

MENTORS

1. OPHIR MARKO – eInitiatives, Patent attorney specializing in Startups & IP

Ophir has been involved in two successful start-ups in the semiconductor industry, which exited for a combined value of just under one billion dollars. After completing his degree in Physics from the Technion - Israel Institute of Technology, he pursued a career in Intellectual Property, specializing in the fields of software, telecommunications, electro-optics, semiconductors, medical devices and integrated circuits.

He is involved with ChallengeUP where he serves as a mentor, coach and judge.

He has facilitated numerous exits and IPOs as a patent attorney and business consultant with various start-ups.

His practice as a patent attorney specializes in building strategic IP portfolios for startups. He has assisted numerous startups to receive high valuations, tied with their ability to turn their unique know-how into financial assets. His practice turns million dollar startups into 100 million dollar exits.

He does prosecution of patent applications, litigation support and opposition procedures, in particular before the European and US Patent Office, as well as the Israeli Patent Authority. He focuses on the technological fields of software, telecommunications, electro-optics, semiconductors, medical devices and integrated circuits.

2. LEA GOLDBERGER

Lea has 16+ years of experience building web and mobile products. She is currently VP Product at an Enterprise Marketplace Startup in Israel, previously lead product at Fiverr.com (ecommerce), Answers.com (content/community), BillGuard (Fintech) Roomer Travel (travel/marketplace) and more. She knows mobile web and applications, SEO, social networks, content strategy and community building, and is experienced with UX/UI.

Lea also consults entrepreneurs and startups to help them kick start their product strategy and team building.

3. AVISHAY PARIZ – IronSource, Director of Business Development, Enterprise Solutions.

Avishay is a manager with a broad understanding of sales, strategic, financial, marketing and operational aspects.

He is a sales and business development oriented person with technological, creative and strategic thinking. He has experience in development and planning activities, decision-making, leadership and management of marketing teams and product development.

Avishay has experience in powering brands, proper use of all marketing and advertising channels and a deep understanding of the digital arena.

He has excellent communication and negotiation skills with clients and suppliers in Israel and abroad. Very technologically oriented.

4. **ILAN CARMELI**- Co-Founder & CPO- BeaconCure

BeaconCure is a health tech startup. He has 9 years of experience in building products from scratch to growth.

He creates products from idea to distribution stage. His last position was Product/Project manager in a financial company. He has vast experience in product planning and execution throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with R&D, marketing and support to ensure customer satisfaction goals are met.

5. **TAIR KOWALSKY** – SigmaLabs

In 2013, Tair joined the Herzliya Municipality and founded HAC, a municipal accelerator and the first to take on a Smart Cities/Urban Innovation vertical.

As head of the center and accelerator, he worked with hundreds of startups, created successful pilots for early stage startups with the Municipality, and built an exchange program with Leipzig, Germany.

3 years later, he joined the high-end SigmaLabs Accelerator.

SigmaLabs is a pro bono “For Founders by Founders” accelerator that helps early stage startups develop their first product to address a market need and accelerate to early success. After 4 waves and 20 alumni, 86% of SigmaLabs alumni have raised funds.

6. **ITAI BUCHAN** – LIONS RTJ – Co Founder

Lions RTJ specializes in high profile business interactions, fundraising, B2B sales and mergers.

Lions works successfully with startups from various fields such as Fintech, Biotech, Biomed, Ad tech, Telecom, Sports, Insurance, Media, Cyber, Robotics, IOT, Storage fulfillment as well as with corporates and global organizations from varied fields such as IT infrastructures, finance and military industries.

7. **ELINOR COHEN** – Engagement Strategist at The Engagement Strategy Group

She works with many entrepreneurs in Israel and Europe, a regular mentor in the h-farm incubator in Italy and recently I was also invited to join the large international network of accelerators - GAN.

She guides entrepreneurs in business development and community-based marketing, product and market matching, all based on a unique model she has developed based on the concept of community management.

Over the years I have worked with companies in various verticals including e-commerce, food, and wearable technology, as well as innovation in traditional industries.

8. MORAN NIR - Executive Director of the Zell Entrepreneurship Program at IDC, Herzliya.

The program is designed for outstanding undergraduates in their final year of studies combining advanced entrepreneurship education with hands on experiential learning. The program provides a platform for the development of a business venture from concept to launch. Notable companies that have emerged from the program include FeeX, Ironsource, Wibyia, The Gift Project, Bizzabo and Argus. Program graduates find themselves in leading management roles in startups or corporates, such as; Google, AT&T, Microsoft, Facebook Menlo Park, and hopefully soon Facebook Israel too.

ZELL or IDC has many alumni who are active in the ecosystem.