Merage Institute

US-Israel Innovation Bridge
Executive Leadership Program

2013

June 2 – June 14

NewMedia

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 388 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

CEO and Executive Director
Merage Institute

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 **June 2 through June 14, 2013** 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 **Island 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 **Hyatt Regency Irvine** 17900 Jamboree Road, Irvine, CA 92614 **Phone:** (949) 975-1234. Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **June 2** at 18:00, where we will meet in the lobby of the hotel.

All daytime sessions will be held at **Hyatt Hotel**. Dress for days and evenings will be business casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals. Breakfast during the week will be at 7am. Morning sessions will start promptly at **8am**. *Most evenings we will meet directly outside the hotel.* Vans will pick us up and take us to dinner and evening sessions. Pick up times will be **promptly at 6:30 p.m**.

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

We look forward to your visit.
Sincerely,

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

Week One: June 2-8

	Morning	Afternoon		Evening
Sun 2	Arriving to Irvine checking in			*18:30pm* Welcome Dinner at **Sol** 18:30 lobby with Paul Merage and Faculty
	Breakfast: HOTEL	Lunch: HOTEL		
Mon 3	*8:00am-12:00 noon* **Marketing** Imran Currim	*1:00pm-5:00pm* **Marketing** - continued Imran Currim		*19:00* Dinner hosted by Dana and Mark Susson Presentation: Ajay shah Tvplus cofounder and ceo
	Breakfast: HOTEL	Lunch: HOTEL		
Tues 4	*8:00am-12:00 noon* **Marketing** - continued Imran Currim	*12.00pm-12.55pm* Lunch with **Paul Merage**	*1.00pm-5.00pm* **Presentation Skills - Elevator Pitch** Joel Calvo	*19:00* Dinner hosted by Arik Vrobel Presentation: Eli Tiomkin "Storage and New Media"
	Breakfast: HOTEL	Lunch: HOTEL		
Wed 5	*8.00am-12:00 noon* **Presentation Skills & Elevator Pitch** - Joel Calvo - continued	*12.00-12.55* Lunch with **Henri Samueli** Broadcom	*1:00pm-5:00pm* **Business Strategy** Margarethe F. Wiersema	*19:00* Dinner hosted by Lilly & Paul Merage
	Breakfast: HOTEL	Lunch: HOTEL		
Thurs 6	*8:00am-12:00 noon* **Business Strategy** – Margarethe F. Wiersema	*1:00pm-5:00pm* **Business Strategy** – continued Margarethe F. Wiersema		*19:00* Dinner hosted by Institute Presentation:
	Breakfast: HOTEL	Lunch: HOTEL		
Fri 7	*8:00am-12:00 noon* **Strategic networking** Bruce Money	*1:00pm-5.00pm* **Strategic networking** Bruce Money		*18:00* Dinner and Services – University Synagogue
Sat 8	*Rest or free time for shopping/sightseeing/ exercise*			

Week Two: June 9-14

	Morning	Afternoon		Evening
Sun 9	*Rest or free time for shopping/sightseeing/ exercise/dinner*			
	Breakfast: HOTEL	Lunch: HOTEL		
Mon 10	*8:00am-12.00 noon* **Negotiation** Lisa Barron	*1:00pm-5:00pm* **Negotiation** - continued Lisa Barron		*19:00* Dinner hosted by Tali & Oded Ben Ezer Presentation: Richard Reisman Publisher&CEO OC Business Jornal
	Breakfast: HOTEL	Lunch: HOTEL		
Tues 11	*8:00am-12:00 noon* **Legal and procurement issues of operating in the U.S. market** Alex Kaplun	*12:20-12:50* **Lunch with Michal Miasnik,** BIRD Foundation	*1:00pm—5:00pm* **Octane + panel of VCs Evaluation strategy** matthew jenusaitis	*19:00* Dinner hosted by Marsha & Darrel Anderson (big can.) Presentation: **Melinda Moore** deal structures and deal making for digital media entrepreneurs and what EMV looks for in investments
	Breakfast: HOTEL	Lunch: HOTEL		
Wed 12	*8:00am-12:00* **Sony – VIP tour meeting with VP** Eric Berger, EVP Sony Digital Networks, and / or Kate Christensen, Director, Digital Media, Sony Movie Channel.	*1:00-5:00pm* **Saban Brands –** VIP tour meeting with ceo Elie Dekel ,10100 Santa Monica blvd LA century city 16:00: Presentaion Eli Tene & Arik Tendler		*19:00* Dinner hosted by Katherine Merage
	Breakfast: HOTEL	Lunch: HOTEL		
Thurs 13	*8:00am -12:00 noon* **Effectiveness and Leadership** Alan Sellers	*1:00pm-5:00pm* **Branding** Sasha Strauss		*19:00* Graduation and Farewell Dinner hosted by Merage Institute
	Breakfast: HOTEL	Lunch HOTEL		
Fri 14	*9.00am-1:00pm* *Stuart volkow*		- THE END –	

Module Details

MODULE: Marketing, Sales and Distribution
Dr. Imran Currim
http://web.gsm.uci.edu/~currim/

Monday,8:00-12:00 and 1:00-5:00
Tuesday,8:00-12:00

Marketing Strategy

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

Text, Articles, and Cases

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.

2*. Strategic Marketing Management*, 6th Edition, 2001, John Wiley and Sons, New York.

3. "The Brand Report Card," *Harvard Business Review*, January-February 2000, p. 147-57.

*4. Biopure, *Harvard Business School Case* 9-598-150.

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

*I hope you can read items 4 and 5 before my Monday-Tuesday (July 16/17th) 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. If some of item 2 can be read before my two-day session I recommend you read Chapters 11, 12, 9, 2, 3, 4, 5, 6, 7 (ordered from most important to important), or any subset of these chapters. Our discussion will focus on how the concepts in these chapters are being used, have been used, and can be used in specific company settings.

Monday,

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

1.00 – 2.30 Biopure

1. How do you assess Biopure's potential in the human market? The animal market?

2. What are the biggest obstacles to Biopure's success in the human market? The animal market?

3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?

4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

2.45 -5.00 Invisalign

1. Diagram Invisalign's channel structure for the (a) promotion selling cycle and (b) ordering/physical possession cycle.

2. What channel functions and flows are performed by each channel member for Invisalign and the traditional braces market?

3. Are there any gaps in the channel? Are channel members performing funtions that Invisalign intends them to? If not, why not?

4. Are channel power sources affecting Invisalign's success? If so, how?

5. What would you do to ramp up conversion from generation of interest to capture?

Tuesday

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: Presentation Skills and Elevator Pitch
Joel Calvo

Module Description:
Creating Your Elevator Pitch:
 An elevator speech is an elevator statement that is indispensable tool for promoting you and your business. It is as essential as your business card. What is an elevator speech? Simply put, it is a concise, carefully planned, and well-practiced description about you and your company that your mother should be able to understand in the time it would take to ride up an elevator. In this session you will learn to write and present your personalized Elevator Speech.

MODULE: Storage and New Media
Eli Tiomkin

Module Description:
How storage systems enable new media?
A look into the storage world, the cloud, and the driving forces behind the future storage technologies.

MODULE: Business Strategy
Margarethe F. Wiersema

Module Description:
The business strategy module is designed to help managers build capabilities for strategic analysis and decision-making. The goal is to broaden your perspective and develop strategic thinking capabilities to make your organization more competitive.

The approach of the course is practical and problem-oriented. It distills and applies the latest strategic insights and approaches to assessing competition in an industry and evaluating competitive strategy. Frameworks will be introduced by which to assess a firm's resources and how to leverage those resources to form the basis for a sustainable competitive advantage in the marketplace. By applying these strategic concepts and frameworks to your own company and industry, you will gain a strategic understanding of the challenges and opportunities your organization faces.   This module will provide you with the knowledge to improve decision making in a competitive and dynamic environment.

Wednesday, 1:00 – 5:00
The Concept of Strategy
Provide introduction to Strategy Module. Introduce participants to key strategic concepts and frameworks. Foster strategic level awareness that forces participants to go beyond specific operational issues. Discuss what defines a strategy and the process of formulating a company strategy. Introduce the business model concept and business model analysis to make explicit the key assumptions underlying a firm's profit-making logic. Analyze and understand the value propositions behind the firm's business model.

Readings:

Johnson, M.W., Christensen, C.M., & Kagermann, H. (2008) "Reinventing Your Business Model." *Harvard Business Review*, Reprint # R0812C

Eisenmann, T. Business Model Analysis for Entrepreneurs. *Harvard Business School*, 9-812-096.

Individual Exercise: Assessing your company strategically and identifying the assumptions in your business model

Thursday, 8:00 – 12:00
Industry Structure Analysis

Gain a clearer understanding of how to assess key forces in the marketplace and competitive behavior. Introduce participants to strategic concepts used to analyze the competitive environment. Foster strategic understanding of competitive behavior and the key forces driving evolution of the marketplace. Utilize various industry examples to highlight how competitive forces influence firm strategic behavior. By understanding the forces driving competition in the industry, a strategic perspective can be gained on what drives competitive behavior.

Readings:
Porter, Michael (2008). "The Five Competitive Forces that Shape Strategy." *Harvard Business Review*

Group Exercise: Analyze the competitive forces impacting a specific industry

Thursday, 1:00 – 5:00
Analyzing Resources and Capabilities

Introduce participants to a resource-based perspective for analyzing the strategic capabilities of an organization. We shall discuss how to identify and appraise the resources and capabilities of an organization and in so doing will build the foundations for analyzing the basis for competitive advantage. By evaluating the potential of a firm's resources and capabilities, we can assess the basis for the development of a sustainable competitive advantage.
Readings:
Robert Grant (2010). Contemporary Strategy Analysis, 7th edition. Chapter 5: Analyzing Resources and Capabilities
Prahalad, C.K. and Hamel,G. (1990) "The Core Competence of the Corporation", *Harvard Business Review*

Group Exercise: Analyze the resources and competences within your organization

MODULE: Strategic Networking
Bruce Money

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

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

Pre-Readings *(Please read before the module begins.)*
"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review,* January 2007.
"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter,* April 2002, Harvard Business School Publishing.
"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker
Please read through the case and prepare to discuss the following questions:
1. What are the strengths of Roizen's network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

Seminar Outline
8:00-12:00   The Nature of Networking Concepts
- The "small world" phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of "structural ho

Networking Tools
- Types of networks
- Building and managing your network

- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the "top dog" syndrome

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

1:00-4:30   Putting Networks to Work for Your Business
- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

Presenting Your Own Strategic Networking Plan
Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.). Questions to be considered include:
1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

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

Other Readings

Business Press/Newspaper Articles (to be distributed in class)
"The Power of Networks," special issue of *Forbes*, May 7, 2007 (selected articles)
"How to Network—And Enjoy It," *Fortune,* April 4, 2005
"Passengers Are Cleared to Network about the Cabin," *New York Times,* September 14, 2004.
"The Fine Art of Following Up," *Business Week,* October 21, 2002.
"Bridging the Gap," *Entrepreneur*, November, 2004.

Academic Articles (for perusal only—to be distributed in class)
"Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration," by R. Cross, S. Borgatti, and A. Parker, *California Management Review,* Winter 2002.
"Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan," by B. Money, M. Gilly and J. Graham, *Journal of Marketing,* October 1998.

Other Harvard/Stanford Readings (Recommended for further reading—can be ordered online from HBS Publishing website, www.hbsp.com
"Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation" by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator's DNA,* Harvard Business School Publishing.
"A Note on Social Networks and Network Structure" by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

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

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

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

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

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

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

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

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

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

MODULE: Negotiations

Lisa A. Barron, Ph.D., MBA

Mon. June 10 08:00-11:45 and Mon.June 10, 13:00-17:00

Module Description:

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

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

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

Negotiation Curriculum:

1. What is negotiation?
2. What is a negotiation issue?
3. Distributive vs. Integrative Negotiations
4. Interests and Positions
     - explanation
     - exercises (these will involve generic situations)
     - wide application of interest and position concepts
5. Additional negotiation concepts

Negotiation Issues
        BATNA
        Target
        Reservation price
6. How to prepare - introduction to the prep sheet
7. Negotiation simulation
     - prepare in dyads
     - negotiate in dyads (privately)
     - group debrief
8. "Informal" negotiations – how to use concepts in situations that don't necessarily
         present as negotiations
9.   Advanced techniques for multiple-issue negotiations
10. Questions, review, wrap-up

MODULE: Legal and procurement issues of operating in the U.S. market

Alex Kaplun, Esq.
1pm-5pm

Module Description:
Our discussion will focus on practical legal issues you are likely to encounter doing business in the U.S., with the goal of providing a business and commercial framework to analyze and understand those issues.

We will discuss the different forms of legal entities that operate under U.S. law. We will look at the key elements and structure of convertible debt investments and venture capital investments, and discuss the most-often used intellectual property arrangements, such as non-disclosure covenants and "work for hire" technology agreements. We will also review critical issues relating to management compensation, and – time permitting – analyze a traditional U.S. private equity buy-out transaction.

Selected Readings

·   Convertible Debt Term Sheet
·   Series A Convertible Preferred Stock Term Sheet
·   NDA
·   Proprietary Information and Inventions Assignment Agreements
·   Change in Control Bonus Plan

Module: investment presentation exercise
matthew jenusaitis

Module Description:
During the exercise we will two compnies of the group make investment presentation to the rest group of participants and several outside consultants who will evaluate the presentation and business model from the basis of their presentation on roughly 30 different variables. The feedback will be compiled and a comparative analysis versus approximately 500 other companies will be performed providing what we hope will be very informative feedback on the areas of strength and differentiation and opportunities for additional clarity in your presentation. This will all be done in a low pressure, very confidential way. It is our hope that this exercise will be very valuable also regarding optimizing investment presentations and clarifying your company messaging.

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

Module: Effectiveness and Leadership
Alan Sellers

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

Module : Branding
Sasha Strauss

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

Professors and Presenters

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.

Eric Berger is the executive vice president of digital networks at Sony Pictures Television (SPT). In this position, Eric supervises Crackle, the studio's multi-platform video entertainment network, overseeing its content development, programming, marketing, distribution, product video operations and engineering. Eric also manages mobile games and applications based on television properties and, in conjunction with the general managers, the digital presence of the company's channels around the world. Additionally, Eric manages all ad-supported digital businesses and partnerships with companies such as YouTube and Hulu.

Prior to Sony Pictures, Eric was vice president of strategic planning at Time Warner Inc. where he was responsible for wireless initiatives and the creation of new digital growth businesses. His efforts included shaping the company's overall mobile strategy, including driving investment, acquisition and business development.

Joel Calvo

Board of Directors, Vancouver Economic Commission

Joel Calvo has been a business and community leader for more than 30 years. He is an accomplished senior executive whose strategies, communication skills and financial acumen have consistently delivered a successful track record of growing company profitability and meeting diverse stakeholder interests in small privately--- held to large publicly---held organizations.

Professional highlights include the following:
- Chairman/CEO of WM Financial Services, a national broker/dealer with more than 2,000 brokers;
- Chairman/CEO of WM Advisors, a $28 billion mutual fund complex;
- Partner of ZAAZ, a full service interactive agency: strategy, design, development, user experience, web analytics, optimization, social networking & search marketing;
- President of PNC Capital Markets, a public finance investment banking firm;
- President of PNC Investments, a multi state retail broker/dealer;
- Director of Sales and Marketing for Bank of America's Global Private Bank;
- President of Main Street Trading, an institutional and retail commodities firm;
- Led and integrated numerous business turnarounds, mergers, acquisitions and divestitures;
- Established strategic partnerships and joint ventures to grow product distribution and optimize capacity; and
- Highly effective communicator, keynote speaker and frequent guest commentator on CNBC, Bloomberg, PBS, FOX and CNN.

Community highlights include the following:
- Board of Director, Vancouver Economic Commission (British Columbia, Canada);
- Board of Advisor and Executive Committee, University of California (Irvine)

Imran Currim
Title: Chancellor's Professor, Marketing, and Associate Dean, Marketing & Student Relations for Executive MBA Programs
Email: iscurrim@merage.uci.edu
Personal Website: http://web.merage.uci.edu/~currim/

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

Prof' 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 2003 American Marketing Association Paul E. Green Award for best paper published in Journal of Marketing Research during 2002.
- the 2004 European Marketing Academy Award for best paper published in International Journal of Research in Marketing during 2003.

Professor Currim received:

- Wall Street Journal's 2008 Favorite Professor in an Executive MBA Program.
- Business Week 2006 ranked his marketing course taught in the Executive MBA Program #3 in the world.

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

Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the European Journal of Operations Research, International Journal of Research in Marketing, Inquiry, Journal

of Consumer Research, Journal of Marketing, International Journal of Internet Marketing and Advertising, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, and Organizational Behavior and Human Decision Processes. Publications are available at http://web.merage.uci.edu/~currim/publications.htm

- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Currently serves 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 17 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.

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.

Boaz Dekel, a multimedia technology maverick, specializing for the last 20 years in Personalized Multimedia Content is an entrepreneur who understood that the world was moving towards personalization. From this, his vision was created and he has spent that last 17 years developing platforms enabled to creating personalized content.

Today, his vision is seen in the hands of every individual whom operates a Smartphone, tablet and laptop. Boaz is considered to be one of the most experienced specialists of personalized content.

Although Boaz was born and raised in Tel Aviv, his unique technology was developed in the Unites States. He specializes in audio engineering, and enjoys both professionally and personally being a musician who plays over 7 different instruments.

Between 1980-1983, Boaz trained at CBE- Broadcasting Institute in San Francisco, CA.
Between 1985-1990, he founded and established the largest Audio post-operation in Tel Aviv, and is the producer and director of hundreds of commercials.

In 1990, Boaz developed the company "Song as a Gift", which enabled him to write, produce, and record thousands of custom songs according to the customers' requests.
From 1996-1999, he founded DDI, a company which developed a platform enabled to create personalized multimedia clips.

Boaz then provided consulting services from 2001-2005 on several international multimedia projects, with one being "Jamba", a German based company focused on cellular apps.
In 2009 he founded ClipMix, a company which developed a platform enabled to create fully personalized video clips, which has brought him to where he is at today.

VideoByte is an American company which is already active in several fields within the multimedia arena. This revolutionary platform generates rich, personalized media messages to be used as invitations, in commercials, marketing campaigns, social networks and more. Every customer today is carrying a platform enabled to receive personalized content. Boaz Dekel and his team have developed the technology and several byproducts that have revolutionize the way we personalize.

Elie Dekel
President
Saban Brands

Elie Dekel serves as the president of Saban Brands, an affiliate of Saban Capital Group. Formed in 2010, Saban Brands acquires and develops a world-class portfolio of consumer properties and capitalizes on the company's experience, track record and capabilities in growing and monetizing these brands through content, media and marketing.

Dekel manages the company's diverse portfolio, which includes iconic brands such as kids brand *Power Rangers,* fashion and lifestyle brand *Paul Frank,* among others. He provides strategic guidance to the company's management team, which accounts for decades of experience in media, content creation, branding, licensing, marketing and finance. In addition, Dekel serves as co-president of Vortexx, a multi-media entertainment platform focused on delivering high-energy action, adventure and comedy content. Dekel oversees the company's broadcast business: VORTEXX airing Saturdays from 7 a.m. – noon on the CW. Dekel also oversees Saban Brands' digital initiatives including ZUI.com, the leading kids-safe internet site and browser (Kidzui), and The Playforge, a mobile developer with successful game titles including *Zombie Farm* and *Tree World.* Prior to working with Saban Capital to launch Saban Brands in 2010, Dekel served as head of Consumer Products for 20th Century Fox where he headed the worldwide licensing, promotion and consumer products marketing for many of their film and television ventures, including *The Simpsons, Family Guy, James Cameron's Avatar* and *Ice Age,* among others. Prior to Fox, he worked as an agent at Creative Artists Agency (CAA), specializing in content creation and brand integration for several of the agency's highest profile projects such as *American Idol* and *Hasbro's Transformers; The Movie.* Previously, Dekel was president of Saban Consumer Products/Fox Family Worldwide, where he oversaw the company's worldwide marketing and branding efforts.

Matthew Jenusaitis,
President & CEO OCTANe

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.

Alexander Kaplun
Partner**,** Golenbock Eiseman Assor Bell & Peskoe LLP
akaplun@golenbock.com

Mr. Kaplun is an experienced corporate attorney who has represented private equity funds, private and public corporations and limited liability companies, as well as limited partnerships and individuals in a wide range of corporate matters, including in connection with mergers and acquisitions; public and private equity and debt financings; venture capital financings; private equity and debt financings; cross-border joint ventures and financing; securities offerings; PIPE transactions; and reverse merger transactions.

Representative transactions worked on by Mr. Kaplun include:
- The acquisition of chemical manufacturing facilities in Europe and Latin America.
- Substantial acquisitions for private equity funds of portfolio companies in the media space.
- The disposition of Excelsior Radio Networks, a leading independent network radio company providing sales representation services to over fifty national radio production companies and producing over one hundred different programs.
- The acquisition of several distribution companies throughout the U.S. by a world-leading office equipment manufacturer.
- Joint-ventures between a music and entertainment company and various online music delivery companies.
- The acquisition of a public company manufacturing corn-based ethanol and raising capital by means of Regulation S offering.

Prior Legal Experience
- Sullivan & Cromwell; Shiboleth, Yisraeli, Roberts & Zisman, LLP

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

BIRD Foundation (www.birdf.com) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis. Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives.

Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.

Melinda Moore
Vice President for Entertainment Media Ventures, Inc.

Melinda Moore is the Senior Vice President for Entertainment Media Ventures, Inc., a Los Angeles-based company active in media investment and strategic advisor work, bridging the worlds of business, finance and entertainment. Melinda is an award-winning integrated marketing executive and entrepreneur with more than 15 years of marketing communications, mobile and digital experience. Most recently, she served as the President and Co-Founder of LovingEco.com, a leading social commerce platform selling natural and eco-friendly products. The company was acquired by John Paul Dejoria, the successful entrepreneur behind Patron and Paul Mitchell in 2012 and now operates as JP Selects.

Previously, she served as the Vice President of Convergence at Rogers and Cowan where she oversaw integrated communications and social media strategies for Avon, Scion, Majesco Entertainment and Tongal. She specializes in managing the creation and execution of large, cross-platform campaigns and has worked with leading entertainment and technology companies, including Credo Mobile, Citibank, msnbc.com, Netflix, Orbitz, Scion, Sony Pictures Mobile, YouTube and Vivendi Universal Television. Prior to joining Rogers & Cowan, Melinda served as the vice president of client services at Trailer Park where she was responsible for leading new business initiatives, managing clients and account strategy.

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.

Dr. Henry Samueli

Co-Founder, Chairman of the Board
and Chief Technical Officer Broadcom Corporation

Dr. Henry Samueli is a Co-Founder of Broadcom Corporation and serves as Chairman of the Board and Chief Technical Officer (CTO). In this role, he is responsible for driving the vision of Broadcom's research and development activities as well as helping to lead corporate-wide engineering development strategies.

Dr. Samueli has more than 30 years of experience in the fields of communications systems engineering and digital signal processing. Since co-founding Broadcom, he has also served as Chairman and Co-Chairman of the Board and Vice President of Research and Development.

Since 1985, Dr. Samueli has been a professor in the Electrical Engineering Department at the University of California, Los Angeles (UCLA), where he has supervised advanced research programs in broadband communications circuits and digital signal processing, and he has published more than 100 technical papers in these areas. He has been on a leave of absence from UCLA since 1995.

Dr. Samueli is also a Distinguished Adjunct Professor in the Electrical Engineering and Computer Science Department at the University of California, Irvine. Dr. Samueli was the Chief Scientist and one of the founders of PairGain Technologies, Inc., a telecommunications equipment manufacturer in the digital subscriber line (DSL) industry, and he consulted for PairGain from 1988 to 1994.

From 1980 until 1985, Dr. Samueli served in a variety of engineering management positions in the Electronics and Technology Division of TRW, Inc., where he was responsible for the development of military broadband communications systems.
Dr. Samueli received a B.S., M.S. and Ph.D. in Electrical Engineering from UCLA. He is a named inventor in 70 U.S. patents.

In June 2012 Dr. Samueli was awarded the Marconi Society Prize and Fellowship and in December 2011 the Global Semiconductor Alliance (GSA) named him the winner of the Dr. Morris Chang Exemplary Leadership Award. He is a Fellow of the Institute of Electrical and Electronics Engineers (IEEE), a Fellow of the American Academy of Arts and Sciences (AAAS) and a Member of the National Academy of Engineering (NAE).

Alan B. Sellers
Title: *Senior Partner at SAIL Capital Partners*
http://www.sailcapital.com

Alan has over 25 years of leadership experience in private investing, operating roles and Board level matters.

Education: Yale University-- Economics; The Wharton School—MBA
Columbia University School of Law—Law Degree; CPA, certified in New York State

My Informal Education:
Although I hold three professional degrees and three Ivy League degrees, I have spent many years associated with 3 billionaires who are among the most successful businessmen/financiers/industrialists on earth, and they are the primary basis for what I have learned and will discuss today. Today will be about pragmatics---not theory. We will discuss how people who win consistently in business do that.

My Career: 25 years of Senior Leadership and Board level experience:
A. As Chairman of the Board, Member of the Board, Senior Partner, Managing Partner, Chief Financial Officer, Chief Legal Officer, CEO, and
B. Deal-maker & Special Ops expert.
In small and large, public and private, high tech & low tech companies, and in private equity/venture capital firms.
Excellent operating, financial and legal skills.

Venture Capital—co-founder & Senior Partner of SAIL Capital Partners—we specialize in energy & environmental technologies, and pioneered this space in the United States. SAIL is the number one ranked VC firm in the Orange County CA Book of Lists, and was recently nominated with two other nominees as Private Equity Manager of the Year by Foundation & Endowment Money Management Magazine. This year one of our portfolio companies is ranked #15 on the Inc. Magazine list of America's 500 fastest growing privately held companies

Private Investment Experience—also been a senior executive at Pacific Holding Company, one of America's largest private investment firms, and at Westar Capital, a highly regarded private equity firm in OC

Corporate Experience—been in the small Office Of The Chairman of a Fortune 200-type multi-billion dollar company with 55,000 employees in 90 countries; have also been a senior executive at the fastest growing company on the NASDAQ; and have been Chairman of the Board of a fast-growing hi-tech company.

Law Firm Experience—I have practiced as an M&A attorney and senior negotiator and transactional specialist at O'Melveny & Myers, the oldest law firm in Los Angeles; also practiced public accounting at a major global firm, Arthur Andersen & Co.

Sasha Strauss
Title: Managging Director Innovation Protocl Strategic Beand 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 bachelors degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), an Eagle Scout and a swooning husband.

Arik Tendler
Www.tenfoldgroupinc.com
Tendler is a partner and founder of Tenfold Group a company that offer to take low to mid tech companies into the American market providing funds, stratigic, structure, consulting, mgt and more.

With boundless drive and keen situational awareness, Arik Tendler's expertise lies in identifying target segments, resolving logistical obstacles and bottlenecks, and generating demand through innovation — recognized for translating an Israeli-born commodity into an industry giant and game-changer within the United States. Born and raised in Israel, Tendler joined his father's stone fabrication business after serving in the Israel Defense Force (IDF) in 1987. In just a few short years, he had grown the family business into an industry leader and the one of the largest champions of Caesarstone Quartz Surfaces in Israel. Realizing the untapped potential of the American consumer, Tendler took on the challenge of raising capital from angel investments to establish Caesarstone in the U.S. market.

Zero to a Hundred in 10 Years Flat
In 1999, Tendler opened a modest office in Los Angeles with just 2 employees and began the process of mapping the industry. With steady growth utilizing distribution networks and independent representatives, Arik propelled the company into new markets with extended reach and exposure. One milestone after another, Tendler consistently pushed the envelope to increase brand recognition and exposure starting with a loyal, nationwide network of over 4,000 certified fabricators network. More than 10,000 points of sale were achieved in the kitchen and bath dealer arena — eventually gaining experience and traction in "big box" dealers such as Lowes, IKEA and Costco. Caesarstone extended its stronghold by servicing over 40,000 architects and designers around the country. All sales channels were supported with a robust marketing and advertising operation — comprised of targeted print collateral, consumer and trade print ads, broadcast advertising and social media campaigns. Since introducing the quartz surface product segment, which has constantly grown and attracted its share of competitors such as LG and Dupont — Tendler has maintained consistent momentum by keeping the company one step ahead. Under his direction, U.S. sales have grown exponentially — branching out from it's Los Angeles headquarters to major hub locations in San Diego, San Francisco, Atlanta, Miami, Dallas, St. Louis, Seattle and New York. To date, Caesarstone employs over 150 people in the U.S. In 2011, Arik Tendler sold his shares to CaesarStone Israel which recently went public (CSTE).

Richard Reisman is Publisher and CEO of the Orange County Business Journal. Reisman joined the Business Journal in 1990. Since then, the publication's acceptance by the business community has been dramatic. Paid circulation has grown five-fold, making it now the second largest Business Journal in California. Prior to the Business Journal, Reisman was director of marketing for the Orange County edition of The Los Angeles Times. Earlier in his career, Reisman practiced law in San Francisco and Washington, D.C. While in private practice in Washington, Reisman served as special counsel to the House Ethics Committee. Reisman holds an MBA. from UCLA, where he was awarded the R.C. Baker Foundation Fellowship, and a law degree from George Washington University, where he graduated with honors. Reisman is listed in "Who's Who in America" and serves on numerous boards.

Eli Tene

Www.peakcorp.com. Www.tenfoldgroupinc.com
Tene is a partner and founder of Tenfold Group a company that offer to take low to mid tech companies into the American market providing funds, stratigic, structure, consulting, mgt and more.

Eli Tene specializes in complex and creative residential and commercial real estate transactions, equity-based joint ventures, foreclosures, debt and equity financing, loss mitigation and in the upgrading of distressed properties. Throughout his varied career, Tene has perfected the art of residential and commercial short sale and has negotiated thousands of successful transactions.

Tene has managed a broad spectrum of real estate portfolios and serves as a valuable resource for pricing and analysis issues. As an expert on the distressed real estate market, Tene is a regularly-sought after consultant and guest for a wide array of media outlets including The Los Angeles Times, Business Week, KCAL9, CBS, and specific radio shows including Talking Money and Business Hour. Tene received his education at California State University, Northridge.

Eli Tiomkin

Eli Tiomkin is the **Director, Business Development at Western Digital** (WD) and previously held executive positions at Violin Memory (director of sales), STEC (director of OEM sales), and M-Systems (sales director).
A dynamic, creative sales professional with extensive experience in the high-tech storage market, Tiomkin holds an MBA in International Business and Organizational Behavior and BS in Marketing, both from Oakland University.

Stuart Volkow

Digital Media Maven and sought after consultant Stuart Volkow, is a multi-faceted talent who has been working in feature films, television and digital media technology for over 15 years.

He is currently VP of Media and Entertainment Technology, Strategy, and Business Development at The Institute, an award-winning broadcast and feature film production company (www.theinstitute.tv).

Prior to joining The Institute, he was a consultant to EMI Music Publishing, and President of One Llama Media Inc. (www.onellama.com) A software technology developer at the Univ. of IL, specializing in machine learning, semantic analysis, and collaborative filtering. One Llama recently sold to URFILEZ.com. Mr. Volkow has worked for the Defense Advanced Research Projects Agency (DARPA), is a consultant to the Office of the Director of National Intelligence (ODNI), and a Participant in its Summer Hard Problem program.

Margarethe F. Wiersema, Ph.D.
Title: Deans' Professor of Strategic Management
The Paul Merage School of Business, University of California, Irvine
Email: mfwierse@uci.edu ; www.merage.uci.edu/go/mwiersema

Margarethe F. Wiersema holds the Dean's Professorship in Strategic Management at The Paul Merage School of Business, University of California, Irvine. She has an MBA and Ph.D. from the Ross School of Business at the University of Michigan.

Professor Wiersema is internationally recognized as one of the leading experts on corporate strategy and CEO succession and replacement. She has published extensively in the premier journals in the field including the *Harvard Business Review, Strategic Management Journal, Academy of Management Journal*, and *Administrative Science Quarterly*. Her research is widely acknowledged by over 3500 citations, numerous best paper awards by the Academy of Management and Strategic Management Society, and invitations to present her research at leading universities including the Duke University Strategy Conference, London Business School Ghoshal Conference on Managerially Relevant Research, and the inaugural conference for launching the *Global Strategy Journal*. Prof. Wiersema's research has been quoted by the *New York Times, The Financial Times, The Economist, Fortune, Business Week, the Washington Post,* and her research has appeared in The Economist Intelligence Unit for their "Executive Briefing".

The recipient of numerous awards for excellence in research and teaching, Professor Wiersema was elected as a Strategic Management Society Fellow in 2012 for making significant contributions to the theory and practice of strategic management. In 2006, she was awarded the Distinguished PhD Alumni Award from the Ross School of Business at the University of Michigan. She is an International Fellow for the Advanced Institute of Management Research in the UK. She has served on the faculty at the Business Schools at the University of Michigan, Rice University (where she held the Fayez Sarofim Vanguard Professorship in Management), and as a visiting scholar at the London Business School.

Professor Wiersema is actively involved with the business community by providing expertise on the subject of strategic analysis and thinking as well as the role of the Board of Directors and corporate governance. She has addressed a variety of business audiences and has consulted with *Fortune 500* companies, and has been actively involved in Director Training. Prof. Wiersema serves as Associate Editor of the *Strategic Management Journal*, the premier journal in the strategy field and as Associate Editor of the *Academy Management Review*, the top theory journal in management with the highest impact factor of any journal in business. In addition, she serves on the editorial boards of *Organization Science* and the *California Management Review*. She served on the board of directors of the Strategic Management Society (2006-2010) and was Past President of the Corporate Strategy and Governance Group of the Strategic Management Society (2006-2008).

Guest Speakers and Hosts

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.

Oded and Tali Ben-Ezer
oded@mayagroup.com

Oded and Tali Ben-Ezer founded the Maya Group, Inc. in 1992. Between 1992 and 2007, The Maya Group was the exclusive North American distributor of Tiny Love (a sister company of Shilav). In 2007, The Maya Group sold the North American distribution rights back to Tiny Love, and re-established itself as Innovative designer, developer, distributor and marketer of safe high-profile toy brands. The Maya Group sells its products to all the major retailers in the USA (Wal-Mart, Target, Toys "R" Us, Amazon, Sears/Kmart, Macy's etc.) as well to over 30 distributors around the world.

Prior to founding The Maya Group, Oded was an associate at the investment banking firm of Kidder, Peabody & Co. in New York. Oded holds a MBA degree from the J.L. Kellogg Graduate School of Management at Northwestern University and a BA in Mathematics and Computer Science from Tel-Aviv University.

Katherine Merage

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish Community in Israel and the U.S.

Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

Lilly Merage

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

Paul Merage

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

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital.

Paul is also highly focused on a mission to "give back to America." Paul and his family created The Merage Institute. The Institute's programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine's Paul Merage School of Business as the Chair of the Executive Committee of the Dean's advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.

Rabbi Arnold Rachlis

Rabbi Rachlis is the spiritual leader of University Synagogue in Irvine, California. Born in Philadelphia, Rabbi Rachlis received a B.A. from the University of Pennsylvania, and M.A. from Temple University and ordination and a Doctor of Divinity degree (honoris causa) from the Reconstructionist Rabbinical College.

Rabbi Rachlis has taught at Temple University and Spertus College, and has published scholarly articles, opinion pieces and poetry in a variety of publications, including *Judaism, Reconstructionist, National Jewish Monthly, Chicago Tribune, Chicago Sun-Times, Los Angeles Times, Orange County Register, Jewish Journal, Maj'shavot Pensamientos and A Psychology – Judaism Reader*.

Rabbi Rachlis has served in Washington, D.C. as a White House Fellow and as a Senior Foreign Affairs advisor in the State Department. He was appointed a regional panelist for

the President's Commission on White House Fellowships in both Democratic and Republican administrations, and was also selected as a Fellow in Leadership Greater Chicago. The former rabbi of the Jewish Reconstructionist Congregation in Evanston, Illinois, Rabbi Rachlis was the youngest rabbi ever elected president of the Chicago Board of Rabbis. His service to the community includes the boards or advisory boards of Jewish Fund for Justice, U.S. Inter-religious Committee for Peace in the Middle East, Americans for Peace Now, China Judaic Studies Association of Nanjing University, University of Illinois Fund for Gerontology Research, National B'nai Brith Hillel Commission, the American Jewish Committee, New Israel Fund, Orange Coast Interfaith Shelter and the Reconstructionist Rabbinical Association, of which he is a past president.

He has also served onthe executive committee of the Southern California Board of Rabbis and as a member of the Orange County Board of Rabbis. Rabbi Rachlis has served on the board of Mazon, A Jewish Response to Hunger, for over 16 years and is now its Chair.

For nine years, Rabbi Rachlis hosted *Of Cabbages and Kings* on ABC-TV, as well as a syndicated cable television show on contemporary Jewish issues, *Hayom*. He has appeared as a guest on *National Public Radio, CBS, CNN and PBS*, and has been interviewed frequently by such publications as the *New York Times*, *Newsweek* and *Time*. He was profiled in the award-winning documentary film, *The Legacy*, and has served as a Judaica consultant for *Compton's Encyclopedia*.

Ralph Stern
rstern@carecredit.com
Ralph Stern (BA University of Neuchatel, Switzerland; MBA Stanford University) held management positions with FMC and Eldon Industries prior to becoming the major stockholder and CEO of two dental manufacturing companies: Denar and Steri-Oss. These companies were market leaders in dental implants, dental tomographic machines, and TMJ products. In 1993, Steri-Oss was acquired by Bausch & Lomb; in 1994, Denar's major product lines were acquired by Teledyne and Orion-Soredex, the largest health care company in Finland. In 1987 Mr. Stern founded Care Credit, the largest consumer finance company serving the specialty health care markets of dentistry, veterinary medicine, ophthalmology, audiology and cosmetic surgery. He served as CEO of the company until it was sold in 2002 to GE; he now has a consulting position with GE. In 2006 he acquired a TV retailer, known as the king of big screen televisions. His outside activities include the graduate organizations of the Young Presidents' Organization, several local charitable organizations and golf.

Sue Stern
Sue Stern moved to Los Angeles, California after graduating from the University of Wisconsin. She became involved in an orphanage, an experience that was the catalyst for wanting to work and support youth-in-need programs. After moving to Orange County, she became involved with Children's Home Society and served as President of the Santa Ana Auxiliary. After raising her children she took a keen interest in theater, serving on committees of South Coast Repertory. She also is on the Board of Girls Inc.

Mark and Dana Susson
danasusson@cox.net

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

Dana was born in Orange County, California. She also obtained her Bachelor's Degree at UCI in English Literature in 1976. Mark and Dana met their senior year of college at UCI. Dana also received her Juris Doctorate from Loyola Law School in 1979. Mark and Dana married in May 1979, a few days after completing their last law school finals. Dana practiced for twenty (20) years in the field of medical malpractice defense, and presently sits as a defense arbitrator in binding medical malpractice Arbitrations. Mark and Dana have two adult children: Matthew, age 26, a graduate of UCLA; and Sarah, age 24, a graduate of University of California, Santa Barbara. Mark and Dana are active in Jewish community activities and philanthropy. They both serve on the Board of Directors of the JCC; Dana serves on the Board of Directors of Women's Philanthropy, Jewish Federation of Orange County, and was in charge of Food for the Maccabi Games held in August 2007. Both Mark and Dana serve on numerous committees which serve the Jewish community in Orange County.

Arik Vrobel is a seasoned executive with extensive background in operations and strategic business development. Arik currently owns and oversees several operational companies (www.el-comsystems.com & www.ystechusa.com, amongst others) with an emphasis in the areas of design, manufacturing, and distribution of electronics and electro-mechanical products to OEMs (Original Equipment Manufacturers) in a variety of industries including defense, aerospace, medical, and telecom markets

Lilach Vrobel is a registered/clinical dietitian & public health professional who provides consulting services to private and public health institutions- such as hospitals, nursing homes, and medical care facilities-with an emphasis on lifestyle, nutrition, and clinical intervention

Staff

Yishay Aizik, Executive Director
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Head of NewMedia
yael@yaelsverdloff.co.il
054-4289540

Aviv Arnon
Co-Founder, VP BD
WSC Sports Technologies
aviv@wscouting.com
Bio:
Aviv combined two hobbies and specialties into a start-up, innovating in video content creation and enhancement of sports media. Set to deliver the vision of the future of sports media experience.

Aviv has technical knowledge, project management and system engineering experience, with a special focus and interest in video technologies, along with MBA and business development and strategy planning skills. And also loves sports!

Professional highlights include the following:

- VP Business Development and Co-Founder, WSC Sports Technologies.
- Building the company from the inception of an idea to international business.
- Project manager for flight and weapon simulators.
- System engineer for video systems and application for the MOD.
- Characterization and design of IPTV, VOD and VoIP solutions.
- Video processors, Encoders, Multimedia, Screens
- Encoding protocols, Data and Streaming
- Computer Networks Officer.

Eyal Baumel
Founder, CEO
Bites Ltd. e@Bites.TV

Bio: Eyal is new media entrepreneur and executive that managed and founded several companies in the online gaming and entertainment space. When he was in 7th grade he joined the boy scouts ("Tzufim") and instead of participating with all other kids in the great activities the scouts has to offer, Eyal saw a business opportunity. He convinced the head of the scouts that they should open a kiosk and sell candies, beverages and everything else that the kids asked for. Eyal received a 2,500 budget to buy the goods and was profitable since then. Today, 18 years later, Eyal working on the evolution of how people consume content and interact with everything they are fans of. Eyal was a professional basketball player in Israel and also played one year in Broward Community College in Florida. He also graduate as a basketball coach from the Wingate Institute and served as a sports instructor at the IDF. After his freshman year at BCC Eyal decided to complete his B.A. at the IDC in Hertzlyia, majoring in entrepreneurship and new media. Eyal was selected to participate in the Zell Entrepreneurship Program, an innovative program funded by world-renowned entrepreneur Sam Zell of Chicago, gives students an opportunity to implement advanced entrepreneurial studies in the creation of real business ventures. After graduating, Eyal co-founded Bites, raised more than $1M from several Israeli and US angel investors and serve as the CEO. Eyal also working on a bi-annual football festival that will connect between fans from all over the world, teams, executives, amateur players and top talent.

Yuval Brener
CEO
Carmbola Media Ltd.
yuval@carambo.la

Bio:

Yuval Brener is a 30 years old entrepreneur, Co-Founder and CEO of Carambola. Carambola is an innovative Israeli startup, changing today's video advertising for the best. His first (informal) project was during active military service where he founded and led a unique professional team that excelled all its goals and become one of the unit's most important elements.

Yuval is first and foremost a visionary, endowed with great creativity, charisma, ambition as well as excellent human relation skills. He has a BA in Business studies with Marketing as a specialty. Past professional experience includes: Strategic Planner for McCann Erickson and Brand Manager for Osem-Nestle. He is Married and a father to a six months old baby girl.

Arkady Bron
VP Technology & Innovation
PLYmedia Israel
arkady@plymedia.com

Bio:

Arkady (Arik) Bron is a Vice President of Technology & Innovation at PLYmedia Inc. – a global leader in Algorithmic Online Advertising. Arkady is a capable executive with extensive technology, product management, marketing & operational experience, intimate knowledge of online advertising, telecommunications, medical equipment & homeland security industries & associated regulatory requirements. With 15 years of experience in the Israeli high-tech industry, Arkady specializes in bringing new technologies and products to the market.

For his excellence in technology & innovation Arkady was acknowledged by Intel, IBM, Rafael & other leading technological companies.

Arkady lead successful launch of adk2 - a platform for Ad Networks and Media Agencies from PLYmedia, AngioCt – Angiography & Cardiac CT fusion for Cath Labs from Shina Systems, and presales of IMS from IBM.

Originally born in former USSR, Arkady moved to Israel at the age of 22 after completing his M.Sc. in Physics. Following the passion for sciences and the drive to extend the knowledge base Arkady completed M.Sc. in Electrical Engineering and MBA studies. Arkady co-authored a number of scientific articles and several patents and patent applications. Arkady learned to play a number of musical instruments, while guitar and drums remain to be the preferred ones. Being discovered as a good vocalist at age of 7, Arkady led school choir for about 8 years as well as a rock band in early twenties.

Dror Daliot
Co- Founder, COO
Liquee technologies Ltd.
dror@kitchenbug.com

Bio:

Dror is a seasoned executive with business and legal training. He brings over 15 years of leading business and governmental initiatives.

Prior to founding Kitchenbug, he served as Crew972's CEO, overseeing international multimillion dollar projects, creating a state of the art technological infrastructure and establishing the company's methodology. Under his leadership Crew 972 produced high-end projects, such as the first season in 3D of Warner Bros' iconic Road Runner and a stereoscopic movie for the FIFA world cup.

In the past, Dror served as an envoy to the former U.S.S.R for the Ministry of Foreign Affairs ('Nativ' division), in charge of western regions. Due to the new frame work he developed, all objectives were met despite a 70% budget cut.

He interned for former Director General of the Ministry of Justice and worked on Supreme Court macroeconomic cases. In his early twenties he wrote radio sketches for the Israeli broad cast authority and co-hosted a radio show. Dror holds a law degree from COMAS and an MBA from Bar-Ilan University. He is fluent in Hebrew and English and speaks basic Spanish and French.

Tal Dekel
Co- Founder
sPark Ltd.
tal@taldekel.com

Bio:

Tal is an entrepreneur with extensive experience in management, investment and project management related to transportation, crowd sourced solutions and social media. His current venture **sPARK** develops a platform for real time crowd sourced parking discovery. Tal is a research fellow at the Yuval Neeman workshop on technology science and security. His current academic work deals with variety of uses for location based social media.

Tal holds an M.Sc. in Electro- optical Engineering from the Tel Aviv university and Tal graduated the IDF "Talpiyot" program and holds a B.Sc. in physics and mathematics from the Hebrew University in Jerusalem. Tal was the **CTO of Athlone Global Security** an Israeli-Canadian HLS focused fund **leading $50M investments in the Israeli HLS market.** Tal was a **consultant** of the Israeli Emergency Authority and was a member of the **Israeli cyber initiative task force.**

Ori Goshen
Co- Founder, VP R&D
Tawkon Ltd.
ori@tawkon.com

Bio:
Ori is a serial entrepreneur with a proven track record in building and growing software start-up companies, leading R&D teams, designing innovative products and finding & shaping attractive business models for software products.

Before founding tawkon (www.tawkon.com), Ori served as a mobile team lead at fring (www.fring.com), one of the largest and most successful social networking apps globally. At fring, Ori has managed the development, design and deployment of the first ever-made VoIP (Voice over IP) application for iPhone.

Prior to joining fring, he served as a team leader and project manager in an elite intelligence unit (8200) at the Israeli Defense Force. Ori has managed a successful large-scale operational MOD (Ministry Of Defense) project of $2.5M budget at the age of 19. In 2005, he earned an award of excellence from the technological center chief of IDF. At the age of 16, in his first steps of the entrepreneurship journey, Ori has founded Wellcom Ltd. that developed revolutionary enterprise portal software and knowledge management systems.

Andrea Kruchik Krell
CMO
Parko T.L.V. Ltd.
andrea@parko.co.il

Bio:
Andrea Kruchik Krell is the Chief Marketing Officer & Business Development at Parko.
Prior to this, Andrea founded Microfy, a microfinance organization, partnering with Citi Bank providing small loans to low income earners in Tel Aviv. In 2010, following two successful projects with the Sudanese and Congolese refugee communities, Microfy received an international microfinance award in Paris, the first Israeli organization to receive such a prestigious award.

In the months following Microfy's successful pilot projects, Andrea spent a number of months in the USA, working at Sandbox Industries, an incubator and venture capital firm. She returned to Israel to help set up a business accelerator program for Israeli entrepreneurs at The Academic College of Tel Aviv-Jaffa.

Andrea relocated to Israel from Uruguay in 2003, after which she completed her B.A degree in Economics at Bar Ilan University.

Jonathan Levy
Director of Digital Media
Invest in Israel - Investment Promotion Center, Ministry of Economy, Government of Israel
jonathan.levy@economy.gov.il

Bio:
Jonathan Levy was appointed as Director of Digital Media, in the Ministry of Economy and Trade in September 2011, Jonathan brings many years of International Marketing and business development experience, having served in senior positions within the Government of the State of Israel, both domestically and abroad. Prior to his recent appointment, he served as Israel's Consul for Economic Affairs & Trade Commissioner to Canada, from August of 2007. Other professional highlights include directing the Central European & North American Departments in the Ministry of Industry, Trade and Labor.

Jonathan also served as Economic Attaché at the Embassy of Israel in Vienna, Austria, responsible for developing economic and trade relations with Austria, the Czech Republic, Slovakia, Slovenia & Croatia. He holds an MBA in Marketing and Finance as well as an LLB in Law and BA in Economics & Business Administration degrees, from Hebrew University of Jerusalem, Jonathan joined the Israeli BAR association upon completion of his Articling at Israel's Antitrust Authority. He holds the rank of Captain (Reserves) in the IDF. Jonathan is married to Shelly and has three children: Lihi, Idan and Roy.

Racheli Levkovich
Co- Founder, VP BD & Sales
Zuznow Ltd.
racheli@zuznow.com

Bio:
Racheli has a long and profound experience in the field of Business Development and Sales. Over the last few years Racheli has been working for different Israeli NGO's, as Resource and Business Development Director. In 2010 Rachel has joined Zuznow and constructed the company's marketing and sales strategy. Rachel holds a B.A in Political Science and International Relations and an M.A in European Studies, Political Science and Economy.
o Founder, VP Business Development and Sales, Zuznow; constructed the company's marketing and sales strategy
o Director of Resource Development, "Tzeva" (NGO); Directing the Business Development and Marketing Department; Raising and managing an annual budget of ~$1.5M; Member of the management Team;
o Project Manager at the Business and Economics Department, "The Peres Center for Peace"; Leading and managing large-scale projects budget (~$800,000);
o Guest speaker of the "Friedrich Naumann Foundation"; "60 Years for the State of Israel - looking beyond the conflict";

Avi Luvton
Executive Director of International Cooperation Programs for the Asia Pacific Department
Matimop - The official National Agency for industrial R&D cooperation in Israel.
avi@matimop.org.il

Mr. Avi Luvton is the Executive Director of International Cooperation Programs for the Asia Pacific Department at **MATIMOP** - The Israeli Industry Center for R&D, which coordinates industrial R&D cooperation between Israel and the international hi-tech community. Mr. Luvton was appointed in May 2009 to manage activities with the Asia Pacific & South America regions at MATIMOP. Today, he is responsible for developing and implementing industrial R&D cooperation and innovation-based programs with countries throughout the Asia Pacific region, including China, India, and Australia. Prior to joining MATIMOP, from 1995-2008, Mr. Luvton held several managerial positions at Bezeq, Israel's largest telecommunications carrier. There he served as Director of the Networks Department in the Engineering & Network Division, and Head of the Data Network Department. Mr. Luvton holds an M.B.A. in Business Administration from Ben-Gurion University of the Negev and a B.A. in Computer Science from the Open University of Israel.

Tomer Morad
Co- Founder, CEO
transSpot Ltd.
ttomer.morad@transspot.com

Bio:
Highly motivated, creative and versatile executive with over 15 years of experience in management, business development, engineering and technical leadership in the high tech industry. Especially skilled in analyzing new problems and finding innovative solutions, with a proven record of accomplishments. Author of several scientific publications and patents.
Professional highlights include the following:
- Co-founder & CEO of transSpot Ltd., the provider of advertising technologies for digital signage;
- CTO of transSpot Ltd.;
- Chief Security Officer and Engineering Manager at Horizon Semiconductors, a provider of highly integrated SoCs for the consumer electronics market;
- Extensive experience in the emerging Chinese digital signage market;
- Established numerous strategic partnerships in several countries;
- Published 5 refereed scientific papers in leading scientific journals and conferences;
- Co-author of over 10 patent applications in various technological fields, including one USPTO patent; and
- Holds a B.Sc. and an M.Sc. in Computer Engineering from the Technion – Israel's institute of technology.

Gal Nachum
Co- Founder, CEO
Ringya Ltd. gal@ringya.com

Bio: Gal is a serial entrepreneur with a proven track record having founded 5 successful hi-tech startups. Gal is a visionary leader with proven track record of achieving extraordinary results in a fast-paced, evolving interactive industry. Gal is a seasoned CEO with a wide experience base including sales, marketing, business development, operations and engineering. Gal is a strong strategic thinker who can expand markets as well as create new ones Gal started his professional career in the IDF's prestigious Talpiot program for technological leadership. He later served for 5 years in the Israeli Air Force's Software Unit and in 1991 has received the IAF's award for technological innovation. Gal was the Co-Founder & CEO of Mobix Communications which was acquired by Backweb (NASDAQ:BWEB) in 1997, the Co-Founder & CEO of Synopsis Systems which was acquired by Datasafe in 2000, the Co-Founder & VP Products of Cash-U Mobile Technologies which merged with Niragongo in 2003 and Co-Founder & CEO of Unipier Mobile which was acquired by Flash Networks in 2008. In 2011 Gal Co-Founded Ringya - the first collaborative address book, and is currently its CEO. Gal holds a B.Sc. cum laude from the Hebrew University, Jerusalem in Mathematics, Physics and Computer Science and an M.Sc. cum laude from the Tel Aviv University in Computer Science. Gal is 47 years old, lives in Kiryat-Ono, near Tel-Aviv, with his wife Orit and his two sons Daniel and Amir. Gal enjoys nature, travelling and wine tasting.

Yoni Nevo
Co- Founder, CEO
Cimagine Media Ltd. yoni.nevo@cimagine.com

Bio: Yoni Nevo has over 15 years of international management experience in business development, marketing, strategy, product management, and software engineering at Cimagine, ECI Israel, ECI USA, and Amdocs. Yoni Nevo is the CEO and Co-Founder of Cimagine Media, an innovative new media software company, developing mobile augmented reality technology for home design & retail, where he leads the team, and is responsible in particular for strategy, sales, business development, finance & operations. Prior to establishing Cimagine, Yoni had spent thirteen years with ECI Telecom (one of the largest Israeli hi-tech companies, which sells telecommunication solutions to service providers, utilities and government customers worldwide) in various roles. Most recently, he served as head of solutions business development, responsible for exploring new business areas for ECI, and creating sustainable strategic alliances with other leading companies. Examples are Carrier Ethernet, Wireless communications, Homeland Security and Smart Grid. Yoni has spent three years in the USA, where he assisted with the post–merger integration of the then newly-acquired Laurel Networks, and ran business development for ECI in North America. In his previous roles at ECI, Yoni served as director of product strategy of the optical networks division, responsible for the division's future products strategy and its implementation, and formerly, a product manager of the company's XDM flagship product, which to date had sold way over $2.5 Billion globally. Prior to joining ECI, Yoni managed an R&D team, developing a unique customer care and billing software for Southwestern Bell Mobile Systems (today's AT&T), one of the world's largest cellular operators at Amdocs Israel Ltd. Yoni Nevo holds a Bachelor of Computer Science degree and a Master of Business Administration (MBA) degree in marketing and finance, all with honors, from the Tel-Aviv University in Israel.

Tomer Saban
Co- Founder, CEO
WireX Systems
tomer@wirex-systems.com

Result-oriented all-around player with vast experience in software development, good management skills and genuine passion for technology. Professional highlights include the following:

- Turning an idea into an existing product.
- Developing and leading execution of business development, marketing and sales activities.
- Formulating the strategy and managing the process leading to a $ 2.7 million round A financing.
- Establishing strategic partnerships to grow product distribution channels.
- Leading development teams in all design and development cycles.
- Highly energetic with excellent communications skills

Dael Shalev
Owner, CEO
STP house Ltd.
Dael.shalev@stphouse.com

Bio:
Dael Shalev is high-Tech entrepreneur and community leader, with vast experience in the real-time, mission critical software industry.

Dael has a proven track record for launching strategic business initiatives and translating them into successful execution plan. In parallel to his business life, Dael is an avid blogger and an author about health and nutrition (his book – "Ancestral Secretes" is scheduled to be published in 2013 by Zemora-Bitan, largest publishing house in Israel). In May 2011 Dael established STP house Ltd, providing solutions for financial institutions. The company delivers multiple projects for leading banks in Europe and Israel (Bank of Israel, Credit Suisse and more) and signed strategic partnership relations with SWIFT, the global clearing network. With STP house Ltd, Dael is welding people into winning teams to create a company that is growing, profitable from day one and fun to work at.

In STP house Ltd Dael brought into action experience he gains during 11 years at SunGard, a leading software provider. As VP Business Development he owned new markets and implement business model driving from a license based to a SaaS based (Software as a Service) revenue stream. Dael managerial experience covers both R&D and sales sides. Acting as Director of Software Quality he managed multiple technical groups in IL, US and India, and as VP of Product Management and Marketing he owned partnership, relationships with distributors and the company enterprise products line. During the last 7 years Dael is leading a large online community about health and nutrition at www.kadmoni.com (in Hebrew). In business as well as in his virtual presence, Dael's core motivation is creating a more efficient world for both people and organizations. He has M.B.A. from Haifa University and B.A. in Psychology and Theater from the Hebrew University.

Yael Sverdloff
Head of New Media Chapter
Merage Institute Executive Leadership Program
Owner and CEO
Shablul Communication Ltd.
yael@yaelsverdloff.co.il

Bio:
Yael is an entrepreneur, innovator, business mentor and Executive Manager & Producer in media and entertainment and related enterprises with in-depth experience of almost 20 years. She is mentoring entrepreneurs and start-ups from inception to actualization. She provides scouting and consulting services for investors in New Media arena.
Holds a Master of Science, graduating 'magna cum laude' of New-York (NYIT) Institute of Technology – USA.

- ✓ Founded and managed innovative TV content companies for leading broadcasters in Israel and acted as Executive Producer of over 500 prime TV shows such as the Israeli version of **"Wheel of Fortune" (King World - Sony).** Headed the development of advertising game formats for various franchise owners.

- ✓ Responsible for the development and management of mobile content services for telecommunication companies and building innovative advertising platforms. Headed commercial collaboration for marketing initiatives and the establishment of a large-scale New Media division at **Cellcom Ltd**; a leading Cellular Provider.

- ✓ Winner of the **Guinness Book of Records** for **the "Milk in Space"** commercial which Yael initiated and produced via **BBDO** for **Tnuva** Israel; a billion dollar multinational food manufacturer and distributer, being the first interactive commercial that was shot simultaneously on MIR in outer space and Moscow. This commercial received a gold medal for innovation as well as worldwide accolades in all media, print, online and broadcast, such as the **New York Times** (Front Page), **Advertising Age, Le Figaro, CNN, ABC, NBC, BBC, SKY, TF1** and Awards: **Cleo** [1998], Honorary Mention in **Epica** and more.

- ✓ Hosted a weekly TV business and leadership skill coaching show on Israeli TV.

"Entrepreneurship is a gift and is my way of life. One of my goals is to empower and inspire people to create new products or services under conditions of extreme uncertainty".

Ophir Sweiry
Co- Founder, CEO
eDealya Inc. (US subsidiary of eDealya LTD.)
ophirsw@e-dealya.com

Bio:

Mr. Ophir Sweiry began his career studying for and obtaining a Bachelor's in Science in Information Management Engineering in 1999 and subsequently a Master's degree in Business Management in 2009, having received both respectively at Ben-Gurion University in Israel. He has continued his career excelling in technologies with companies such as Intel, where he held a position as Yield Analysis Engineer, and Amdocs where he started as a Web Solution Architect & Project Manager and was later promoted to eCommerce Product Manager a role in which he was responsible for controlling and supervising a Research & Development budget of near $5 million dollars. His talent and service at each company gained him the reputable title of "Outstanding Employee" in 2003, 2006, and 2008.

Shortly thereafter, Mr. Sweiry joined eDealya DM as a founder and Vice-President of Product and Business Development where he carried overall responsibility for designating product life-cycles and setting strategy as well as all North American business development and marketing efforts, managing a budget of over $1M and overseeing all recruitment efforts.

He has played a pivotal role in directing the success of eDealya DM to date, and will no doubt continue to do so following the approval of his Visa. He has been instrumental in establishing the eDealya brand as a highly effective and vital branding tool which allows companies to recapture some return on their investments into social media tools such as Facebook, Twitter, Instagram, LinkedIn, etc.

After the company had decided to expand its presence in the US, Mr. weiry was appointed as the CEO of the US branch of eDealya. Under this capacity Mr. Sweiry manages operational, administrative, and commercial development aspects of the company expansion to the US. Specifically, Mr. Sweiry's broad range of duties with eDealya DM include: 1) Signatory authority to bind the Company in any and all contractual arrangements 2)Approval of employment agreements, compensation and hiring/firing of personnel; and Budgetary authority, including approval of Company expenses 3) set the strategic direction of the Company 4)Serve as active member of Company's Board of Directors.

**Merage Institute- leadership program for New Media Executives
June 2013**

Fellows' Companies and Organizations overview

- Bites Ltd.

- Carmbola Media Ltd.

- Cimagine Media Ltd.

- eDealya Inc. (US subsidiary of eDealya LTD.)

- Invest in Israel - Investment Promotion Center, Ministry of Economy, Government of Israel

- Kitchenbug a Liquee technologies Ltd. brand

- Matimop - The official National Agency for industrial R&D cooperation in Israel

- Parko T.L.V. Ltd.

- PLYmedia Israel

- Ringya Ltd.

- Shablul Communication Ltd.

- sPark Ltd.

- STP house Ltd.

- Tawkon Ltd.

- transSpot Ltd.

- WireX Systems

- WSC Sports Technologies

- Zuznow Ltd.

MISSION:

To provide the ultimate platform for fans to interact and play along with their favorite sports, entertainment, and brands, with a focus on live events.

PRODUCT:

Bites developed a web-based dashboard for partners to produce and deliver engaging interactive content to fans via the Bites iOS and Android app. The gamified fan experience created provides deeper fan engagement, rich fan data and analytics, and drives revenue through a deeper and more meaningful brand experience.

BUSINESS MODEL:

Bites provides the app to fans for free. Bites collects revenue from brand partners that engage Bites to provide the deepest level of interactive advertising to fans, collect real-time focus group data, and offer content-related products to fans. In addition, Bites collects revenue from pop culture partners – including TV shows, celebrities, sports teams, and others – to provide access to the Bites content delivery system, user data, and shared brand revenue.

INTELLECTUAL PROPERTY:

Patent application already filed in the US for a method, system, and apparatus for tracking and visualizing viewer responses for television events.

MILESTONES:

- November 2012- first product in the market
- November 2012 – first partnership (while still in beta) with the American Music Awards

MANAGEMENT:

- Eyal Baumel, CEO
- Ofry Ram, CFO
- Robby Silver, VP for Content Strategy

Market Trends

- In 2011, although 14% of the time spent online was driven by video content, only 4% of the online AD budget is directed towards it. The reason for this gap lies in the fact that this market hasn't been deciphered yet.
- In 2012 The single most important factor for advertisers is engagement (Nielsen)

The Pain

- **Lost commercial potential**:
  - o Emotionally involved users watch commercial content and aren't allowed to interact.
  - o Since Users are **forced** to watch commercials, the effectiveness in very low, the context is always negative, and the long term brand value is almost zero.

- **AD challenge**: Despite the notion that characterization of video content is the basis for relevant, targeted and effective advertisement, a solution for this challenge hasn't been provided yet.

Carambola's solution

Carambola's product turns video viewing into an interactive experience**: users can explore videos simply by touching their objects of interest.** If you see something you like - click on it and get all the info you want, in a way that you've never seen before.

Better World for users

- Simple and intuitive visual search using one click only.
- Better user experience – no push ads. Users get info only by request.

Better World for Publishers

- Happier users
- New ad space (new revenues)

Better World for Advertisers

- High level targeting for both new & traditional formats (banners & pre-rolls).
- Significantly increasing the value of "product placement".
- A new, deeper dialog between brands and users.

About us

Our goal is to change the way users relate to video content, and enable a true conversation between brands and users as opposed to forcing one. Carambola was chosen by the exclusive "8200 Entrepreneurship and Innovation Support Program" as one of the 20 most promising startups in Israel, and is now receiving the program's full support and accompanying.

Status

- Funding: $1M
- Product: live on Aol (world second biggest publisher), exceeding all targets.

Cimagin

The world is your showroom! **Contact: Yoni Nevo Phone: +972-55-8836868 Email: yoni.nevo@cimagine.com**

What we do. Cimagine Media is developing its unique technology and its powerful *Cimagine*TM augmented reality (AR) software platform for instantly previewing products in realistic 3D. Cimagine aims to *change the way people purchase products by addressing a common pain of most consumers* - imagining how products they want to buy would look like in their homes, and how they would fit other products they already own. Instead of imagining, Consumers can use their Smartphones, Tablets and future interactive glasses to see products wherever they like to see them, from any angle, as if they were really there. Online as well as Bricks & Mortar Retailers enabling their customers to preview products when at home or in-store using the *Cimagine*TM mobile app will reduce consumers' buying risks, and make their purchase decisions easier, faster, and with lesser dissonance – benefits that will translate to retailers' higher conversion rate, faster time to money, and fewer returns.

Technology. Our team applies its vast know-how in real time image & video processing over limited computing power systems to create Cimagine's *360º Super Reality*TM – a disruptive technology that enables to super impose virtual 3D objects into the live environment while automatically adjusting the virtual objects to perfectly blend into the real scene, and without today's AR's major burden: *no need to print a reference marker* in order to maintain the objects' scale and position. Cimagine eliminates the printing hassle, and allows the users to move freely while viewing objects – creating a *totally new user experience*, missing in today's AR applications. Cimagine also provides various tools for retailers, media players and designers involved in the purchase cycle.

Seasoned Founders

Yoni Nevo, MBA - CEO
15+ years international BD, Marketing, Strategy & SW Engineering management at ECI Israel, ECI USA, and Amdocs.

Ozi Egri - VP R&D
10+ years image processing algorithms & system and R&D management at Rafael and BATM.

Nir Daube - VP Products
10+ years international R&D and Product Management at BATM and CERN.

Amiram Avraham - Director 3D content
Entrepreneur & Architect with vast Design and 3D modeling know-how.

Company Status
- Incorporated late 2012, 6 Employees
- Built an iOS product & Android prototype
- Developed unique image & video processing algorithms (in patent process)
- Signed up our *first paying customer*
- Secured a *substantial seed investment*

We are seeking
- Experienced retail and media Executives for joining our Advisory Board
- Additional investors to complete a $1M round

Target Market. Cimagine targets e-commerce retailers such as *eBay* & *Amazon* who wish to extend their websites and mobile applications with realistic 3D product presentations, turning the consumers' world into a showroom. Additional target customers are brick & mortar retailers such as *IKEA & Pier1*, who can also transform their printed catalogs and ads to digital by overlaying engaging 3D images on top of them, while monitoring Customer's actions. Furthermore, Cimagine app can be used in-store to show products and models not on display. Cimagine also addresses needs of media players along the advertising value chain and enables interior designers and architects involved in the buying process to demonstrate products and design alternatives to their customers.

Business Model. Income will be derived from retailers' >$30B marketing budget, mostly as *recurring* license fees for the systems' modules - *3D Product Presentation*, *Analytics* & *Product Suggestions*, and professional services, such as setup, integration and product modeling. In order to increase our reach, we plan to develop special tools for

eDealya

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Enables mobile advertisers to reach qualified inventory at scale.

BACKGROUND

eDealya enables marketers to respond to social intent with an in-context, on-time, and relevant mobile advertisement.

Based in Omer, ISR, eDealya was founded in early 2010 and is backed by Nielsen, Israeli government Chief Scientist, IVIC, and Maayan Ventures.

THE VALUE PROPOSITION

eDealya allows marketers to spend their advertising budgets wisely bidding only for qualified audience that matches their marketing need.

Mobile advertisers rely on the "spray and pray" method based on the lack of audience segmentation and targeting data. As a fragmented industry, mobile advertising relies on various players to provide optimization based on specific niches, but all result in low eCPMs for publishers and below average ROI for marketers.

Advertisers and publishers leverage eDealya's proprietary technology to build a comprehensive consumer profile on each individual device resulting in targeted audience segments for mobile campaigns. By leveraging our algorithms and extensive inventory, campaigns see an increased ROI.

We developed eDealya's technology to understand intentions through human behavior – employing natural language processing, network analysis, and social signals such as "Likes." By analyzing unstructured and structured data, our algorithms continually update our results to determine consumer attributes and intentions.

Traditional analytics companies focus on consumer's static attributes such as age, gender, income, etc. We're into determining your audience's dynamic attributes, needs, and desires. These time- sensitive characteristics include upcoming travel plans, pregnancy, feeling under the weather, and other life events. Product positioning, targeted advertising, and other accepted methods of marketing rely heavily on general target audience segments and marketer's perceptions, but these methods are not accurate and have not been improved upon – even with recent technological innovations.

eDealya was developed to enable brands to go beyond likes and followers, enhance engagement, and automate growth resulting in an increased ROI.

We are forward thinkers, technology nerds, and social junkies who developed eDealya's core technology, and its suite of products, to support agencies, their brands, and most importantly, the end consumer.

THE TECHNOLOGY

eDealya's core technology enables audience segmentation based on social signals:
- Static (i.e. age, gender, income, etc.)
- Dynamic (i.e. planning a vacation, upcoming birthday, returning to school, and other life-events)

eDealya amplifies social signals with look-alike modeling allowing advertisers to discover unknown quality inventory at scale.

KEY PERSONNEL

Chaim Zucker, Founder & CEO:

An 18 years veteran of technology and business, Chaim previously led the product management and business development of Amdocs interactive eCommerce suite with over $100M in annual sales. Chaim was part of the establishing team of Aduva; acquired by Sun microsystems for $35M.

Ophir Sweiry, Founder & VP Business Development:

With more than 10 years of experience in the industry leading both technology and business teams in big corporate companies like Intel and Amdocs, Ophir's day-to-day is spent executing product iterations. He holds both a Bachelor of CS and a MBA.

Keith Petri, Senior VP BD:

Educated in business, economics, and design, Keith joined eDealya after founding iGottaGuide (acquired by GetYourGuide) and building CNSLT.us, a consulting firm focused on leveraging new technology. During the first 19-months, CNSLT.us retained over 50 clients in the restaurant and hospitality industries.
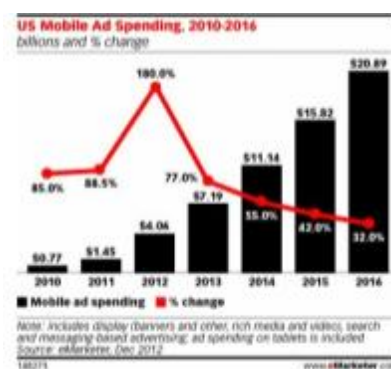
COPMANY STATUS

Founded: 2010

Shareholders: Nielsen, IVIC & Maayan Ventures

Funding: >$1m

THE MARKET

Worldwide mobile advertising revenue is forecast to reach $11.4 billion in 2013; up from $9.6 billion in 2012, according to Gartner, Inc. Worldwide revenue will reach $24.5 billion in 2016.

US Mobile Ad Spending, 2010-2016
billions and % change

About Invest in Israel

Invest in Israel, the Investment Promotion Center at Israel's M[...] the government's focal point for international investors. Inves[...] and current investors throughout the investment process and s[...] information.

Invest in Israel provides investors with an array of professional services during the investment process. These include:

- Current and accurate information on incentives available to the investor

- Coordination of investor visits and introductions to relevant businesses

- Maintaining a liaison with government and non-government agencies responsible for investment policy

- Providing comparative analysis and information on services and costs of business operations in Israel

- Business reports of Israel's leading target sectors and implementation of activities to promote these sectors

- Presenting Israel's record of breakthrough innovations

The Digital Media Unit

The Digital Media Unit within Invest in Israel was initiated by the Director-General of the Ministry of Industry, Trade & Labor in September 2011.With a growing awareness of Israel's strong starting position, on the one hand, and increased global demand for digital content, on the other, the need to create a new unit to address the specific needs in this area became clear. The unit focuses on three main industry sectors: TV, film & new media.

Aside from Invest in Israel's traditional role in attracting foreign investment, the unit is engaged in identifying tools to support future developments in Israel's digital media sector.

Original programs initiated by the unit include a five million NIS pilot support program for the digital media industry in the Haifa area, launched in November 2012. The unit also promotes legislative efforts such as a foreign production incentive program.

The digital media unit works closely with key industry organizations and companies – from large multinationals to small start-ups. The director of the unit is a regular guest and speaker at meetings and events, and was featured in several recent economic publications.

Introduction

On Dec 3rd 2012 Kitchenbug was **chosen by Microsoft as one of the 12 most promising start-ups** in Israel. Consequently, it joined Microsoft's prestigious accelerator program which has provided countless business and networking opportunities.

The need

"...Obesity, diabetes, heart disease, high blood pressure – are all diet related health issues that cost this country more than 120 billion dollars each year" (Michelle Obama, June 2009)

Making the world better – satisfying the unmet need

Kitchenbug has developed a system that can analyze any online recipe and instantly:

- Deduce its nutritional facts (calories, saturated fat content, etc.).
- Provide specific recommendations for people with chronic medical conditions such as diabetes, hypertension and obesity.
- Filter out recipes which do not correspond to the user's ideological beliefs (Kosher, Halal) or dietary preferences (Vegan, Vegetarian)

High Demand

- 46% of Americans search for information about nutrition and healthy eating.
- 60% of western world population is overweight; Epidemic of dietary related disease; outburst of food allergies; Religious and ideological preferences are critical for hundreds of millions

Market Size

- Recipes are the second biggest online search category.
- 1% of all internet searches are for recipes.
- There are 2 billion recipe searches per month.

Products

Kitchenbug for Bloggers (B2B)

On January 2013 Kitchenbug launched a plugin for food bloggers which enables them to display their recipes with correct nutritional information. In less than a 100 days, there have already been over 40 million views of recipes powered by Kitchenbug. Watch this clip to learn more.

Smart Recipe Box (B2C)

On May 7th Kitchenbug will launch its Smart Recipe Box **–** a web application that will change the way people search for, store and choose their recipes. From now on users will be able to get personalized culinary and nutritional information on **any** recipe, from **any** website, and collect them to a single online box.

Moreover, Kitchenbug will provide a social environment for sharing recipes, following other users' recipe collections and discovering recipes filtered to their specific taste and needs. Watch this clip to learn more.

MATIMOP – Your Gateway to Israel's Technology and Global Markets

MATIMOP, the executive agency of the Office of the Chief Scientist of the Ministry of Industry, Trade and Labor of Israel (OCS), is the official National Agency for international industrial R&D cooperation charged with promoting highly supportive policies to build Israel's industrial infrastructure, and nurturing industrial innovation and entrepreneurship.

Over the past several years, Israel has placed increasing emphasis on development of a world-class life sciences industry. Israel's highly talented cadre of academic and industrial scientists and engineers, along with cutting-edge enterprises in the life sciences creates a thriving environment for life sciences R&D, both in biotechnology and medical devices. Moreover, the OCS offers preferential grants for life sciences' companies and has recently launched a dedicated biotechnology venture capital fund as a joint venture with the private sector.

In recognition of its distance from global markets, the State of Israel enters into international agreements and has charged MATIMOP to aggressively expand opportunities for Israel's industry to engage in mutually beneficial international collaboration. The development of innovative new commercial technologies, products and services is a high risk expensive proposition, often exceeding the capacity and capabilities of individual firms and even countries, therefore necessitating the OCS's intervention and support.

At the level of the individual companies, the benefits derived from joint R&D projects are clear: **Risk Sharing** – high risks are mitigated by utilizing government grants and through scientific, technical and commercial synergies; **Time to Market** – collaborative R&D tends to shorten development cycles providing critical commercial advantages; and **Strategic Relationships/Partnerships** – mutually beneficial strategic partnerships enhance opportunities for success in an increasingly competitive and integrated global market.

MATIMOP implements an increasing range of international programs on behalf of the OCS, both bilateral and multi-lateral. The Government of Israel has entered into 40 Bi-National Industrial R&D Collaboration Agreements all over the world and participates actively in 5 multi-lateral European programs. All programs share the common benefits for Israeli companies highlighted above, as well as offering international companies access to Israeli industry's unique capacity for innovation. The effort to expand the network of international industrial R&D collaboration with new countries, states, provinces and regions are ongoing.

Contact:
Andrea Kruchik Krell, CMO
andrea@parko.co.il
+972-54-6232162

Industry:
Transportation

Company Launch Date:
April 2011

Number of Employees: 10

Strategic Partnerships:
Ahusat hahof (parking lots company)
Tel Aviv Municipality
Ynet (leading media company

Current Users & Customers: 60,000

Do you have a Demo or Prototype?
Running application.
Version 3

Current Investors:
Gigi Levy (Israeli Super Angel) & Our Crowd (crowd funding group of angels lead by Jon Medved).

Amount Sought for Which Round: $400k
Minimum Investment per Investor: $50k
Valuation: $1.5 million
Use of Funds:
Pilot in Tel Aviv
Burn Rate (current):
$25k monthly
Current Revenue: N/A

PROBLEM:
Nobody likes looking for parking. Statistics show that the average driver in a big city like New York, Paris or Tokio will spend about 40 min a day looking for parking. That's 200 min a week, 800 min a month, almost 1 year of their life searching for parking! For drivers it is a complete waste of time, money & energy, while the community is exposed to tons of unnecessary toxic emissions.

SOLUTION:
Parko's social parking platform brings a crowd-sourcing solution to the common pain that drivers in every big city go through when they circle the blocks looking for a parking spot. Parko is the unique combination of a social community both actively and passively sharing information on their soon-to-be-free parking spots using cutting-edge technology. Parko's proprietary algorithms make use of information from more than 9 sensors found in a typical smartphone today to accurately identify parking.

TECHNOLOGY:
We've developed an algorithm that uses the 9 sensors that exist in every smartphone to automatically identify parking spots that are about to be available.

MARKET:
In Tel Aviv we will reach 50k parking transactions out of 750k cars coming into TLV every day. Each would pay $0.3. per parking spot. 50,000 x $0.30 x 300 days/year = $4.5m A few more cities (NY, Paris, SF) this grows to about $50m by 2016.

BUSINESS MODEL:
Freemium- Commission on each transaction, using demand base pricing - this means that during the hardest hour in the most problematic areas, that's when we make the real money. Parking lots – we direct our customers to their closest parking lot, we get discounts on parking lot rates, we pass this on to our users and we take a cut of it. Location based advertising – we already have 10 franchises advertising through the app, giving out cool prizes to our users.

INTELLECTUAL PROPERTY:
Pending global Patent on our learning algorithm.

COMPETITION:
Social parking sharing apps, Street sensors & Private parking apps.

MILESTONES:
- December 2013- Pilot In Tel Aviv
- June 2013- Launch pilot in the US

MANAGEMENT:
- Tomer Neu-Ner, CEO
- Itai David, CTO
- Andrea Kruchik Krell, CMO
- Moran Barda, COO

PLY **Algorithmic online advertising platforms & services**

PLYmedia Inc.
HQ: 228 Hamilton Avenue
Palo Alto, CA 94301, USA
R&D: 48 King George St.
Tel Aviv 64337, Israel
Web: www.plymedia.com
Arkady Bron
VP Technology & Innovation
Tel: +972-3-736-8758
Email: arkady@plymedia.com

INTRODUCTION

- Established in 2006, PLYmedia Inc. is headquartered in Palo Alto,
- PLYmedia Israel is an R&D center of PLYmedia Inc.
- adk2 product line launched in September 2012.

ADK2 – ALGORITHMIC ONLINE ADVERTISING PLATFORM

Flagship SaaS product allowing establishment of Ad Networks & Media Agencies, and algo trading on leading global exchanges (Google ADX, Yahoo RightMedia, Appnexus).

VALUE PROPOSITION
- Effectively manage direct media sources
- Optimize performance & increase effective CPM
- Run any campaign type: CPM, CPC, CPV & CPA

TECHNOLOGY
- adk2 introduces unique mix of multiple technologies i.e. Action Prediction & Revenue Optimization, Ad Serving & Content Delivery, Tracking & Fraud Detection, Risk & Payments Management,
- Cloud-based, scalable & reliable solution capable of serving billions of daily ads to any location on the globe & optimizing revenue in real time.

MARKET

adk2's total applicable market size is estimated at $20 billion in 2020. Initial segment which adk2 already penetrated is Ad Networks — segment with a combined value of over $10 billion in 2012.

INNOVATION & RECOGNITION
- PLYmedia awarded several European & international awards for innovative excellence: Red Herring (2009), Microsoft (2008) & LeWeb (2007).
- Monetization Workgroup leader of a national consortium of Telecommunications, Internet & New Media companies.

STRATEGIC INTEREST

Organic growth from company's profits - expansion of the development of product portfolio & re-opening of a US branch to empower global sales efforts.

MANAGEMENT

Ben Enosh, CEO & Co-Founder
Experienced entrepreneur; co-founded Cyota Inc. which was later sold to RSA Security.

Avishay Raviv, President
Expert in online advertising and affiliate network advertising.

Yoav Kirmayer, COO
Expert in team building, development & empowerment of middle & senior managers.

Arkady Bron, VP Technology & Innovation
Expert in research & development, product management, marketing & sales.

David Markowitz, CFO
Extensive financial & business experience from Wall Street Credit Suisse First Boston.

ADVISORY BOARD
Bill Harris
Held numerous positions in the media, finance & technology industries, including CEO of PayPal.

Gil Elbaz
Entrepreneur, investor & philanthropist, co-founder of Applied Semantics (ASI).

Gordon Radley
Over 25 years of experience in the media sector; previously served as President of Lucasfilm.

COMPANY STATUS
Funded: 2006
Round A: $5.7M
Investors: Greylock Partners, Elron Electronic Industries Ltd., private investors

MILESTONES
2011: adk2 prototype & initial sales
2012: adk2 launch & sales growth

The first Collaborative Address Book

Company: Ringya Ltd.

Location: Israel

Industry: consumer mobile services / software

Established: Aug 2011

Seed Round: Apr 2012

Seed Raised: $1.5M

Employees: 6

Service Launched: Sep 12

Funding stage: round A

Looking to raise: $3M-$5M

Use of proceeds:

Complete product development

Marketing campaign

Establish US headquarters

Start monetizing

Contact: Gal Nachum

Tel: +972-544-602-151

E-Mail: gal@Ringya.com

In Short: Ringya is the first collaborative address book! It is a disruptive approach to managing contacts that fosters collaboration between circles of trust. It is designed to become the default address book of millions of smartphone users.

The Pain & Opportunity: Managing contacts is a pain. The growth in the average number of contacts per person together with the shift towards smartphones as the main communication platform for the consumer have made this pain acute. By adding a layer of context and collaboration on top of our sprawling lists of co-workers, club members, parent groups Ringya is positioned to displace the native smartphone contacts apps as the default address book of smartphone users.

The Product: Until now, people could share many digital assets (e.g. images via Instagram, videos via YouTube, files via Dropbox) but could not share one of their most important assets – contacts. Now Ringya users can; Ringya users can share groups of contacts and collaborate in managing them. In addition, Ringya offers a one click load process for contact lists that allows users to very easily create contact groups in their phone. Users can either snap a picture of a paper contact list or email Ringya a digital file and Ringya magically processes it and creates an organized "ring" on the user's phone. Ringya offers killer features such as contextual contact tagging, contextual caller id, group actions and more.

Virality: Once a contact list is loaded it can be shared with all its members with a single click. This creates inherent virality which can drive usage to many millions of users within the first year of operation.

Business Model: To drive user growth the Ringya app will be a free app. Ringya will monetize by offering premium services to enterprises allowing them manage internal and external directories using the Ringya service. Internal directories include company/site/office employee directories and external directories include service numbers, branch numbers and cross organizational teams. In addition, brands will be able to utilize the incoming call screen for branding and promotional purposes.

Competition: To date, no vendor has created any significant traction in the address book domain and most users are still using the native address book provided by the operating system. Ringya differs from its competitors by having a 4-pillar strategy based on i) validated consumer pain, ii) inherent virality, iii) user lock-in and iv) solid privacy model

Milestones:
- ✓ Service Launch: Sep 2012
- ✦ Start Monetizing: 2013
- ✓ 10K Users Pilot: Dec 2012
- ✦ Breakeven: 2014

Financials:

	2013	**2014**	**2015**	**2016**
Users	200K	5M	50M	200M
Revenues	0	$1M	$10M	$100M
Expenses	$1.5M	$2M	$4M	$10M
Net Profit	($1.5M)	($1M)	$6M	$90M

Founding Team: Ringya was founded by Gal Nachum and Kobi Hecht, IDF Talpiot graduates and successful serial entrepreneurs that have co-founded Mobix (sold to Backweb in 1997), Synopsis (sold to Datasafe in 2000), Cash-U (merged with Niragongo in 2004) and Unipier (sold to Flash Networks in 2008). Additional Co-Founders are Yoram Goren, former VP R&D of Onset Technology and Arie Gofer, former Director of Product Management of Unipier.

Confidential & Proprietary Information

Contact:
Yael Sverdloff
Founder and Owner

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58 Tagore St Tel Aviv,
Israel
**yael@yaelsverdloff.c
o.il**
www.yaelsverdloff.co
.il
LinkedIn: yaelsverdloff

Industry:
New Media Start-ups
Mobile and Smart TV
Media & Entertainment
Advertising

Company Founded: 1997

Majors Clients:
Merage Institute
Keshet Broadcasting
Kids TV
Channel 10
Cellcom Israel Ltd
United studios Israel
NDS
Bezeq
Ynet /Yedioth Ahronoth
Fattal Hotels
Strauss Group
Tnuva
BBDO
JWT
Saatchi & Saatchi
Ministry of Education
Ministry of Trade
Ministry of Tourism
The Israel Electric Corp
The Israel Export Institute
Tel Aviv University
Haifa University
Tel Aviv- Jaffa Municipality
And a few more

Shablul Communication LTD
From idea to market and all points between

VISION:
Generating new opportunities and converting ideas into reality in concert with positive entrepreneurial influences, by integrating experiences from the offline world together with the digital world to enrich and simplify our lives.

"The best way to predict the future is to create it" Peter Drucker

MISSION:
- Scouting services for companies willing to establish business partnerships with Israeli enterprises.
- Linking ideas with talented entrepreneurs and solutions.
- Building a long-term, meaningful network that is enthusiastic about   helping each other on the way to success.

SERVICES:
- Scouting services for private investors, incubators and VC's.
- Promoting start-ups from the initial idea.
- Building communities and platforms for new ventures.
- Business-results coaching and motivational toolkits for entrepreneurs.
- Leadership & Go-To-Market mentoring.
- Content development and branding.
- Brain-storming for new products and services for New Media   experiences.
- Organizing and managing business events and hosting professional panels.

On 1997 Yael Sverdloff initiated an innovative idea and produced for Tnuva–BBDO Client the first interactive commercial in outer space, "Milk in Space", which won a "Guinness Book of Records" entry and many advertising and innovation prizes around the world.

Did you navigate to a certain location, got an estimated time of arrival from your navigation application, arrived on time and then discovered that you are cruising for parking 20 more minutes? Then you were either late to a meeting, paid for an expensive parking-lot, parked far from your destination, got nervous? You are not alone...

> *"…Our streets are congested…by people who have gotten where they want to be but are cruising around looking for a place to park."*

Prof. Donald Shoup an urban planning professor at the UCLA

sPARK was founded in order to revolutionize the parking experience of drivers in crowded cities. Our goal is to provide our users, the sPARKers, with relevant and reliable parking information. The information provided via mobile application will allow users to plan their time and activities ahead, and find cheaper and closer parking.

sPARK's Platform

sPARK platform is based on a scalable, cloud based, client/server configuration. The sPARK platform backend Supports **sPARK client applications** and **third-party queries** (i.e. navigation and payment providers) via web-services interface. The information, provided to the users, is based on open source databases and real time crowd sourced contributed data. The platform offers community based services and supports parking seekers and parking information publishers. The

application offers the following features:

- Display of all relevant parking options
- Passive low power user state detection
- Seamless on-street parking-space Exchange platform.
- Drive-safety operation by vocal notification guidance.

The client application is developed for iOS and Android platforms. The application supports integration with third-party iOS/Android applications. Real-time information on parking activity contributed via sPARK users and third-party vendors is recorded, analyzed, and provided by web-service queries. A Token-based information distribution method, allows for variety of business models. The platform supports the following features. Static information sources mining and aggregation (i.e. OpenStreetMap, municipal databases etc.). Real time updates and verification on location availability. Analytical database with parking space information based on user behavior and activities. Parking spot "3D" mapping: location, restriction, availability (historical/real-time heat maps).

sPARK's Team

sPARK was co- founded by Eran Balter and Tal Dekel, to date the company employs 7 employees.
Eran the company CEO, is Entrepreneur with over 13 years of extensive software background, leading the definition and implementation of complex software products in F5 Networks, Inc.(NASDAQ:FFIV). Eran holds a B.Sc. of computer sience and Information Systems from the Technion.
Tal the company Chief Operation officer is the former CTO of Athlone Global security a $40M Canadian-Israeli Investment fund and Founder of Kairos Integrated solutions Ltd. & KFT. Tal graduated the exclusive IDF "Talpiyot" Program and holds a M.Sc. of engineering from the Tel Aviv University.
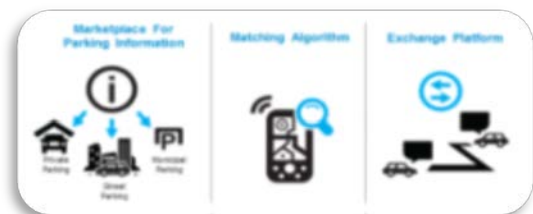
MISSION: Making financial transaction processing more efficient and effective by process automation and seamless integration, allowing client transparency and control of liquidity.

PRODUCTS: STP house focuses on solutions for real-time financial transaction processing between banks and counterparties. The company current business line serves financial institutions and automating their transaction flow. Our next business line is targeting to allow small to medium corporate clients a seamless integration with multiple banks and reduced costs, higher efficiency and gaining better control of liquidation status.

TECHNOLOGY: Java based message formatting and matching engine with core transformation and integration capabilities.

MARKET: The corporate-to-bank market is highly ineffective from both technology and process wise. Corporate needs relations with multiple banks (to get bank statements and send financial instructions) and therefore many corporate hold specific interfaces per each bank they work with and the processes are manual and hard for control. This process also brings a fragmental view over the corporate liquidation. Clients seek a one stop shop supplying their needs for any-bank connectivity and integration needs, giving better view of their liquidity and simplifying format conversions with low overhead and operation costs.

BUSINESS MODEL: Offering service (monthly subscription payments) to corporate clients for seamless bank connectivity and complimentary services (conversion, integration, bulking of messages into files, etc). The direct client within the corporate is the CFO who manages the banks relations and the financial data transfer.
We are seeking to establish partnership relations within local companies operating in North America and focusing on the financial domain.

Contact: Dael Shalev, CEO. (M) +972-54-4590840
dael.shalev@stphouse.com or dael.shalev@gmail.com
Industry: Financial software
Company Launch Date: May 2011
Number of Employees: 7 FT
Strategic Partnerships: SWIFT Ltd**.**

Profile

Contact: Ori Goshen, Co-Founder VP R&D, ori@tawkon.com, +972543036970
Industry: Mobile Apps & Telecom
Incorporated: 2009 Employees: 10
Offices: Headquarters - Tel-Aviv (Israel), Sales & Marketing - Sunnyvale (California)
Investors: US, Canadian, Singaporean and Israeli Investors (TheTime, Janvest, Chief Scientist and others)
Total Funding: $2.5M
Product Status: Official launch at 2012, Over 1M Downloads, Increasing global growth

Mission Enhancing mobile experience for having better quality mobile service.

Need Mobile networks are facing significant challenges due to the exponentially growth of demand for data mobile services. Actual customer experience is turning to be a key competitive differentiator between the carriers.
Currently mobile carriers are using costly drive tests to monitor their network performance for enhancing and maintaining their networks. Drive tests are very costly and limited in tracking actual user experience.

Solution tawkon disrupts the mobile network monitoring industry, Introducing a crowd-sourced network insights solution for mobile carriers. tawkon had built a suit of free apps with substantial value for consumers, helping them to have a better mobile experience. The apps are collecting anonymously the data required for producing valuable mobile network insights for carriers.

Products
Carrier Front:
Network insights console providing real-life user experience insights, comparison with other networks (e.g. Verizon vs. AT&T), tracking incremental changes of network deployment (LTE).
Consumer Front:
tawkon: Monitors phone's radiation level and alerts users whenever it spikes with simple recommendations on how to continue the usage in a responsible way.
WIMBO: Recommends the best mobile carrier service based on users' personal usage
Dr. Power: Helps developers to reduce their battery consumption of their apps
Market $600M / Year in 2011 and growing
Business Model tawkon is undergoing pilots with leading mobile carriers deploying tawkon's network insights solution.
tawkon is partnering with leading network optimization companies to deliver tawkon's network insights solutions to mobile carriers worldwide.
IP Radiation solution and other related patents are filed and pending.

Management Gil Friedlander - Co-Founder, CEO; Amit Lubovsky - Co-Founder, VP Marketing & Biz Dev.; Ori Goshen - Co-Founder, VP R&D

transSpot Ltd. Executive Summary

Corporate Overview

Founded in 2007, transSpot is the leading provider of advanced advertising solutions for stationary and mobile digital signage. Since its inception, transSpot has focused on developing AdStops™, the industry's most advanced advertising solution that automates the sales, content distribution, bidding and billing processes involved in advertising in digital signage. The AdStops™ platform supports stationary displays such as interactive information kiosks and informative screens, as well as mobile displays such as in public transportation vehicles. Apart from the AdStops™ platform, transSpot's products provide content solutions for displaying e-Newspapers on interactive information displays, and passenger information systems for public transportation. transSpot has raised so far over $7.5M in capital from Crossroad (a member fund of Generali Financial Holdings) and private investors.

The Product

The challenges:

- Digital signage owners sell their air-time to advertisers by using many media agencies or their own sales staff. This process is complicated for the digital signage owners.
- Advertisers must discover, for every digital signage display, who is the display owner, and then work directly with his media agency. This process is complicated for the advertisers.

The solution:

- AdStops™: An internet based solution that connects between the advertisers and the digital signage owners, that automates the whole process of searching for displays, purchasing, exposure of the advertisements and billing.

AdStops™ is a comprehensive online advertising platform which enables digital signage owners to monetarily capitalize on their available displays. AdStops can be integrated into any digital signage display with a processor and an internet connection. A short introductory video about AdStops can be found here.

transSpot's richvue platform is a general purpose content management system that allows to define zones on digital signage displays and connect them to content applications, such as People's Daily's E-Bulletin, city transportation maps, magazines, entertainment services, or advertising content such as provided by the AdStops platform. The richvue platform supports interactive display systems.

Potential

transSpot's has entered into a strategic agreement with People's Daily (PD), the most widely read newspaper in the People's Republic of China (PRC), which is owned by the Communist party. PD has decided to deploy over one million digital interactive displays in key locations throughout China over the next 8 years, such as in shopping malls, banks, airports, subway docks, cafes, and government offices. The displays show the PD newspaper and location and time based content and advertising. Under the agreement, transSpot is supplying the technology for this project, and will receive a share of the advertising revenues generated on the displays. The anticipated ad revenues, according to the performance in 2011Q4 of China based Focus Media (NASDAQ: FMCN) which operates more than 120,000 digital displays throughout China, is approximately $300-$375 per month per display. The project is the largest in the world, and transSpot is poised to be the largest technology provider for the Digital Out Of Home (DOOH) market. Several units have already been deployed in Beijing, China. A short introductory video about the deal with PD can be found here.

In addition to the project in China, transSpot has just recently started implementing its AdStops technology in other exciting projects in the UK, Italy, Israel and other customers in China. transSpot sees the US as a target market for AdStops and richvue and plans to approach leading network owners in order to integrate the AdStops technology. With over 2 million digital signage displays already deployed worldwide, and more than one million displays in the US alone, the market for AdStops is huge.

Proprietary and Confidential. **Revised: September 16, 2014**

WireX Cube Systems LTD.

Derech HaAtzmaut 40, Yahud Monoson, 5630417, Israel.
Tel : 972-77-515-0804, Fax : 972-77-5150805, E-mail: info@wirex-Systems.com

Key Personel:

Tomer Saban, Co-Founder & CEO
With 10 years of experience working in startups and large enterprises, Tomer brings to the venture managing experience, in leading people as well as in directing the technological aspects. Tomer holds a B.Sc. in Computer science.

Gilboa Davara, Co-Founder & CTO
With over 15 years in software development, Gilboa is a guru in Linux kernel development with extensive knowledge in networks communication, hardware optimizations and operating system's internals.

Vadim Lipovetsky,
Co-Founder & VP R&D
Vadim has over 12 years of experience in software development and is an expert in IP protocols analysis, reverse engineering, designing data intensive systems and Web 2.0 technologies. Vadim holds a B.A in Computer Science.

Company Status

Company Launch Date: January 2010

Number of Employees: 3

Current status:
First sales, number of pilots in Israel and abroad.

Investors:
Chief Scientist, Magma VC

BACKGROUND:
Communication nowadays is made anytime, anywhere, and the ability to "understand" the data that travels across the network is crucial and is fueled by the explosive growth of social media, and the mobile revolution.

INTRODUCTION:
Founded by a group of network intelligence experts, WireX has developed an innovative solution for the interception and analysis of IP based activities.
WireX solution (AQWIREX) builds an accurate picture, in real time, of users and devices actions over the web.

PRODUCT:
AQWIREX intercept IP traffic and performs deep packet inspection in order to extract critical information and relationships from web based communications. The "interesting" information, produced from all layers of the OSI model, is tagged and processed by our deep packet analysis engines and the results can be viewed in real-time.

THE MARKET:

The market consists of all companies and organizations who are performing (or interested in performing) deep packet inspection of IP traffic for the purpose of producing information. These organizations are mainly divided into two categories:

- **ISP's, Fixed and mobile operators**
  Data providers are constantly seeking new ways to offer value added services. Subscriber activity analytics generated from a deep analysis of subscriber activities (rather than statistical gathering of information) will help the providers to increase revenues while optimizing their resources to fit customer demands.

- **Enterprises (IT, CIO)**
  Today, more than ever, understanding the wide variety of applications, users and content running in the organization, along with the opportunity to respond to threats in real time is vital

W.S.C Sports Technologies – Overview

About Us

W.S.C Sports Technologies operates in the professional sports market and the sports new media market supplying advanced services and tools for new media and video solutions for professional leagues; teams; institutions; associations and broadcasters. The company is based in Israel and was established in 2008.

New Media Challenges

Online video is growing exponentially in every category including sports.

Digital media rights become more prominent with content moving to PC, mobile and connected-TVs and It is important to have a viable online strategy more than ever. ***Media right owners are faced with the challenge to utilize the new media and give their audience an interactive, personalized and cross-platform experience*** as viewer experience is shifting from "Lean Back" to a "Lean forward".

Media-right owners are looking for new revenue streams while trying to maximize video-rights value and provide fans with a unique and special experience.

W.S.C Sports Technologies' solution

We enable media-right owners to exploit their digital sports rights and generate new revenue streams.

W.S.C Sports Technologies offers a whole new infrastructure for creating interactive video platforms, which are based on a metadata layer to the video.

The company's solution enables the **creation of customized and personalized videos** for many implementations – both for fan engagement and editorial use.

Using the metadata layer, W.S.C Sports Technologies offers interactive video interfaces such as "Playmaker", "Head2Head", '2nd-screen highlights' and more implementations to provide fans with a personalized, innovative and interactive experience when consuming sports online.

W.S.C enables the media-right owner to increase:

- Fan engagement and loyalty
- Number of video views
- Time spent online

By increasing these parameters the media-right owner monetizes through video-ads, subscription and sponsorships.

The 'Playmaker' Platform

An interactive and graphic online video platform embedded in a right holder's website. Sports fans can now have video access to any event they choose:

Highlights are not enough - Fans can actively review and follow their favorite player, team or league.

Choose the events – Filter by player; team; game; or event. See the dunks by your favorite player throughout the season, or the blocks by your favorite team in their last game.

Make your own clip – Create, edit and share your personalized video clip of favorite events with your own commentary, soundtrack and effects.

Follow and Share – Follow fellow fans creating your favorite insightful content, send the best clips to your friends, embed into your article or blog.

Recommended results – Get recommendations on the most interesting videos according to your preferences.

Earn Credits – Win prizes and get recognition for simply watching sports.

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Zuznow - Mobile Solution for
Advanced & Complex Websites

Compatible with leading Smart-Devices

iPhone   ANDROID

Zuznow introduces an automatic responsive design for an ultimate surfing experience! Presenting 100% of your website to 100% of your mobile visitors through a 100% automatic solution

Entering the Mobile-Web

Websites wishing to leverage the growing share of mobile visitors, and respond with a comprehensive mobile strategy face nowadays only limited options that require high initial investment and ignore the untapped monetization potential of this new market.

100% Website - 100% Traffic

Zuznow has developed a unique and innovative adaptation algorithm that automatically analyzes and prioritizes the website visual structure and adapts it to the visitor's Smartphone. Zuznow's solution covers 100% of your website and 100% of the mobile traffic, whether generated from search engines, social networks or native applications. Accordingly, SEO and Social Networks desktop-efforts continue to be leveraged on the mobile-web with no additional costs.

One Solution for All Websites

Zuznow's comprehensive solution fits online and offline businesses; Zuznow offers unique pacakges for Publishers, Brands, eCommerce and enterprise.

Automatic, Responsive & Dynamic
Automatic responsive and adaptive for all smart-device surfing. 24/7 optimized reflection of every page of your existing website on all devices, with best look and feel and advanced user experience (UX).

Designed for Complex Websites
Reflection of 100% of your website to 100% of mobile surfers. No matter how complex the design or functionality of the website, we ensure that nothing is lost when viewed on mobile browsers

SEO & Social Network Traffic
All mobilized traffic, whether generated from search engines, social networks, online campaigns, newsletters, etc., will always arrive at the right destination no matter which link was clicked.

100% Seamless & Affordable
Zuznow's mobilization process is fast and seamless, requiring no technical efforts or specialized personnel on the website side

100% Cloud-based-Service
Zuznow solution requires no changes on the website's IT infrastructure and no software installation on the Smart-Device.

www.zuznow.com ● info@zuznow.com