

Lessons from Israeli Innovation 20-21

Global Modular Course (MGMT 897)

December 29-30, 2020 & January 5-7, 2021

Conducted over Zoom

Class Hours will be scheduled between 10:00 and 16:00 EST

Instructors: David Hsu and David Zvilichovsky

Module Overview

“ Israel is, by many measures, the country (relative to its population) that has done the most to contribute to the technology revolution “ Bill Gates

Individuals, organizations and countries survive, adopt, improve, grow and sustain through innovation in many guises. Israel, a country of 9 million people, has been investing in Research and development (as a % of GDP) more than any other nation on the globe. In many ways a true entrepreneurial venture in its own right. The Israeli eco-system supports the creation of hundreds of new startups every year, many of these companies play a significant role in shaping the worlds' innovation landscape. During this course participants will gain knowledge and insights into the attributes and drivers of the Israeli “startup nation” and garner lessons pertaining to the complex relationship between innovation, entrepreneurship and society as well as R&D policy and government incentives.

This Global Module will incorporate class lectures, guest speakers and virtual reach-outs, hosting world-class Israeli-related companies, entrepreneurs and investors. Some examples of guest speakers and companies hosted in previous years include Daniel Schreiber CEO of Lemonade (2020 IPO) that revolutionized the insurance industry, Jon Medved, CEO of OurCrowd the largest equity crowdfunding platform and Dov Moran the inventor of the disk-on-key (acquired by SunDisk) and Prof David Mendlovic the inventor of miniature-multi-aperture technologies for mobile devices now embodied in all modern smartphones (acquired by Samsung in 2019).

One of the striking attributes of the Israeli eco-system is the widespread presence of technology multinationals (MNCs). 350 MNC R&D centers in Israel employ 40% of the country's R&D force. This has become one of the dominant forces shaping today and impacting the future of Israel's High-Tech industry. Your module assignments will focus on a multinational that is operating in Israel or on Israeli companies that are potential targets for being acquired by a multinational.

Course Time Line

December 29-30: intro sessions, covering facts, drivers and attributes of the Israeli high-tech landscape. Overview of the historic perspective and its effects on innovation and R&D in Israel. Insights into the societal effects of innovation and R&D and their interaction with government R&D-policy. Overview of the MNC phenomenon in Israel.

December 31-January 4: in-course assignment (teams of two), deliverable: 2 page report and a 5 slide presentation

January 5-7: Insights and lessons learned from Israeli innovation, including guest speakers from leading Israeli related companies and their investors. Student presentations (select groups only). Class discussions and knowledge integration.

Post Course Report: Assignment performed in teams of two, studying a selected Israeli company in the context of a potential M&A transaction with a multinational corporation.

Instructor Biographies:

David Hsu is the Richard A. Sapp Professor of Management at the Wharton School, University of Pennsylvania. He graduated from Stanford University with undergraduate majors in economics and political science. After a few years working in industry, he received his master's degree in public policy from Harvard University, followed by his Ph.D. in management from the Massachusetts Institute of Technology. Hsu's research interests are in entrepreneurial innovation and management. Within that domain, he has investigated topics such as intellectual property management, start-up innovation, technology commercialization strategy, and venture capital. His research has appeared in leading journals such as Management Science, Journal of Finance, Strategic Management Journal, and Research Policy. He is past department and associate editor of Management Science. In 2008, Hsu was awarded an Alfred P. Sloan Foundation Industry Studies Fellowship. At Wharton, he teaches two MBA electives, Entrepreneurship and Technology Strategy. At Penn, Hsu is Associate Faculty Director of the Weiss Tech House, which encourages and supports students in the creation, development, and commercialization of innovative technologies.

David Zvilichovsky is a senior faculty member at the Coller School of management, Tel Aviv University. He is a Board Member at Bank-Hapoalim, Israel's Largest Bank and has been active in the Israeli High-tech eco-system for over 30 years. He holds a Ph.D. in Economics as well as an MSc. in Computer Sciences from the Tel Aviv University. He completed his undergraduate studies in Computer Sciences, Mathematics and Economics at the Hebrew University of Jerusalem.

Over the years David has been active as a professional, executive, board member and advisor in the areas of finance, technology innovation and early stage ventures covering a career that included R&D management, International Business Development, overseeing Investments in technology startups and experiencing the full cycle from formation to M&As / IPO. He also served as a senior economic advisor to the national economic council at the Israeli prime minister's office, during the 2008 market crisis.

Zvilichovsky's current research interests include: Innovation, Entrepreneurial Finance, Crowdfunding, Financial Economics and Fintech. See most recent publication at: [Management Science 2020](#).

David teaches courses in economics, entrepreneurship, innovation and IP commercialization.