

The Leadership Program for New Media

March 7th - 19th, 2021

Irvine, CA USA

About the program

Israeli startups seeking to expand to the U.S. market often struggle with cultural and professional gaps: making connections, acquiring new customers, pitching their business, gaining access to capital, and navigating a foreign business culture. These challenges have direct impact on their chance to succeed in the competitive and global marketplace.

The Merage Institute (MI) Program for New Media companies seeks to help startup leaders to bridge those gaps by providing a 100% subsidized program, combining both hands-on lessons led by renowned entrepreneurs and educators, as well as valuable networking opportunities with potential investors, partners, and the local Jewish community.

The upcoming program will take place from March 7th to March 19th 2021, and will provide you with hands on training in negotiation techniques, applied networking skills, and sales strategies, as well as teach you effective and proven approaches to marketing, financial management, and legal barriers, with specific emphasis on the New Media industry.

During the two-week program you will engage with leading New Media experts and participate in lessons that will enhance your ability to grow your business and expand your company's global efforts in the United States.

If your company is looking to expand its business to the U.S. market, the Merage Institute New Media Program is a great way to start.

The program is targeted toward Israeli startups in the media industries, including: Mobile Apps, IoT, Ed-Tech, MarTech, AdTech, and disruptive related ventures.

Up to fifteen applicants - founders and executives of startup companies in Israel, which have completed the first round of financing, will be hand-selected to participate in the program. Applicants must have proven experience in the New Media industry.

The Merage Institute covers all non-incidentals costs of attending the program except for transportation. Applicants must be citizens of Israel and speak fluent English.

Who should apply?

“ If you need help with your pitch, don't know how to network, clueless with negotiation, have no experience in building partnerships or need help with your marketing - APPLY! ”

Yonatan Snir CEO, CliClap, New Media 2017

APPLY NOW

The Merage Community

The Merage program started in 2005 and has since hosted 36 programs, having over 600 alumni members.

Program participants have the opportunity to join the network, take part in our alumni events and leverage the community for their needs. Our closed Facebook group provides a great platform for knowledge sharing, finding partnerships and getting updates on exclusive offers for community members.

In addition, we have seen that the 2 weeks program has generated an excellent ground for new friendships among the program participants, lasting long after the program is over.

The program is divided to lectures, practical workshops and networking events. Everyday starts at 08:00 am (after breakfast), with lectures and workshops ending at 05:00 pm. After the afternoon break, at 06:00 PM, attendees are invited to a daily networking-dinner event. Each dinner is hosted by local community and business leaders in which you will get the opportunity to practice your networking skills, startup pitch, as well as build relationships with your hosts and local community.

Of course, you will also have free time on Saturday for shopping and sightseeing. We highly recommend visiting Balboa Peninsula, Laguna Beach and if you like parks - Disneyland is just around the corner...

Agenda

“ The program has led to a significant change in my perception of the business world. With the help of the Institute staff, lecturers, fellow members of the program and the daily networking, I identified new business opportunities for customers and partners in the US. ”

Ran Meged, Founder & CEO Know-Now, New Media 2017

A glimpse at the modules and workshops

Module Marketing, Sales and Distribution

Lecturer Dr. Imran Currim

Summary Understand and develop alternative marketing strategies for U.S. markets, focused on organic growth.

Module Negotiations

Lecturer Lisa A. Barron, Ph.D., MBA

Summary Develop negotiating abilities for use in organizational and other settings. Learn to enhance individual abilities in dyadic and group situations.

Module Working with U.S. corporations to develop and scale

Lecturer Larry Wilk, Adjunct Professor

Summary Learn how to plan and engage with U.S. corporations as customers, partners and/or competitors. How to adapt business models for the U.S. market. How/why companies want/need to work with start-up.

Module The nature of the US digital media market

Lecturer Fred Thiel, Sr Advisor

Summary Panel with Fred Thiel, Sr Advisor to CEOs/Boards of Directors and PE/VC firms, Speaker and Author. The panel will include entrepreneurs and investors, sharing their experience.

Module Elevator Pitch

Lecturer Joel Calvo, Mentor to CEOs and startup founders

Summary Learn to write and present an unforgettable "elevator speech" that will grab your audience's interest and leave them eager to learn more.

Module Analyzing VC Financing and Term Sheet

Lecturer Alex Kaplan, Partner at Golenbock Eisenman Assor Bell & Peckoe LLP

Summary Analyze a customary term sheet for an institutional venture capital financing, focusing on valuation, control and preserving the founders' intellectual capital.

Module Strategic Networking

Lecturer Bruce Money, Professor of Marketing and Int. Business

Summary Learn how to network in a strategic sense how to form and utilize connections with people for successful entry and growth

Module Startup Marketing Essentials

Lecturer Michael Swenson, Professor of Marketing

Summary Learn from field-tested entrepreneurs who have trained themselves to see the world of customers and marketing in ways that markedly improve their chances for success.

“ Merage helped me learn & understand the market in the states, after all, it's all about people and culture. ”

Eti Finkelstein Nachum, Fromer co-founder
BlogsRelease, New Media 2017



Irvine, CA



New Media group 2017



Laguna Beach, CA

About Merage Institute

The Merage Institute was founded by Paul Merage, leading food innovator and creator of "Chef America," the first start-up frozen food company in 1975.

Best known for Hot Pockets and Lean Pockets, "Chef America" was one of the largest and most profitable privately held companies in the United States until being sold to Nestle in 2002 for \$2.6 billion.

To learn more about Paul Merage and the Merage Institute, visit www.merageinstitute.org

To begin with the end in mind means to start with a clear understanding of your destination.

It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction.

Stephen Covey