



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE



JOHN CABOT  
UNIVERSITY

Pre-tour option:

John-Cabot University: Weekend of Start-ups  
*15 – 17 November 2019 - Rome, Italy*



## JCU Weekend of Start-ups

*Click the link above to find out more about this exciting opportunity*

An opportunity has been extended, by [Joanne Bergamin](#) (MBA Alumni) from JCU to invite our MBA community to the third annual Weekend of Start-ups, under the patronage of [Associazione Nazionale Giovani Innovatori](#).

Sponsors and supporters include KPMG, with a **EUR 1000 cash prize** for the winning team. In addition, Amazon Web Services, Plug and Play, Lazio Innova, CRMpartners and Luiss Enlabs are supporting the program with additional prizes and jurors.

In addition, a representative from the Israeli Embassy to Italy, will come to welcome the Australian delegation and provide all participants an introduction to Israel, the Start-up Nation

# JCU Weekend of Start-ups

*Pitch your start-up idea, form a team and compete for great prizes!*

## Friday, November 15

Time	Activity
6pm	<b>Official Opening:</b> Welcome by Dr. Greg French, <i>Australian Ambassador to Italy, San Marino, Albania and Libya</i> Welcome and introduction of speakers, coaches and community leaders
7pm	<b>Pitches start:</b> You can pitch your own idea or just listen to others' ideas and form your team. You will then take this idea and RUN!
8pm	<b>Dinner and Networking:</b> Share ideas, form teams, begin working!
11pm	<b>GO HOME!</b>

## Saturday, November 16

Time	Activity
9am	<b>Breakfast and begin work</b>
1pm	<b>Lunch</b>
2pm	<b>Coach meetings:</b> Coaches help teams one-on-one
7pm	<b>Dinner and keep working</b>
11pm	<b>GO HOME!</b>

## Sunday, November 17

Time	Activity
9am	<b>Breakfast and begin work</b>
10am	Presentation prep and tech check
11am	Team presentations
12pm	Judging and awarding of prizes
1pm	After-party and time to go to Israel!

### Cost:

- Ticket for JCU Weekend – **FREE**
- Flights and Accommodation: **Participant cost**

### NB:

If you are planning to participate in this weekend, please ensure you book the below flight from Rome to Tel Aviv on Sunday 17 November



17:20 — 22:10  
BlueBird Airways

direct

3h 50m  
FCO - TLV





THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

CREATE CHANGE



International  
Study  
Programs

# University of Queensland MBA Immersion Tour

## INNOVATION AND ENTREPRENEURSHIP

*Learn how Israel uses unique collaboration between corporations, academia, and entrepreneurs to bolster its innovation culture*

Tel Aviv and Jerusalem

17 November – 24 November, 2019



## Sunday, November 17 – Arrive in Tel Aviv

## Monday, November 18 – Defining Israeli culture of innovation

Time	Activity	Potential Companies	Key Learning
Morning	Orientation talk by Program Managers Brief Introduction to the immersion trip, Israel's specifics and practical recommendations		
Late Morning	Visit: what makes Israel a hotbed for start-ups?	<u><a href="#">Start-up Nation Central</a></u> <i>An authoritative source on the Israeli innovation community. Curate the largest and most up-to- date discovery platform of Israeli innovators and entrepreneurs</i>	Israel as a start-up nation; local business culture; influence of the military on the tech ecosystem; government approaches and actions; in-depth sector overview (agritech, cybersecurity, fintech)
Early Afternoon	Case study: spotting a high growth potential – The role of VCs & private equity	<u><a href="#">Aleph</a></u> <i>Venture capital fund focused on partnering with great entrepreneurs to help scale them into large, meaningful companies and globally recognised brands</i>	Understanding start-up financing and different types of funding sources; major factors affecting investment in start-ups; portfolio development; exit strategies from the VC's perspective
Evening	Family style welcome dinner		

# Tuesday, November 19 – Israeli start-up environment vs. corporate culture

Time	Activity	Potential Companies	Key Learning
Morning	Entrepreneurial labs: the underlying importance of networks in local start-up community	<p><u>8200 EISP</u> <i>Non-profit organisation driven by its immensely successful network of entrepreneurs, experts, investors and more</i></p>	Experience the atmosphere of one of Israel's prominent start-up accelerator; meet young local entrepreneurs and listen to them pitch their innovative ideas and brainstorm together on possible solutions for a challenge they are currently facing
Afternoon	Visit: Israeli company making its mark in the global economy	<p><u>Teva Pharmaceuticals Industries</u> <i>Committed to improving health, by integrating innovation, quality and accessibility to improve health worldwide like no one else</i></p>	Understanding challenges faced by an Israeli corporate operating worldwide; new trends and global competition in the pharma industry; corporate culture in Israel

## Wednesday, November 20 – Capture Israel’s entrepreneurial spirit

Time	Activity	Potential Companies	Key Learning
Morning	Flash consulting: Israel as the artificial intelligence powerhouse	<a href="#">Infibond</a> (AI-powered behavioural analysis) <i>Ushering the next generation understanding of the user and redefining how consumers interact with brands.</i>	Explore the use of AI and machine learning in psychology; engage in an interactive consulting session; learn about the company’s current challenges and then split into smaller teams to brainstorm and present ideas back to the company about possible solutions
Afternoon	Visit: From a garage start-up to a global company	<a href="#">Wix</a> <i>Allows users to create their own original website that reflects them and their brand. Wix handle the complex techy processes behind the curtains and guarantee users an experience that is simple, fun and code-free</i>	Understanding the transition from start-up to scale-up; main challenges that start-ups are facing when going global; product development strategies and its adjustments for local markets
Late Afternoon	Visit: Exploring family history through technology – global success of an Israeli start-up	<a href="#">MyHeritage</a> <i>The leading global destination for discovering, preserving and sharing family history</i>	Global expansion of a local company; challenges when managing staff from over the world; technology complexity behind the unique product
Leisure time: Recommended activity - stroll through Rothschild Boulevard, a place full of energy and hosts one of the most prominent Israeli start-ups and is considered to be the hub for local entrepreneurs			

*Please note that company visits within this program are subject to change and will be confirmed once program numbers are known*



## Thursday, November 21 – Small idea, big impact

Time	Activity	Potential Companies	Key Learning
Morning	Visit: Let there be water – Israel’s role in solving one of humanity’s biggest looming problems	<p><u><a href="#">Netafim</a></u>  <i>The world’s pioneer in drip irrigation technology. Provides innovative solution for raising yields, maximising water savings and reducing erosion.</i></p>	Sustainability as key strategy for resource saving; profitability and development; providing customised solutions for small farmers as well as large-scale agricultural projects; digitalisation of agriculture (agri-tech) and precision farming
Afternoon	Cultural event: Breaking the mold – an authentic Kibbutz Magel experience	<p><i>Visit an Israeli Kibbutz, traditionally an agriculture based collective community, to understand the foundations of communal life, but also witness the development of industrial plants and high-tech enterprises as part of these settlements’ economic empowerment and independence</i></p>	
Evening	Networking event: Tel Aviv is all about connections	<p><i>Take this unique opportunity to mix and mingle with local business people and make great contacts for future business and personal endeavours</i></p>	

## Friday November 22 – Jerusalem: on city, three faiths

Time	Activity	Potential Companies	Key Learning
Early morning	Transfer to Jerusalem		
Morning	Cultural event: Yad Vashem – Holocaust Memorial Museum	Visit the memorial to the six million Jewish victims of the Holocaust	
Afternoon	Cultural event: Jerusalem Old City Tour	Visit the church of the Holy Sepulchre then continue to Mt. Zion to see David's Tomb; the room of the Last Supper; and Dormition Abbey. Continue walking through the old city of Jerusalem; see the Western Wall; view the Temple Mount and the Dome of the Rock; walk along Via Dolorosa	
Late afternoon	Return to Tel Aviv		

## Saturday, November 23 – The story behind Tel Aviv

Time	Activity	Potential Companies	Key Learning
Afternoon	Cultural event: Explore Tel Aviv and Old Jaffa	Visit Jaffa to experience a great view of Tel Aviv from the south; walk around the art galleries and the narrow alleys of this ancient city of Neve Zedak – the new ‘in’ area that used to be the first neighbourhood of the new city – Tel Aviv	
Afternoon	Optional cultural event <i>Students pay individually</i>	Take a journey through the personal life story of the guide, a son of an Arab family from Jaffa, who had to leave their home due to the 1948 war. The family stayed in refugee camps and was one of the very few that were able to return to Jaffa and rebuild itself  This tour is for those who want to hear the Palestinian perspective and get to know the Islamic world	
Evening	Tel Aviv fine dining farewell dinner		

## Sunday, November 24 – Depart for Australia



# Cost

\$3,650.00 based on 20 students\* (Based on current US > AUS conversion rate)

\$3,000.00 based on 30 students\* (Based on current US > AUS conversion rate)

*\*Option is based on twin share, students can pay \$1,000 extra per person for single room accommodation.*

## Includes:

- Breakfast each day
- Welcome dinner
- Farewell dinner
- Networking event
- Kibbutz Magal experience
- Full-day trip to Jerusalem including entrance fees
- Airport transfer (if arriving/departing on scheduled day)
- Tips for guides and drivers

## Excludes:

- Airfares to and from Tel Aviv
- Any visa requirements
- Any vaccination requirements
- Lunch each day
- Additional tour option post-immersion week

# Next steps

Submit your application by **Sunday 23 June.**

