5 M series A funding to expedite development, begin production, and hire marketing & sales team.
Seeking a US-based marketing partner for civil & military markets.

M.Yoffe Aero Eng MBA Holon, Israel

Company Name:

M.YOffe UAV Point-Recovery Solutions
location : Holon, Israel
Website:

http://www.uav-recovery.com

Contact

Name: Meir Yoffe

E: myoffe@bezeqint.net

Phone: +972-3-5051237

Mobile: +972-50-6364041

Industry: Aviation - UAVs

Company launch date:
        Not incorporated.

Number of employees: None**.**

Status (Demo /prototype /etc.) and its date:
        Looking for investments.

Customers:

(In future) Navies and Coast Guard forces

MISSION
Apply innovative "Cable-assisted Point-Recovery for Fixed-Wing UAVs on Small Ships and Land Method" to special needs of the vastly emerging UAVs fleet all over the world, thus enable new UAV series for ships and Coast Guard services, competing with helicopter based UAVs built for service at sea and shore based long range UAVs.

MARKET OPPORTUNITY
Per Forecast International the market for surveillance &strike missions will be worth $67 billion between 2013 and 2020 (AvWk Dec 30-13).This exemplifies the huge value of the UAVs trend. In it the part of Navies is much smaller than their comparative size, only the US Navy BAMS program of 68 UAVs has the proportion of world wide spread. The origin of this discrepancy is the lack of a robust landing/recovery method for multiple types of UAVs on all types of ships. This is where the new method aims. Australia is known to be deeply interested in improving surveillance at sea, India has several times indicated need to cover vast Indian Ocean by shipborne UAVs, the US DOD has announced its TERN long range anti-terror UAVs that shall be shipborne, and many tactical missions are defined for smaller shipborne UAVs, Europe/EDA decided to close its maritime borders, and more.

PRODUCTS
So far(Jan 2014) the suggested Method had been proven in a small scale demo test at sea in the USA (1992), has been evaluated as to its principles by the US Navy's NAVAIR multi-mission UAVs Department (2009), by the Israeli DOD (2008), and had been preliminarily presented to the USCG Acquisition authorities in May 2008.

TECHNOLOGY
The Method improves on the cable-assisted recovery method presently used by the USN to recover helicopters to destroyers in high sea states, by modifying it to accommodate fixed wing UAVs. The Navy method requires hovering of the helicopters for connecting a cable to a ship's below deck winch; this cannot be done by fixed wing platforms that cannot stop in the air, so need a cable connection made in a flyby. This is done by getting the cable end on a tip of a long arm extended overboard, stabilized, from which the UAV picks it and gets pulled back onto a Collector Plate there, with advantage that this eliminates past hazards when helicopters landed on ship decks themselves.

BUSINESS MODEL
Operation in small engineering firm mode, performing marketing, development and testing, supplying shipsets each containing: 1 Launch and Recovery Mechanism,1 Operator Control Console, 1 matching UAV Deck Container, UAV modification kits;

INTELLECTUAL PROPERTY
The Method had application for a PCT patent (2012) that now covers all countries, within two years has to begin authorizations in selected target countries.

COMPETITION
Land-based long range UAVs (BAMS, Predator Guardian); Several helicopter-based UAVs (Austrian Schiebel, Swedish SKELDAR, more) and a larger UAV made of the Bell-407 helicopter in the USA (FireScout-C). Our option enables fixed-wing platforms that are better performers of cruise flight, are generally cheaper, are simpler in construction and safer in operation, and several good ones are existing and proven in daily use, so using them can save time and budgets.

COMPETITVE EDGE AND BARRIERS
- Reacting to growth needs 24x7
- Providing optimal oxygen, water and fertilizer needs
- Maximizing yield while minimizing pollution
- New method – long learning curve and adoption

FUTURE MILESTONES (ALL FROM FUNDING)
1. Perform proof of Concept Demonstration at sea on boat – 4-6 months; in marketing use user-defined simulation software for confidence-building.
2. Build mid-level system for coast-Guards around a100 kg UAV deployed on a Patrol Boat; 1.5 year; Deliver series systems;
3. Build series level systems around MALE UAV deployed on destroyers; within 2.5 years.

ONE SENTENCE DESCRIPTION: The **OffLA** product (patented) utilizes the smartphone CPU to perform off-line fraud detection and shield eWallets from fraudulent use.

MARKET OPPORTUNITY: Merchants or credit card issuers, currently absorbing the fraudulent activity loss, will realize significant savings, due to reduction in fraudulent activity and reduced fraud-handling costs. They will pay **OffLA** a part of their savings through electronic wallet providers.

PRODUCTS: **OffLA** application will be available to electronic wallet providers as an SDK.

TECHNOLOGY: The patented **OffLA** Off Line system offers near 100% fraud detection rate, followed by immediate prevention process, for financial transactions executed by smartphones, connecting to the point of sale either directly by NFC or through an internet site. Based on **OffLA**'s technology, eWallet users will have a "financial transaction firewall". In case of a suspicious transaction, the **OffLA** authorization system requests Special PIN (SPIN) identification. The **OffLA** SPIN can use any approved smartphone identification technology (e.g., Apple's TouchID fingerprint technology). The process does not need the acquirer side or the eWallet back office side during the transaction. The phone system will be updated only every 24-48 hours.

BUSINESS MODEL: The eWallet providers will charge their clients for **OffLA** extra protection and share the revenue with **OffLA**. According to $ usage and internet fraudulent activity statistics, **OffLA** estimates the savings by $5 per month per active wallet. The plan is to get 20% of this saving, (around $1 per month per active wallet), splitting 70 cents to **OffLA** and the rest to the eWallet provider.

INTELLECTUAL PROPERTY: The process is covered by a patent in PCT stage. **OffLA** uses unique and complex fraud detection methods, creating a very efficient software package that fits the specific eWallet client and is able to run fast on a smartphone CPU. The package remains accurate for 24-48 hours, before an update is applied.

COMPETITION: Legacy back office fraud detection systems, which are usually run on strong severs in the back office of credit card issuers or acquirers.

COMPETITVE EDGE AND BARRIERS: The uniqueness of **OffLA** is the special fraud detection model and process. Competitors are using heavy-duty servers and resource consuming processes to provide the most accurate fraud detection prediction in real-time. **OffLA** team used a totally different (patented) business strategy and dveloped a totally different process which can block most of the fraudulent transactions before they actually occur.

MILESTONES:
Q4 2013. Completed Alpha application. √
Q4 2014. JV agreement with 1st electronic wallet provider. √
Q2 2015. Complete fund raising. Complete 1st version of the product. Few thousands early adopters – Beta site.
Q2 2016. Launch of 1st version. 1.6 million Active electronic wallets.

FINANCIAL FORECAST:

FINANCIALS ($K)	Q1-4	Q5-6	Y2	Y3
REVENUES	0	1000	12000	28200
EXPENSES	886	910	5000	8700
PROFIT	-886	90	7000	19500

Company Name: OffLA SelfSafe Ltd
Location: Tel Aviv
Website: www.off-la.com

Contact
Name: Nachshon Margaliot
Email: nachshonm@off-la.com
Phone: +972.3.522.1879
Mobile: +972.54.657.7601

Industry:

Company launch date: 2012

# of employees: 3

Status (Demo /prototype /etc.) and its date: Product in POC stage as part of JV with 1st customer.

Customers: Cellarix Ltd
# of users: POC stage, up to 100,000

Strategic Partnerships:

Financial Highlights
Last 3 months' revenue: None
Monthly burn rate: $10K
Money in bank: $60K

Funding Info
Previous capital raised: $100K (prize)
Valuation:
From whom: Merage Foundation

Looking to Raise
Amount: $1M
Round: Seed-1st round.
Pre-money valuation: $2M
Funding committed:
Use of funds: Complete R&D, Integration with 1-2 clients, S&M.
Estimated future funding to achieve positive cash flow: None

As organizations enlarge their networks to accommodate the ever-changing landscape of users, devices and environments, they struggle to maintain policy and compliance. At the core, every network and security administrator strives to ensure that only compliant and relevant devices are connected to each specific network. For instance, enforcing a policy that allows only approved and compliant corporate devices access to the corporate network while all guests, desired and undesired, connect to a guest network or nowhere at all. Another example could be ensuring that only relevant devices access the datacenter or production-floor networks.

Each business and industry with its own unique examples and specific concerns. This challenge, dubbed by the industry as Network Access Control (NAC), has plagued networks for years and a variety of standards and technologies have emerged to tackle the issue.

Industry standard based solutions, such as 802.1X, provide only limited resolution to the problem and typically require significant effort, as every component of infrastructure on the network must be reconfigured appropriately for the protocol to be effective. This has proven to be near to impossible as each vendor implements standards in a different way. Other, network vendor-centric, solutions such as those offered by Cisco, Juniper and others have proven unworkable as they require a homogenized network infrastructure where every switch, router, wireless controller or access point, are of their own brand and operate compatible and updated firmware/software.

To this end, a variety of NAC vendors have created various infrastructure-independent solutions aimed at bridging the various network vendors and providing complete unified visibility and control over the devices and users connecting to the network. To achieve this, most vendors opted to mirror network traffic so as to accommodate the wide variety of network infrastructure. Furthermore, to accommodate the variety of clients – these vendors created agent software to be installed on each and every managed client. These two approaches inadvertently create a significant footprint and investment, ultimately limiting the range and scale of the deployment.

With no clear and definitive solution to address the root issue, many administrators turn to related technologies to alleviate concerns. Technologies such as Intrusion Detection/Prevention Services (IDS/IPS), desktop/systems management software and Mobile Device Management (MDM) have grown and extended beyond their original intent and purpose and the focus has switched from the network itself to the connecting devices.

SERAPHIM OPTRONICS

Company Name:
Location: 2Hacarmel st.,
Yokne'am, ISRAEL
Website:
www.seraphim.co.il

Contact
Name: Mickey Chen
Email:mickey@seraphim.co.il
Phone:+972-49894444
Mobile: +972-507552805

Industry: Defense market
Company launch date: 1996
# of employees: 26
Status (Demo /prototype /etc.) and its date: Product

Customers: Israel MOD

# of users: ~ 10

Strategic Partnerships:

Financial Highlights
Last 3 months' revenue: 500K$
Monthly burn rate: ~ 200K$
Money in bank: ~ 250K$

Funding Info
Previous capital raised:
Valuation:
From whom: Owner

Looking to Raise
Amount: 0
Round:
Pre-money valuation:
Funding committed:
Use of funds:

Estimated future funding to achieve positive cash flow: by the Owners

Seraphim Otronics Ltd. specializes in electro-optical solutions for Border Protection, Critical infrastructure protection and Special\Tactical Forces systems for covert surveillance in defense, military, paramilitary and civilians markets.

MARKET OPPORTUNITY:
Different segment in the US market:
HLS – CBP, FBI, DEA
SPECIAL FORCES: SOCOM, Police Local & States.

PRODUCTS:
THE ROSS - REMOTE OBSERVATION SURVEILLANCE SYSTEM
The next generation in unattended imaging sensors.
The ROSS integrates with Radar/Seismic sensors = other company systems.

TECHNOLOGY:
EO Systems with low weight, Low power consumption with Integration of Day+night cameras + Radars + Seismic sensors.
This combination including Wi-Fi/Cellular/Sat com and solar Panel brings the option of using the systems anywhere without Infrastructure.

BUSINESS MODEL:
As a small company, we cooperate with other company in the market to develop the new technology and systems in order to be competitive.
Marketing model: Distributers in the US markets and in the ROW - Distributers and Agents.

INTELLECTUAL PROPERTY:
Specializing in EO\Radar integrated solutions for Short – Medium ranges for Border Protection, Critical infrastructure protection and Special\Tactical Forces

COMPETITION: List competitors and their strengths & weaknesses
Big integrators with other solutions for HLS solutions.

COMPETITVE EDGE AND BARRIERS:
Extremely Size, Weight and Power efficient

FUTURE MILESTONES:
2015 - 2.5M$ sales in the US market (total sales of 5M$ - Break even.
2016 - 4M$ sales in the US market (total sales of 8M$).

MANAGEMENT: Emphasize accomplishments
Israel's leading supplier of Unattended Ground Covert Imaging Surveillance Systems.
Brings solutions to customer in very short time.

FINANCIAL FORECAST:

FINANCIALS ($K)	2012	2013	2014	2015
REVENUES	1.6M$	1.6M$	2.5M$	5M$
EXPENSES	4M$	2.5M$	3.8M$	5M$
NET PROFIT	-	-	-	0

The Israel Export & International Cooperation Institute

Company Name: The Israel Export & International Cooperation Institute

Location: 29 Hamered St., Tel Aviv

Website: www.export.gov.il

Contact

Name: Moty Cohen

Email: motyc@export.gov.il

Phone: +972-3-5142856

Mobile: +972-52-8027417

Industry: A non-profit organization

Company launch date: 1958

# of employees: 110

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

Customers: Provide names

# of users: The Israeli industry (1500 members)

Strategic Partnerships:

Ministry of Industry Trade & Labor

ONE SENTENCE DESCRIPTION: IEICI promotes Israeli goods and services exports, and trade relations, cooperation and strategic alliances with overseas companies. IEICI provides services to thousands of Israeli exporters.

MARKET OPPORTUNITY: in the world there is a demand for technologies in different fields, Israel has a lot of technologies to offer.

PRODUCTS: we are creating new business opportunities to the Israeli industry by arranging business and target delegation to different countries according to the needs, exhibitions, conferences and etc.

TECHNOLOGY: the Israel Export Institution is divided to two major divisions:
Technology Industries Division- Sectors represented include electronics, communications, software, new media, film & television, aerospace, defense & HLS, advanced medical devices and technologies, biotechnologies & pharmaceuticals, automotive, agro technology, water and environmental technologies, construction and international projects.
Consumer Goods Division- Sectors represented include food, wine & beverages, cosmetics & toiletries, home & family products, packaging, plastics, textiles & fashion, Judaica, giftware & jewelry products.

BUSINESS MODEL: we are working together with the commercial and governmental attaches around the world to bring business and governmental delegations to Israel or send delegations oversea. Together, we create business opportunities for the Israeli industry.

INTELLECTUAL PROPERTY: our knowledge in the Israeli industry in different fields and our internal production content and information.

COMPETITION: Manufacturers Association in Israel, Association of Chambers of Commerce, business development companies

COMPETITVE EDGE AND BARRIERS:
Competitive edge-high quality Israeli technologies.

Barriers- High price of Israeli technologies, International Branding (political issues), Competition

FUTURE MILESTONES: create more opportunities to the Israeli industry by targeted delegation and conferences & exhibition.

MANAGEMENT: The Israel Export Institute became more business oriented than a traditional governmental identity with larger budget with a focus on customer service and creating mega events that create new business and targeted opportunities to the Israeli industry.

TRACETECH SECURITY LTD

Breakthrough Automated Explosives Trace Detection Screening 100% Air Cargo Screening

Company Profile: TraceTech Security Ltd. founded in 2010, holds a License Agreement with TraceTrack Technology Ltd. ("TraceTrack"), an Israeli based company for an exclusive, worldwide, perpetual license to the patents and related know-how owned by TraceTrack, which involves technology being developed to be used for the collection of explosive traces. As a result of the agreement, the Company is considered the successor entity of TraceTrack. In addition, TraceTech developed and submitted more extended patent applications.

Vision: TraceTech Security Ltd.'s mission is to become the prime supplier of automation collection solutions for the explosive detection market, a rapidly expanding segment of the Homeland Security (HLS) market.

TraceTech systems are geared to improve the screening and detection of explosives, narcotics, biological contaminants and other illicit substances and are targeted to meet the needs of airport, aviation and other security agencies worldwide as well as any organization requiring explosive or other substance detection, such as, embassies, army/police bases, high rise buildings and others. TraceTech's technology allows for the rapid and precise detection of any type of explosive, whether in solid or liquid form.

Nowadays, ISIS, Al –Qaida and other terror threats arise strong demand for TraceTech's technology. TraceTech is in process to raise investment of up to 10 million dollars to expand company's operations.

TraceTech Team:

Benzy Shiftan, Esq., Co-Founder, Chairman of the board and CEO, Mr. Shiftan has extensive business development experience. He has been involved in numerous entrepreneurships, M&A and private placement transactions for Israeli high-tech companies.

Dr. Robert (Bob) Roach, Chief Technology Officer. Dr. Roach is the inventor of TraceTech Security's proprietary technology and CTO. Dr. Ornath is a recognized international expert on explosives detection and holds several patents in the field.

Adi Shpigel, VP Business Development: A marketing and business development expert with extensive knowledge in product and UI design.

Oded Gorodetzky, Senior Security Consultant: An international leading expert in Cargo Aviation Security and Homeland Security, with over 3 decades of experience within the Israeli Security Authorities.

Joram Rubinstein, Chief Security Officer –An int'l leading expert in Cargo Aviation Security and Homeland Security. Former Head of Security for C.A.L. - the Israeli Cargo Airlines.

Arik Arad, Senior Security and Business Consultant for the USA Operations. Mr Arad is President of Arocon (http://www.arocon-consulting.com) as well as operating advisor to Pegasus Capital Advisors LP. Mr. Arad has multifaceted experience in the security arena in a career spanning over three decades.

Assaf Hefetz, LT. Gen. (Ret.), Head of the Security Advisory Board. Mr. Heffetz, formerly Israel's police commissioner, the head of the Israeli renown counter terror unit, ("YAMAM CTU").

Technology: TraceTech Security's automated trace extraction technology extracts samples of suspected substances from the interior and exterior of checked items, and transfers the collected particles to standard off-the-shelf analyzers. TraceTech Security's patented technology is the use of non-destructive physical methods to automatically release and extract traces, molecules, particles and vapors of explosives from both the exterior and interior of screened objects.

Product Suite:

CompactSafe – small, complex items (laptop, cameras, medical devices) – the first developed product, approved for use by the Israeli security authorities, ("SHABAK") and the Israeli police.

CarrySafe – carry-on luggage, with wide variety of uses beyond explosives.

CargoSafe – palletized air cargo in 2 different version and sizes.

ShoeSafe – inspection of shoes without need to take them off.

Futrther products:

SeaSafe – a system to check explosives and other illicit substances in seagoing containers.

VehicleSafe - a system to check explosives and other illicit substances in vehicles.

HoldSafe - a system to check explosives and other illicit substances in hold luggage.

EntrySafe - a system to check explosives and other illicit substances on passangers/persons.

Market Overview: The global homeland security market is estimated to value US$197.9 billion in 2012 and to increase at a CAGR of 3.55% during the forecast period, to reach its peak of US$280.6 billion by 2022. The market consists of six categories which include Infrastructure, Counter Terrorism, Maritime Security, Police Modernization, Border Security and Cyber Security.

Current Status: Currently Tracetech has proceeded with the following actions:
a) Developed the product suite and initiated design actions for several of the products.
b) Begun negotiation with the US Transport Security Laboratory for validation tests of CarrySafe and ShoeSafe
c) Submitted grant applications to the US DHS and US TSA for development and technological upgrades.
d) Submitted several IP applications for additional products
e) Participated in European Consortium for the development of a European ETD system.
f) Completed all legal activities transferring rights and obligations from TraceTrak to Tracetech Security

Business Model: TraceTech Security Business Models and Strategy is as follows:
1. Raise the necessary Capital for 3 years of operations that will include design and engineering of initial and testing prototypes – first models in Israel, and afterwards can be manufactured anywhere.
2. Complete regulatory validation of products by US, Europe and International regulatory authorities.
3. Complete distribution agreements with first and second tier integrators for integration processes into current security arrangements and infrastructures.

Financial Analysis: Based on the business models developed TraceTech Security Ltd., revenue is expected to grow from $3.3 million in Year 1 to $649.5 million in Year 5. Net Profit will rise consequently from -$2.5 million in Year 1 to $251.6 million in Year 5. Aggregate Net Profit during the first 5 years of operations will rise to $417.7 million dollars. Based on Discounted Cash Flow analysis of Forecasted Revenues, utilizing a 38.85% discounted rate and a residual period of 15 years past the initial period of 5 years. On the basis of the above financial forecast, TraceTech Security's current Company Valuation is calculated to be $xxx million. The 0-20 year IRR rate is 235%. The ROI is calculated to be 3.2 years.

Company Information:
TraceTech Security Ltd.
URL:
www.Tracetechsecurity.com
Employees & Consultants: 10
Outsourced: 10
Founded: 2010

Contact:
Mr. Benzy Shiftan
Tel: +972-54-6272367
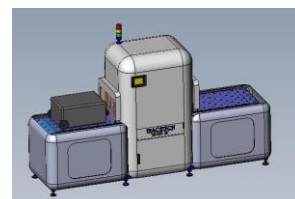Benzy.s@tracetechsecurity.com

Financial Information:
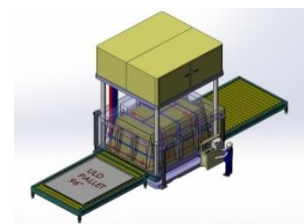Funding Stage: Second Round
Previous Capital: +20M$ (since 2002 with technology development)
Pre-money valuation: TBD

CarrySafe

CargoSafe

ShoeSafe

"Round Table Events Management & Control" is an innovative interactive web-based system, which allows cross-organizational and inter-organizational control and monitoring of events including ongoing verbal and visual updates in real time. Simple and user-friendly, the system can be customized for each client, allowing effective documentation of events for analysis and drawing conclusions.

Founders and owners:

Yossi Houminer: recently retired from the Israeli security apparatus

Alon Luz: a software technology engineer and owner of an IT company where R&D has developed the Virtual Round Table system

The system is already working and has the ability to manage events, customers, and users, while R&D continues to develop more features. We are working with a designer on the visual aspects of the project and are currently negotiating with several potential customers from governmental and commercial companies.

Company Name: Windward
Location: Tel Aviv
Website:
www.windward.eu

Contact:
Name: Omer Primor
Email: omer@windward.eu
Phone: +972-3-603-3956
Mobile: +972-50-233-2121

Industry: Big Data

Company launch: Jan 2010

# of employees: 30

Status: Operational technology

Customers:
Security agencies, oil & gas sector, trading/finance institutions

Intellectual property:
Cutting edge, big data algorithms powered by deep expertise in the shipping domain

Funding Info:
Capital raised: $5 million
From whom: Aleph

BACKGROUND
Decision makers across industries have huge stakes at sea whether they are tracking illegal and criminal activities, following global commodity flows, or safeguarding offshore oil and gas assets. And yet, the oceans remain one of the last 'wild west' frontiers, with limited visibility on what ships are actually doing once they leave port.

TECHNOLOGY
Windward is a specialized data and analytics company, harnessing the power of big data sciences to usher in a new era in the understanding of global vessel activity across the oceans. Windward takes the 100 million+ data points transmitted by ships each day, and checks each transmission on the bit and byte level, cross-checking identities, geographical movements and economic profiles globally and historically. Windward provides its clients with the data, analysis and predictive capabilities to solve problems, make better decisions, and monetize their interests at sea.

PRODUCTS
MarInt, Windward's flagship Intelligence product, provides the insights and alerts critical to anticipating and proactively responding to threats originating at sea. MarInt has been widely adopted by security agencies worldwide.

COMPETITION
Like many disruptive technologies, Windward does not have a single, direct competitor. Companies that focus on specific elements of its solution include satellite companies and companies that provide tracking of maritime activities.

COMPETITIVE EDGE AND BARRIERS
Windward's technology is shedding light on a traditionally opaque market: ship activity worldwide.

FUTURE MILESTONES
Developed for the security world, Windward's technology is now being used by oil & gas companies. Financial institutions, interested in global commodity flows, are Windward's next frontier.

MANAGEMENT
Windward was founded in 2010 by Ami Daniel and Matan Peled, former naval officers who identified the tremendous opportunity in the intersection of big data and shipping expertise. The team, 30 and growing, is comprised of data scientists and shipping domain experts taking on a global challenge with far-reaching ramifications worldwide.