

Innovate Israel

INNOVATE Now or DIE Later

Itai Green

5/2019





amadeus

Innovate Israel

THE SOURCE FOR OPEN INNOVATION



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?

YAHOO!

WHAT'S IN COMMON ?



DISRUPTED

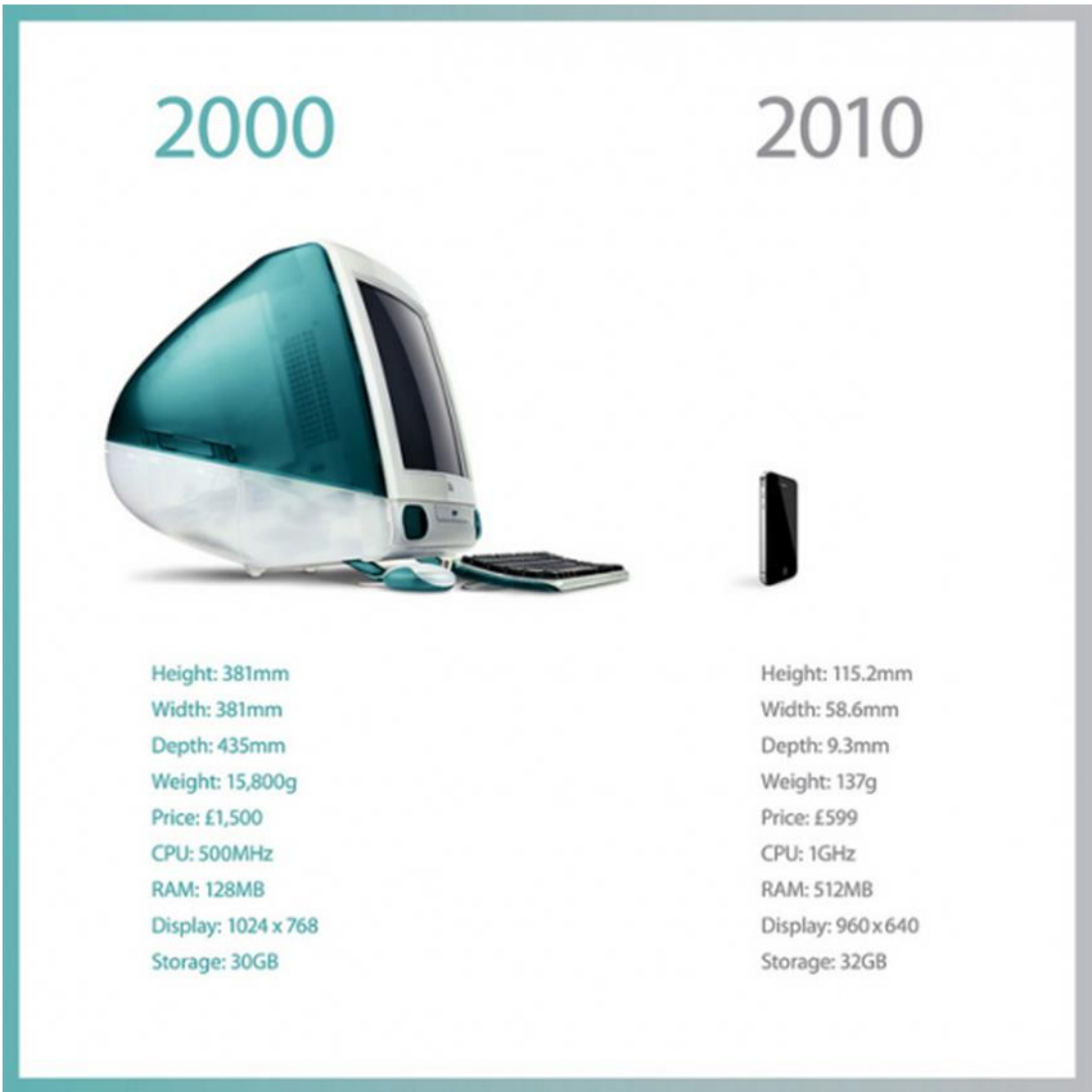


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The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow

-William Pollard-







Technical automation potential

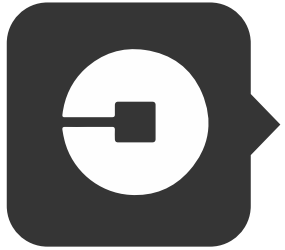
~50%

of current work activities
are technically automatable
by adapting currently
demonstrated technologies

6 of 10

of current occupations
have more than 30% of
activities that are technically
automatable

AN INTERESTING SHIFT



Uber

The world's largest company - owns no vehicles.



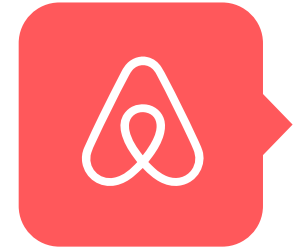
Facebook

The world's most popular media owner- creates no content.



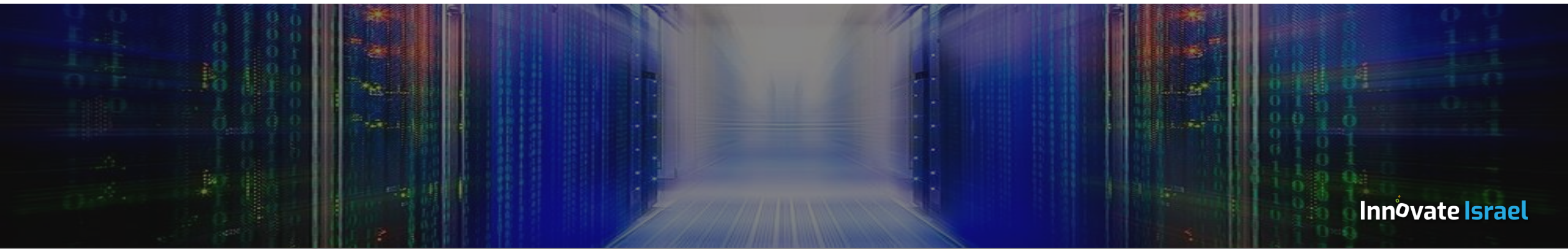
Alibaba.com

One of the world's most valuable retailer - has no inventory.



Airbnb

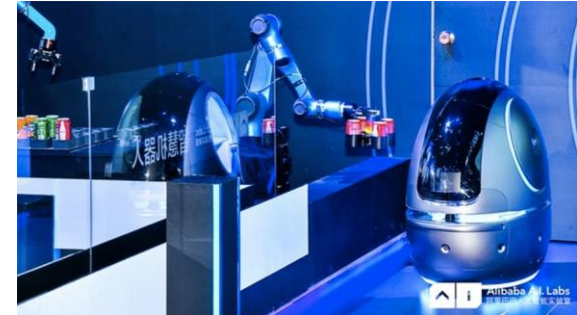
The world's largest accommodation provider - owns no real estate.



Alibaba Is Introducing a Hotel Room Service Robot Next Month

Are hospitals, restaurants and offices next?

By Lisa Lacy | 6 days ago



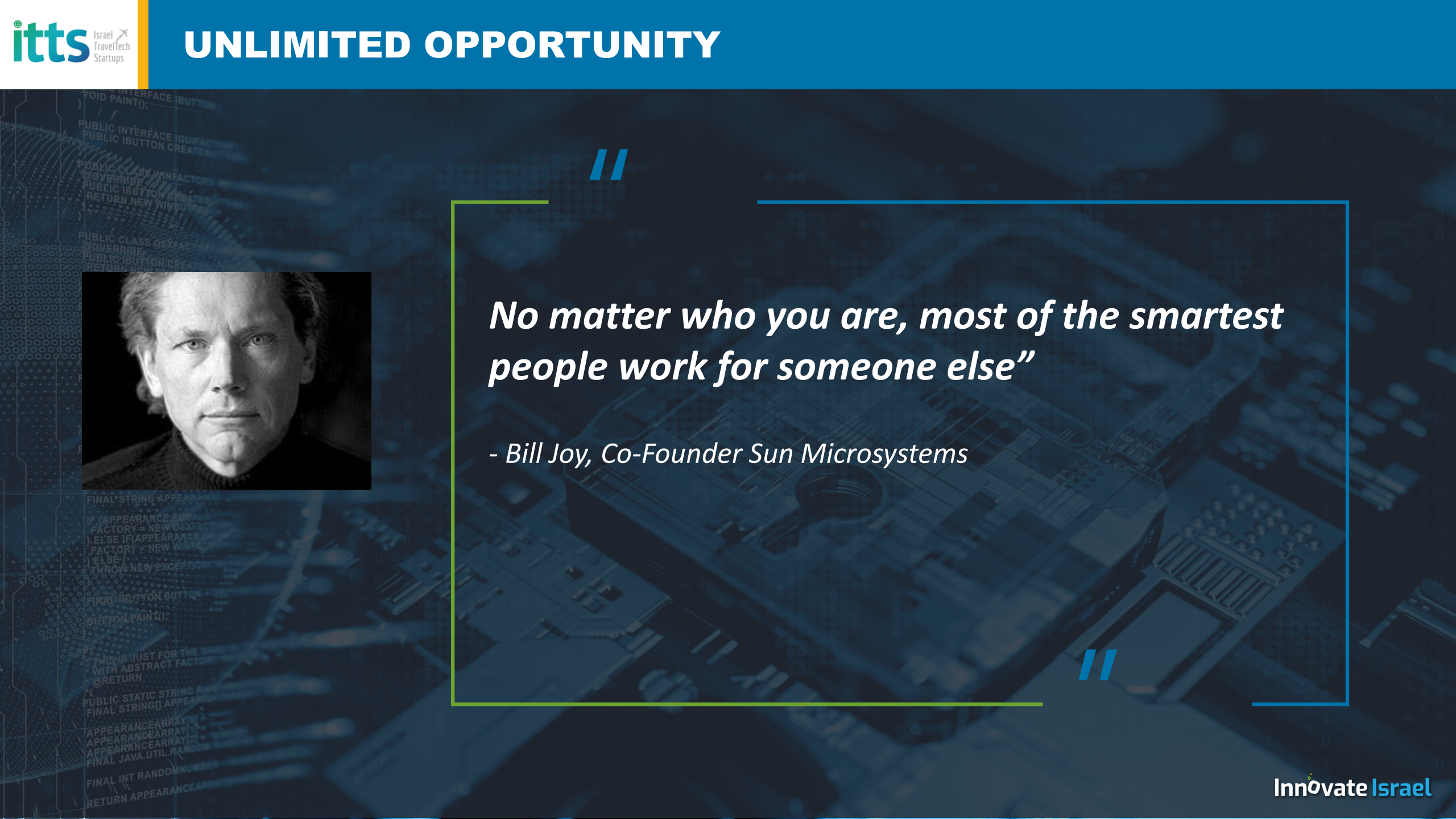
Alibaba's car vending machine in China gives free test drives to people with good credit scores

Cat-themed with free three-day test drives for people with scores of 700 or better

Insurers beware: Amazon poised to disrupt UK insurance



No one can dispute the success of Amazon in the UK as a digital retailer, and many insurers have held it in high esteem as a company to emulate in terms of innovation and overall service proposition. But now Amazon poses a real threat to UK insurers.



No matter who you are, most of the smartest people work for someone else"

- Bill Joy, Co-Founder Sun Microsystems

WHAT'S IN COMMON?



WHAT'S IN COMMON?



SIEMENS



Carlson
Wagonlit
Travel



Booking.com

DAIMLER



BOSCH

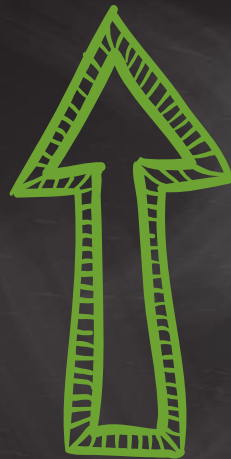


ProSiebenSat.1
Media SE

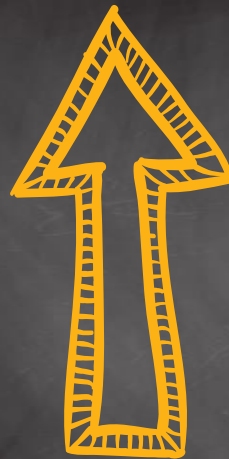
agoda.com



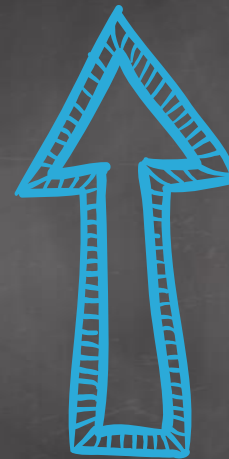
INNOVATION IS A MUST



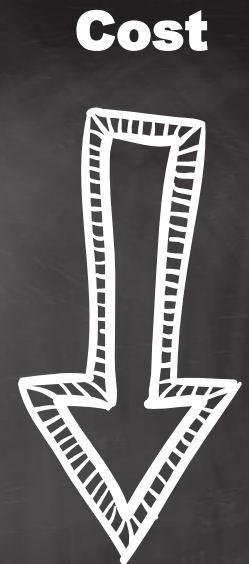
Quality



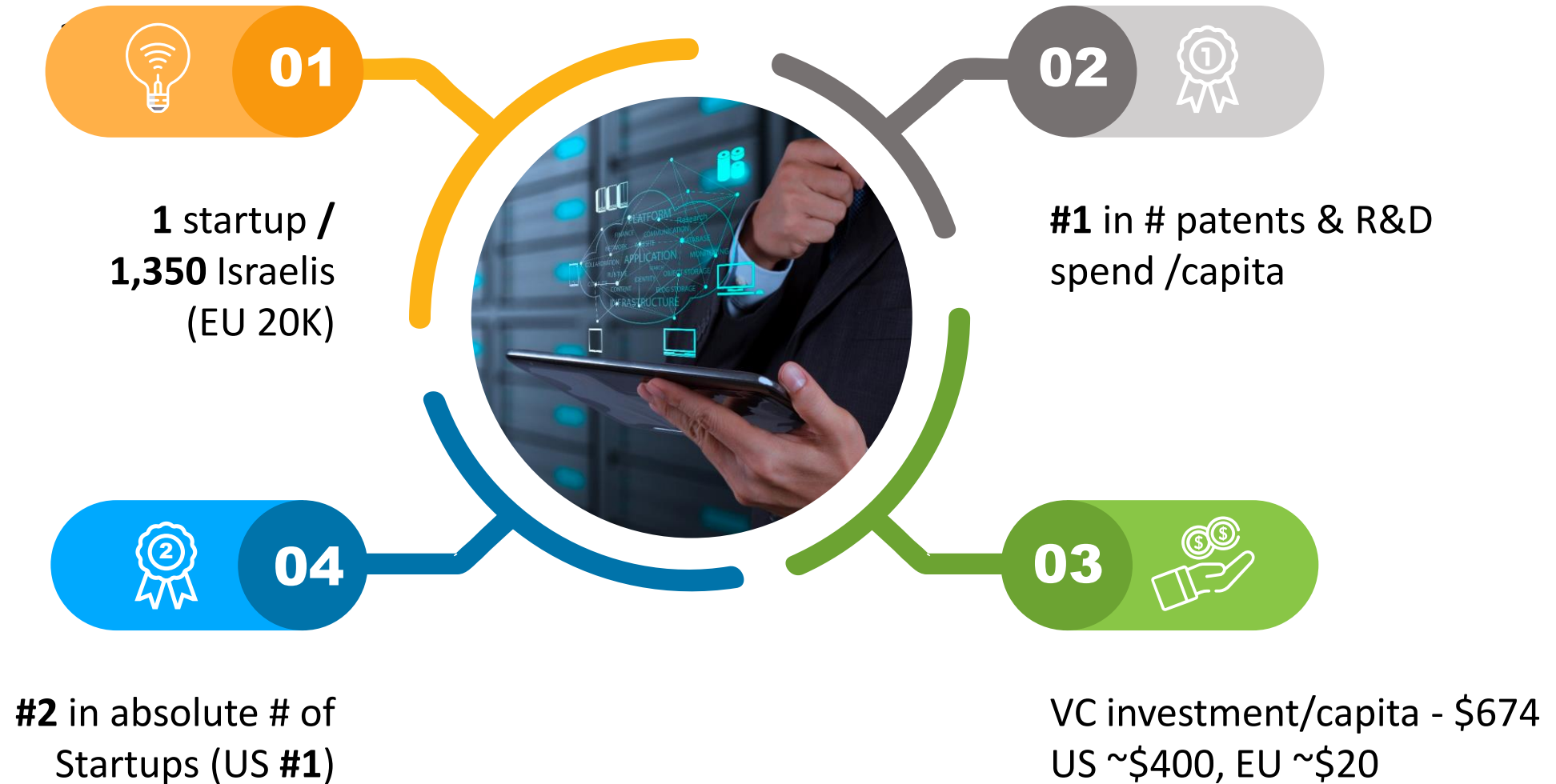
Speed



Efficiency



THE STARTUP NATION IN NUMBERS



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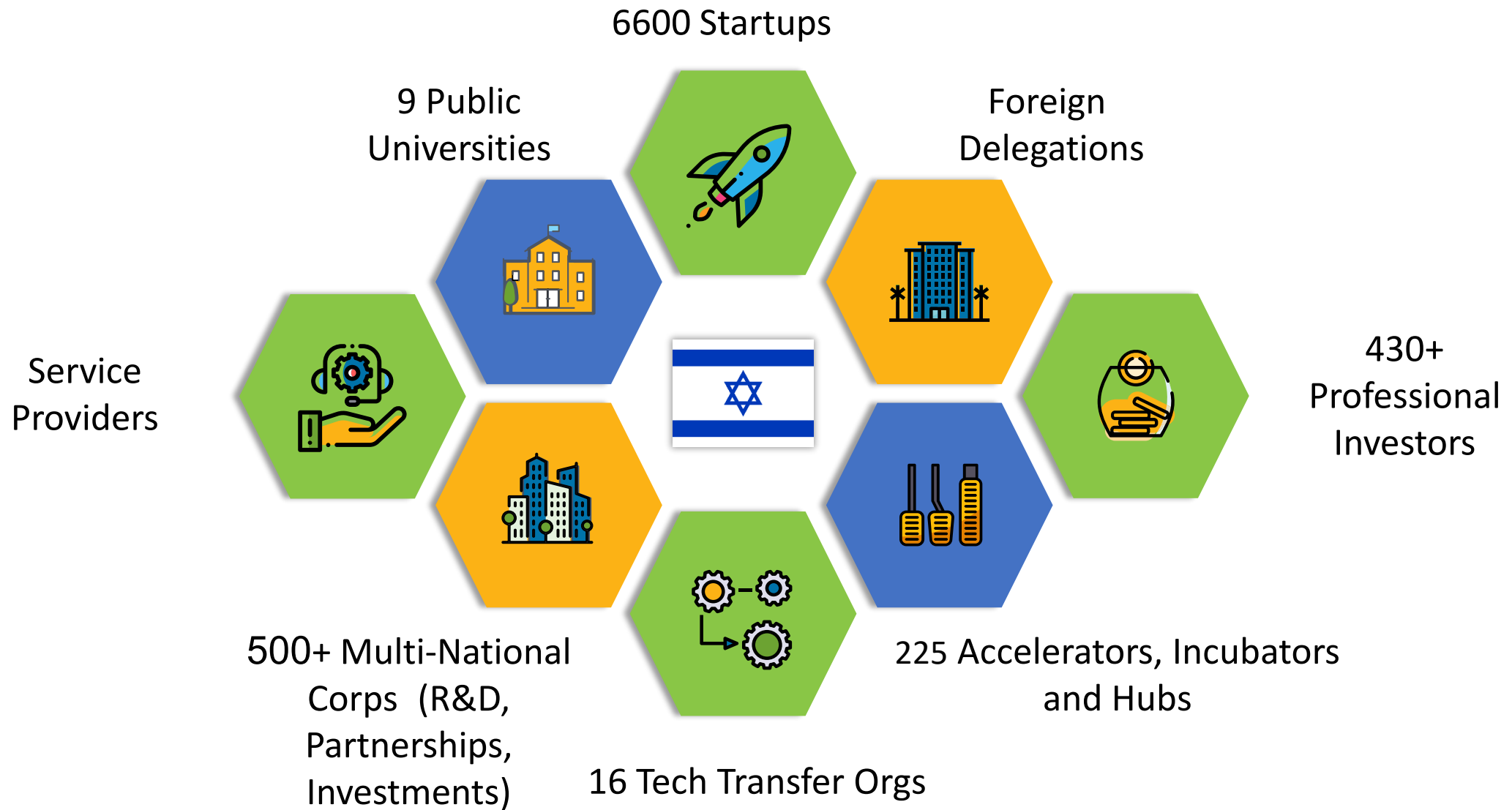
Instead of going to Silicon Valley to open the next Tech Centre, we actually gonna do it here in Tel-Aviv

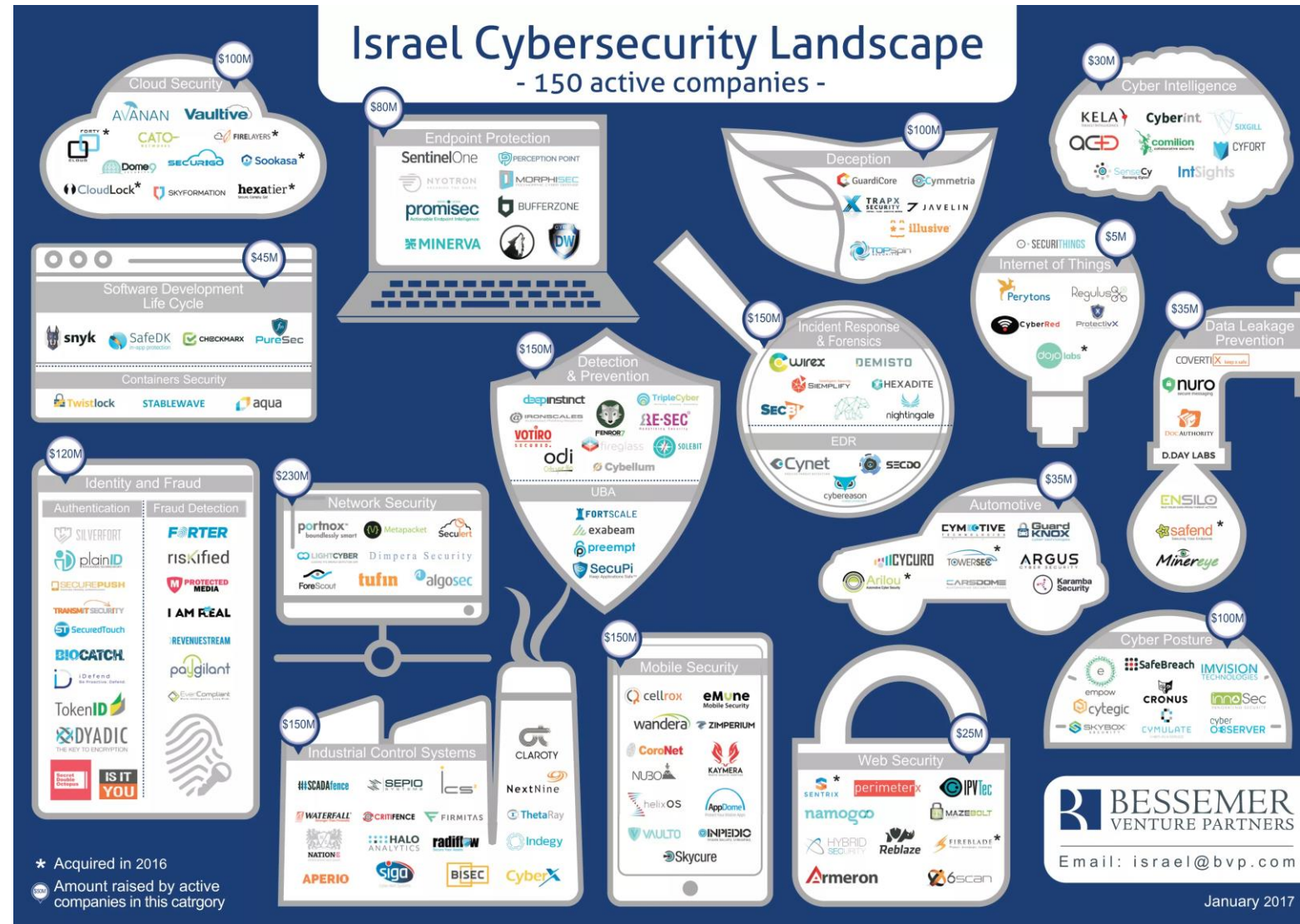
- Gillian Tans. CEO Booking.com- (September 2017) (Channel 2 news)

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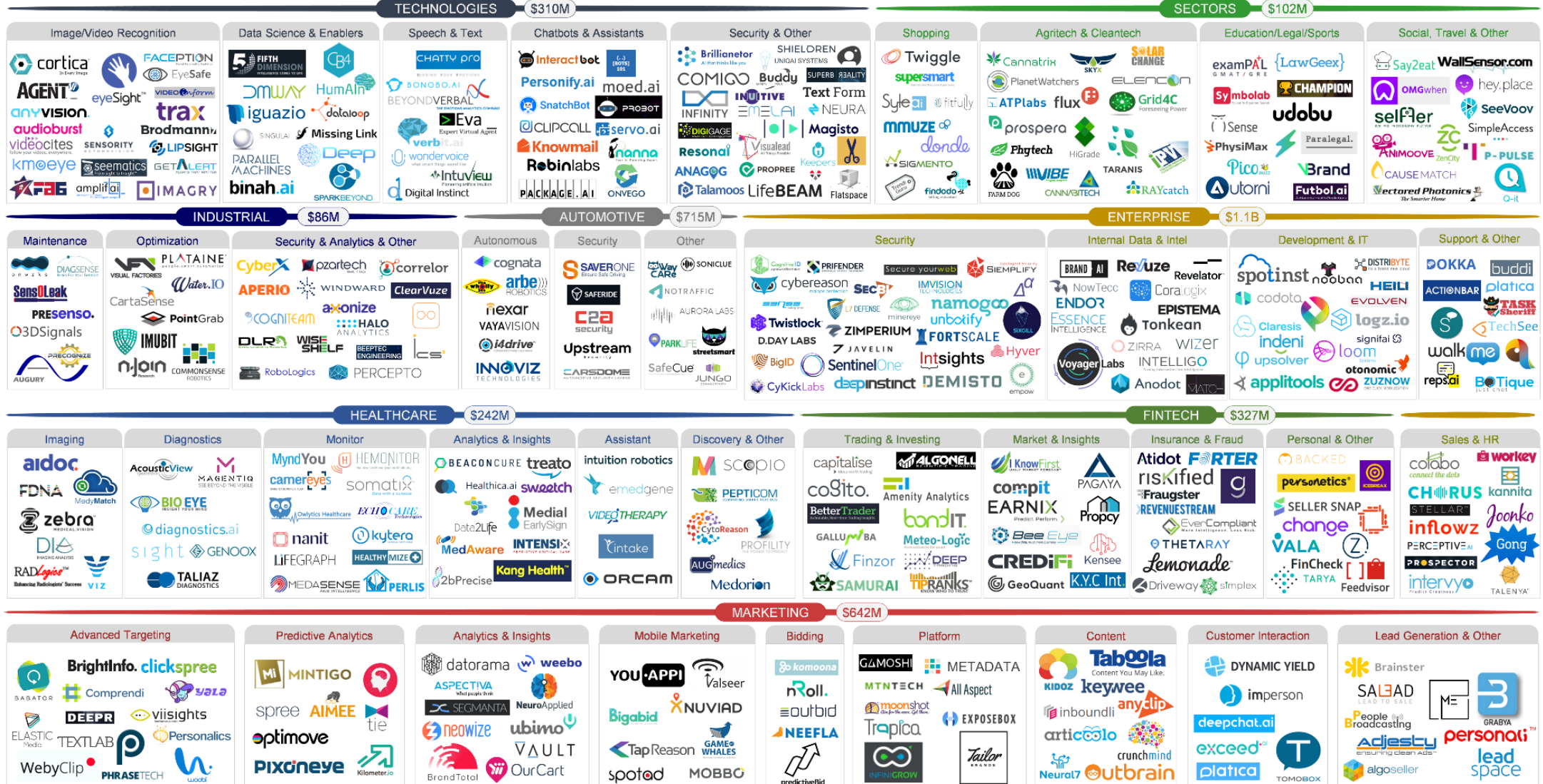
THE ISRAELI ECO-SYSTEM

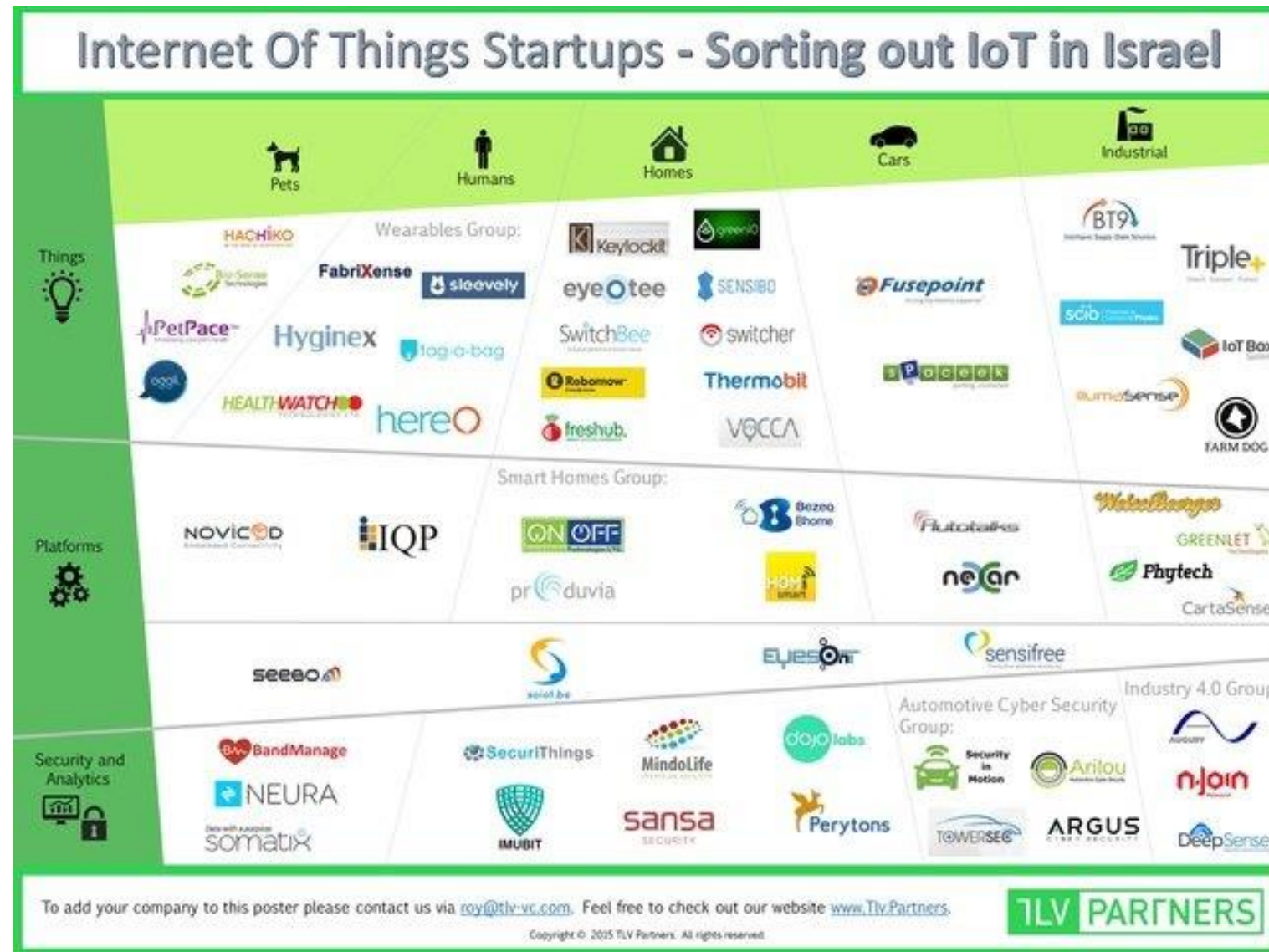




ISRAEL'S ARTIFICIAL INTELLIGENCE STARTUPS

\$3.5B







Israel FinTech Map



ISRAELI INNOVATION: INSURANCE

THERE ARE OVER **60** INNOVATIVE INSURTECH COMPANIES, AND DOZENS OF TECHNOLOGIES FOR RISK REDUCTION, IN ISRAEL



For more information on Israeli Insurtech, and any of the above companies, go to [Start-Up Nation Finder](#), a free online platform for discovering and connecting with thousands of relevant innovators.

Start-Up Nation Central is an independent non-profit that builds bridges to Israeli innovation. We connect business, government, and NGO leaders around the world to Israeli innovators; we help develop technological sectors with high-growth potential; and we accumulate knowledge and generate in-depth insights about Israel's innovation sector.





POC

Design partner

InnovationManagement.se

10 Tips for Corporate Open Innovation with Startup Companies

By: Itai Green

In: Strategies

29

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0

Like

0

+1

0

In Share

0

Pint it

Over the years, Israel has accumulated a lot of experience with corporate open innovation. Over 350 global corporations selected Israel as their source for innovation, understanding that the rapid rate that technology changes and the fierce competition that exists, does not allow these companies to rely just on their R&D departments.

In the past, innovation done internally was just small talk. Today, everyone knows that internal innovation will happen only after successfully implementing an open innovation process with startups.

שיתף

לצפייה במועד מאוחר יותר

:Itai Green – The Economist – Digital Metamorphosis

1. COMMITMENT

CEO

CMO

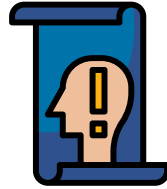
CFO

CTO

CIO

BOARD

**Lack of
Knowledge...
That is The
Problem.**



W. Edwards Deming

**When You
Know Better,
You Do Better.**



Maya Angelou

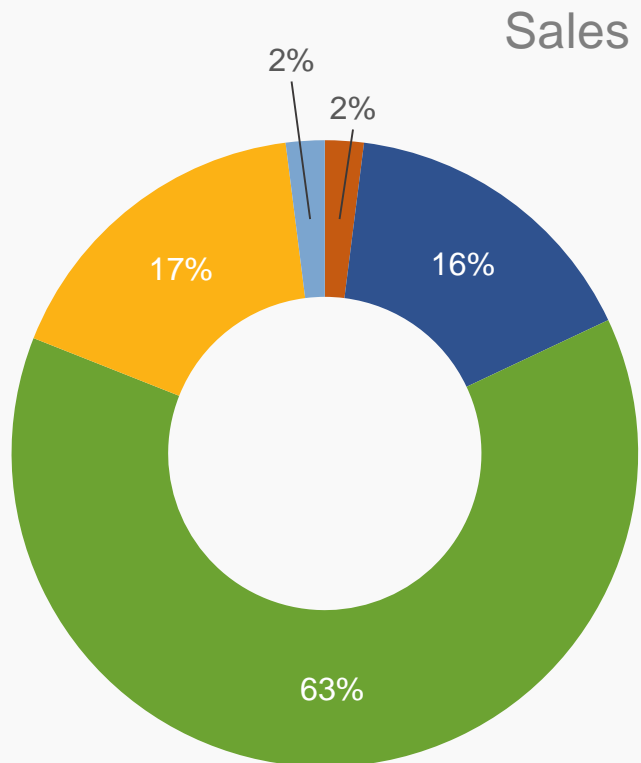


Innovation Professional in the Board of Directors



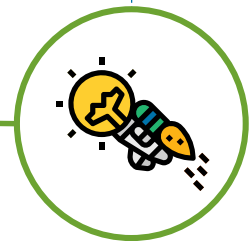
Average Age Of Directors Within Each S&P 500 Board

n = 499



- Lower than 55 years
- 55 years – 59.9 years
- 60 years – 64.9 years
- 65 years – 69.9 years
- 70 years or higher





INN ***VATION*** ***TIME***



2. INNOVATION LEADER



Single Point of Access



4. FOMO NOT NIH



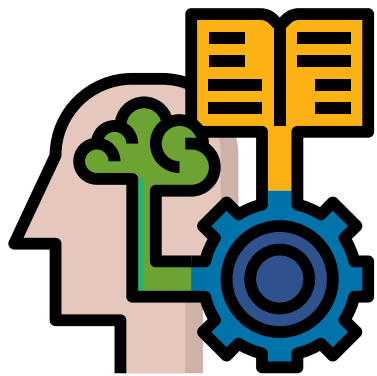
FOMO



NIH



5. SPEAK THE STARTUP LINGO



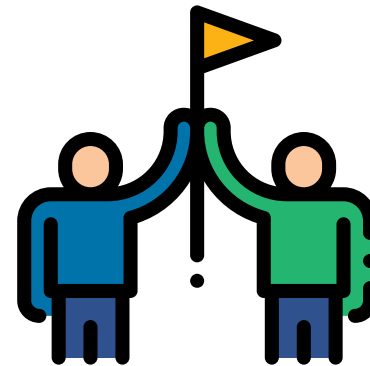
**Always keep
it open**



6. PARTNERSHIP

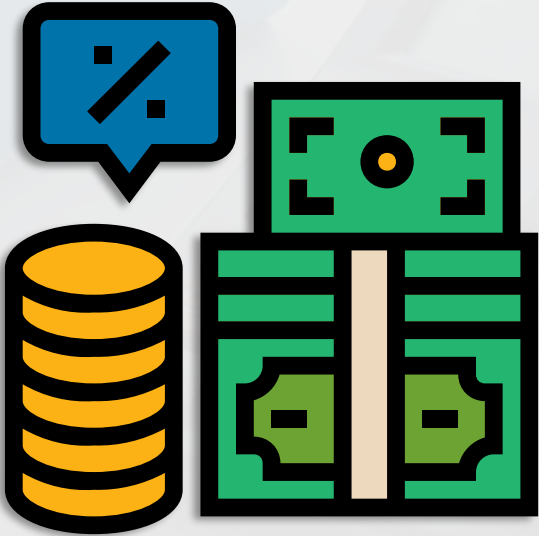


Partnership



Respect

7. BUDGET



YES

NO

8. NOT MEASURED BY ROI

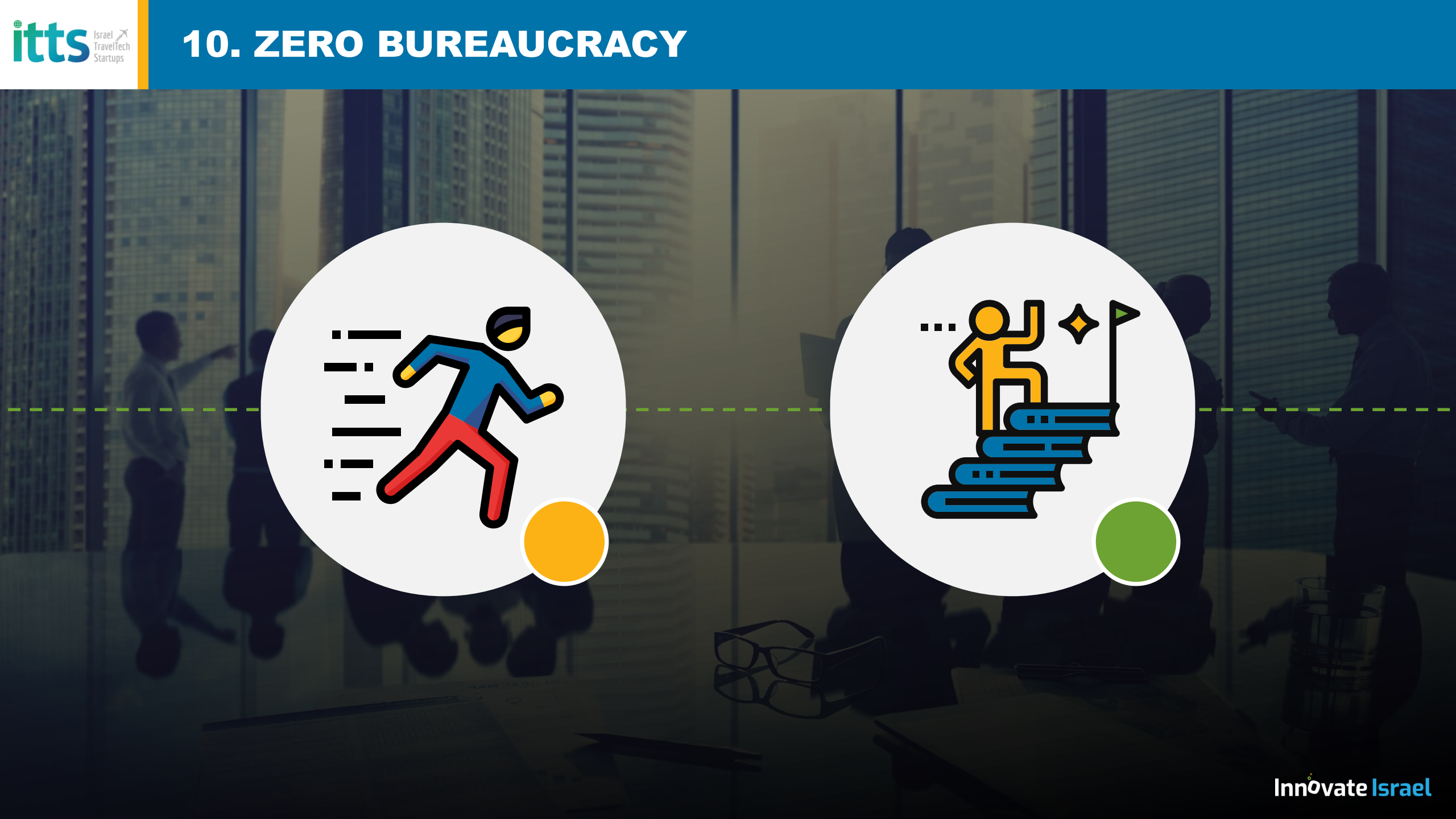


ROI

Proof **O**f **C**oncept

9. EQUITY FOR MONEY





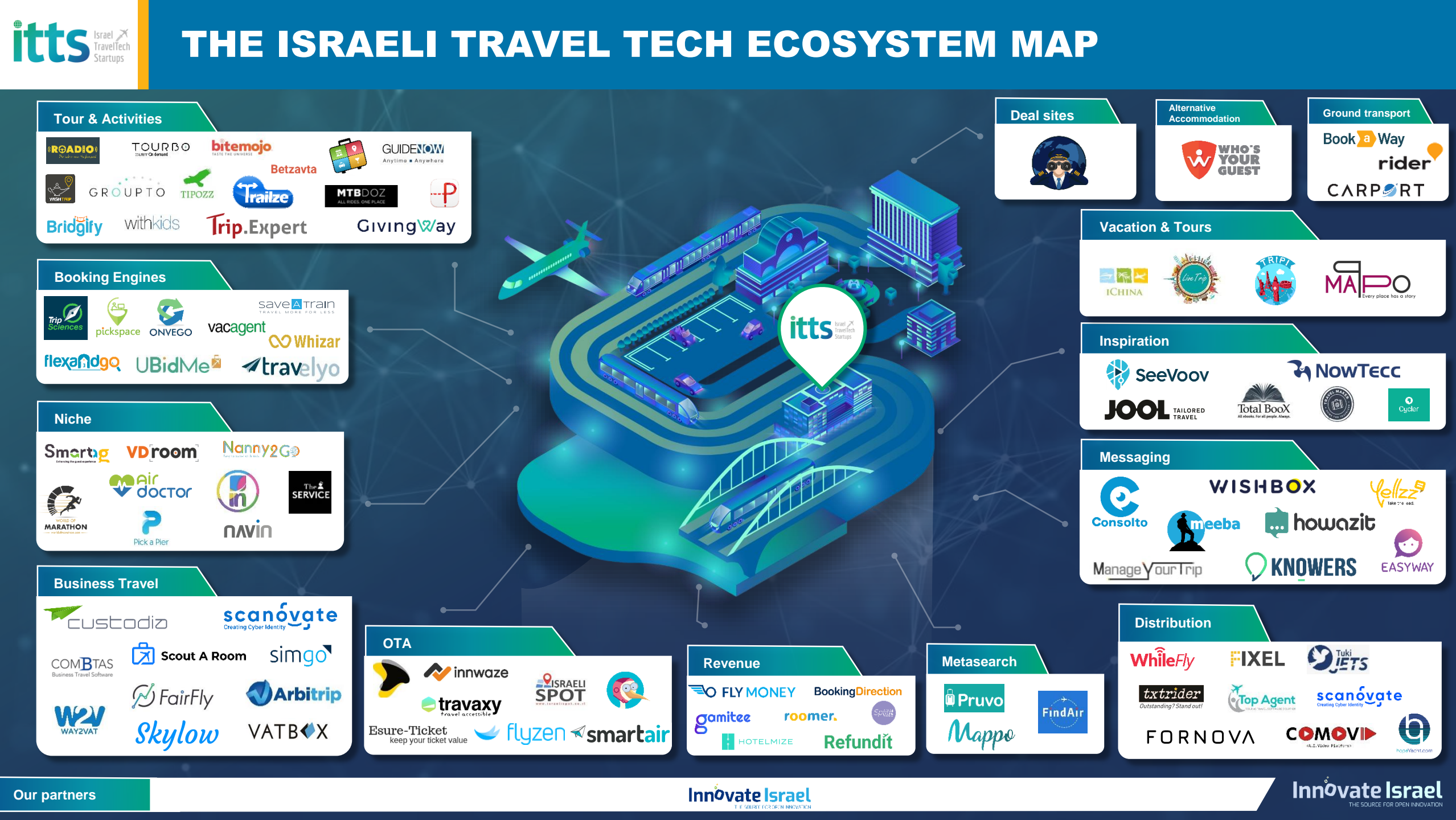
10. ZERO BUREAUCRACY



ITTS COMMUNITY MISSION



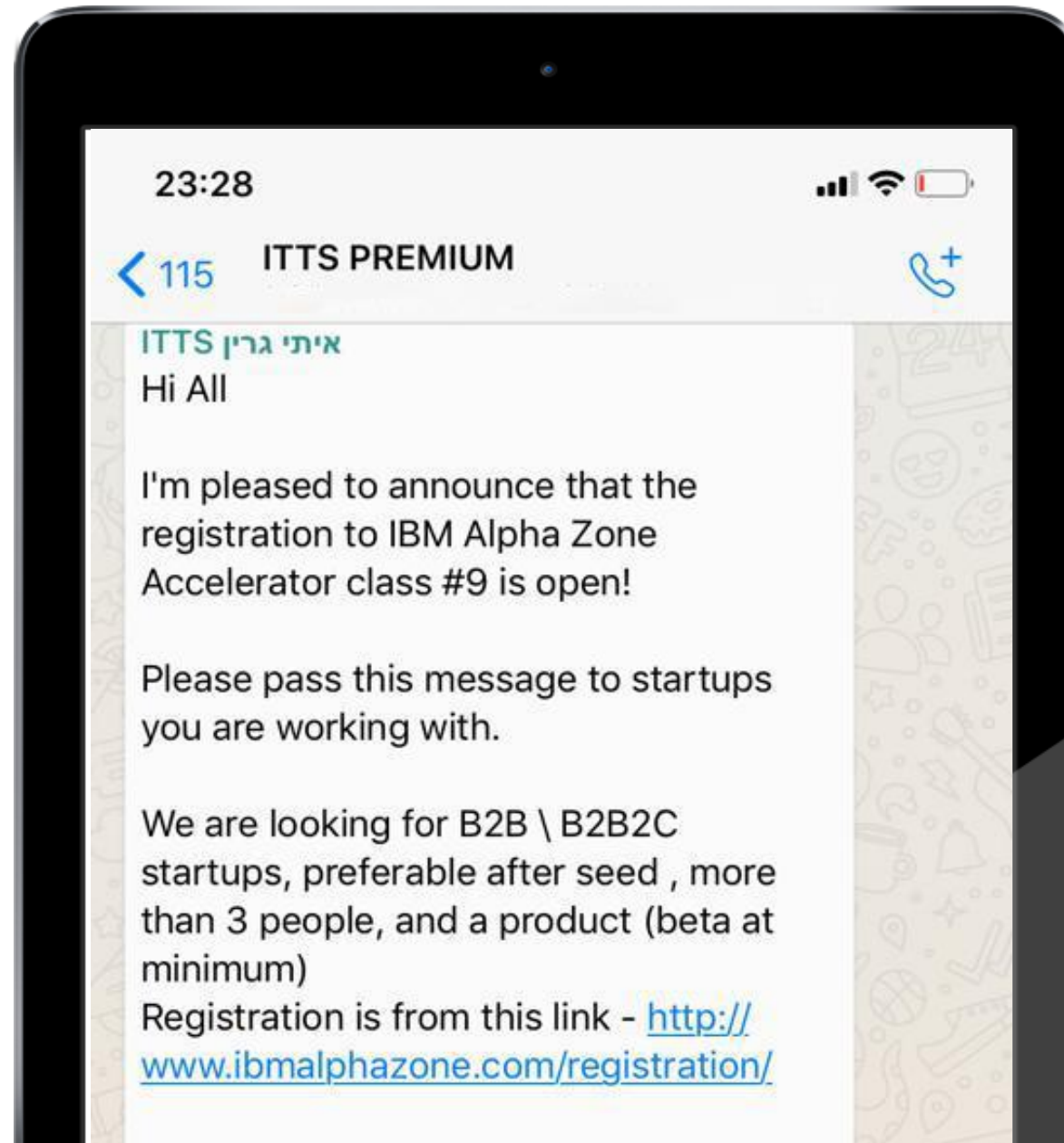
- **Make Israel the CENTER of the travel tech industry**
- **Increase ITTS Startups EXPOSURE globally**
- **Promote ITTS startups**
- **Startups FUNDING**
- **Create COLLABORATIONS**
- **Bring GLOBAL travel leaders to Israel**
- **Building Eco-Systems globally**





START $\frac{UP}{300}$







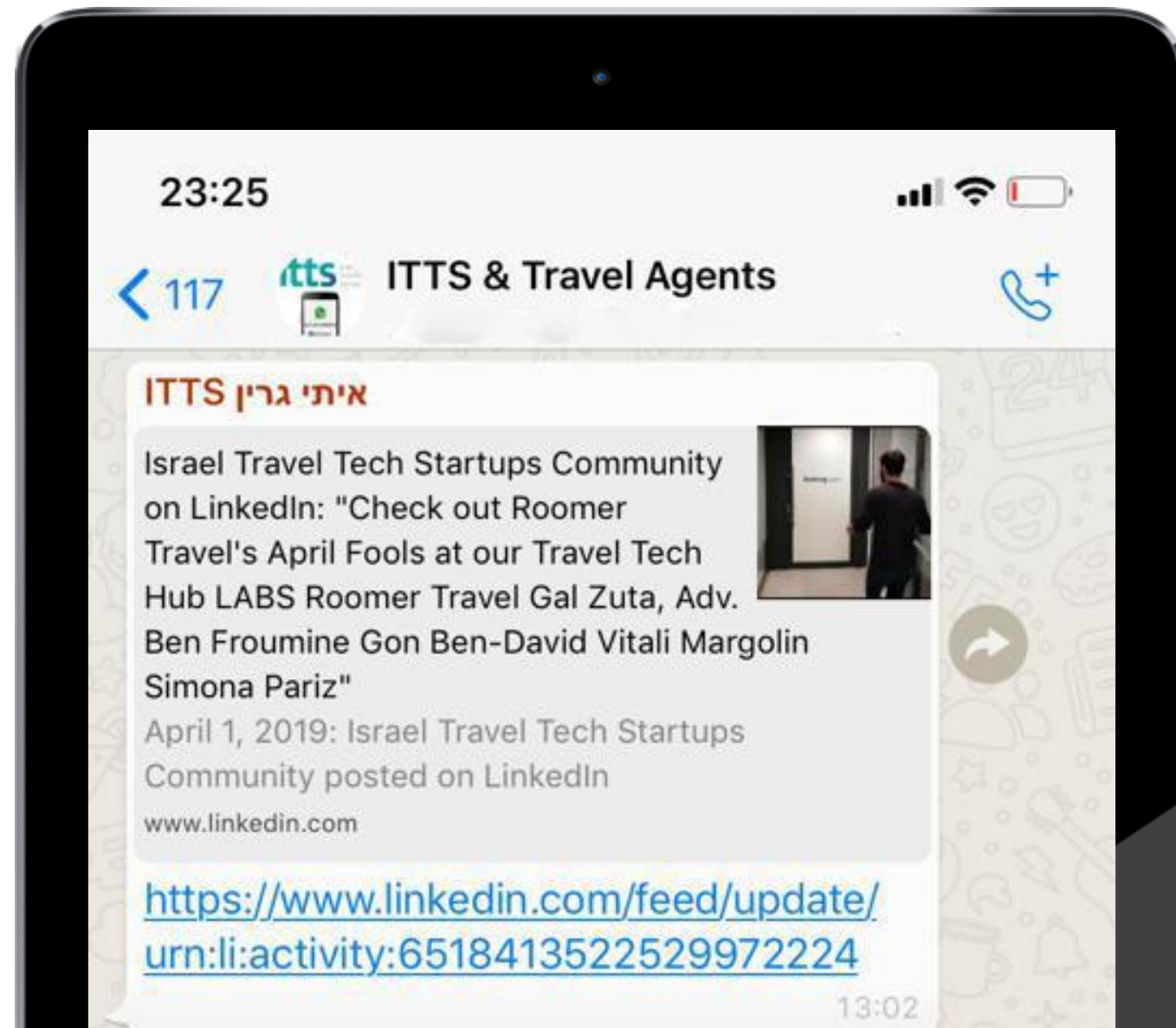
Performed 1:1 meetings with ITTS start-ups

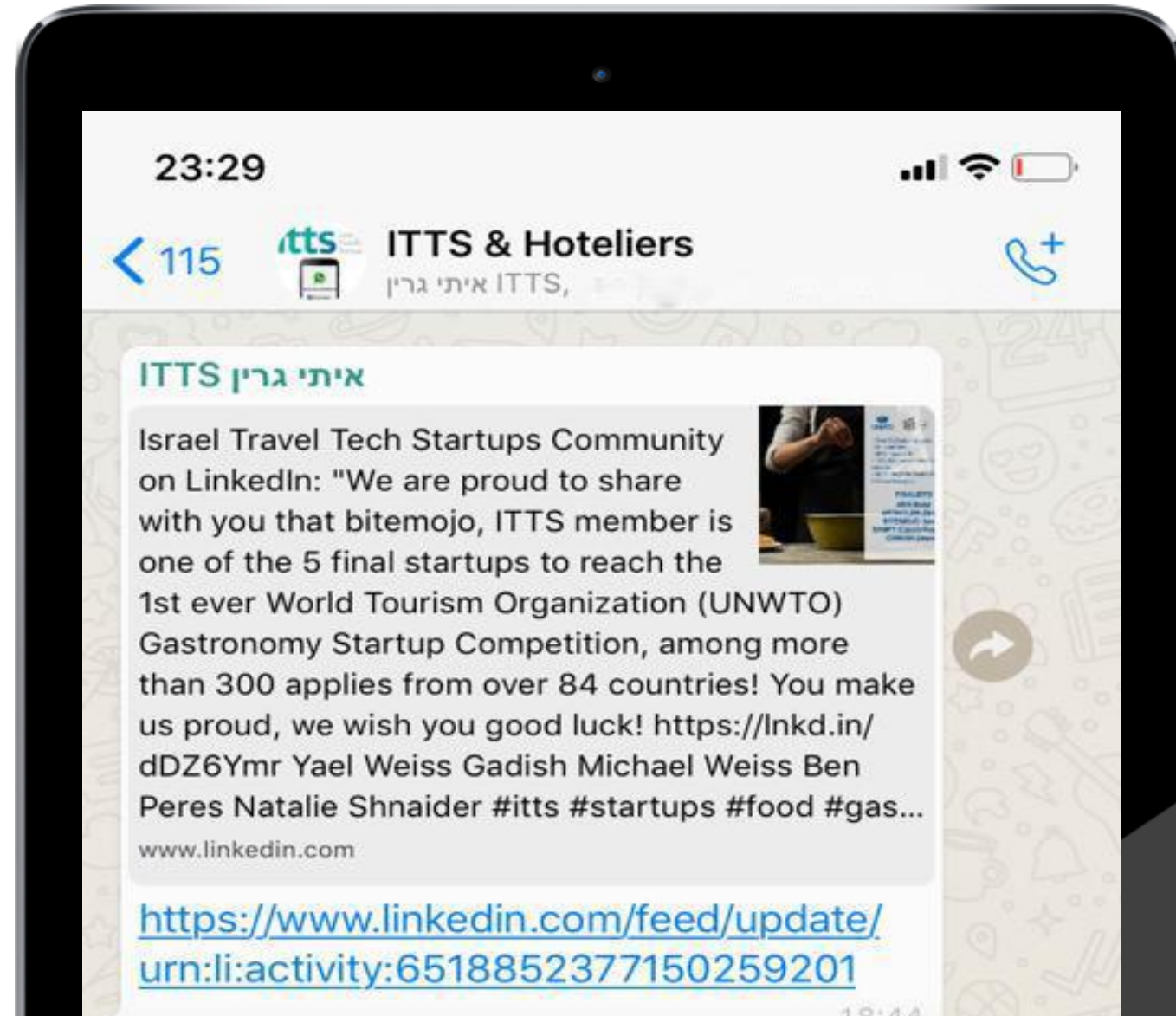
 gamitee
Better Booking.
Together



Covering expenses by the startups managed to lower the cost to ~100 Euro per start-up!







Meetups with EcoSystem Players



Meetups with EcoSystem Players









Travel-Tech Disrupt

International Conference on Tourism

thepeople.
אנשים. תוכנה.



TRAVELTECH STARTUPS COMMUNITY - ITTS



Shift Technology





Israel Travel Tech
Startups
@israeltraveltechstartups
community

- Home
- Posts
- Jobs
- Events
- Reviews
- Videos



Like Following Share

Learn More









Create Post Live Event Offer Job

itts Write a post...

5.0 5 out of 5 · Based on the opinion of 8 people

Your Page (Only visible to you)

Booking Engines



itts Israel TravelTech Startups

om Nanny2Go

Israel Travel Tech Startups Community

Leisure, Travel & Tourism · Tel Aviv, Tel Aviv · 953 followers

Visit website

View in Sales Navigator

Following

1 person from your company was hired here

See 1 employee on LinkedIn

Home

About

Jobs

People

Insights

Updates


itts Israel Travel Tech Startups Community

953 followers

11mo

Dear friends,

Welcome to the Israeli Travel Tech Startups Community where you ...see more



Promoted

cvMaster מערכת גיוס

גם צייד, גם סינון קו"ח כפולים, גם מערכת מיילים וגם ניהול תקשורת עם מועמדים


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Advance your career with an Online MBA in 1 Year. Get more information!

21st-century expertise

Online MSc Enterprise Architecture Management. Build on your experience.

Innovate Israel



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Cart0

Welcome To The Home of the Israeli Travel Tech

THE ISRAELI TRAVEL TECH ECOSYSTEM MAP



Deal sites

Alternative Accommodation

Vacation & Tours

Inspiration

WHO'S YOUR GUEST

SeeVoov

What Is The ITTS?

In a world where borders are disappearing, the global travel tech industry is fast becoming one of the most competitive industries.

A Community of over 300 Israeli travel tech startups have set

GOOGLE “ISRAEL TRAVEL TECH STARTUPS”



Facebook

B2C oriented promotions
bringing more value to ITTS
community with more
customer and brand
awareness

1,500 Page Likes
+550,000 reach



LinkedIn

Members promotion on
LinkedIn creating **one
stop shop** for industry
leaders to find our
startups

+1,000 LinkedIn Followers
+260,000 impressions



Website

The startups
ecosystem **Map**
With **newsletters** and
blog articles we reach
a wider audience

12,000 Site Visitors



Meetups

Bringing key players to
Israel and creating
collaborations between
global companies and
ITTs startups

 FLY MONEY

BookingDirection

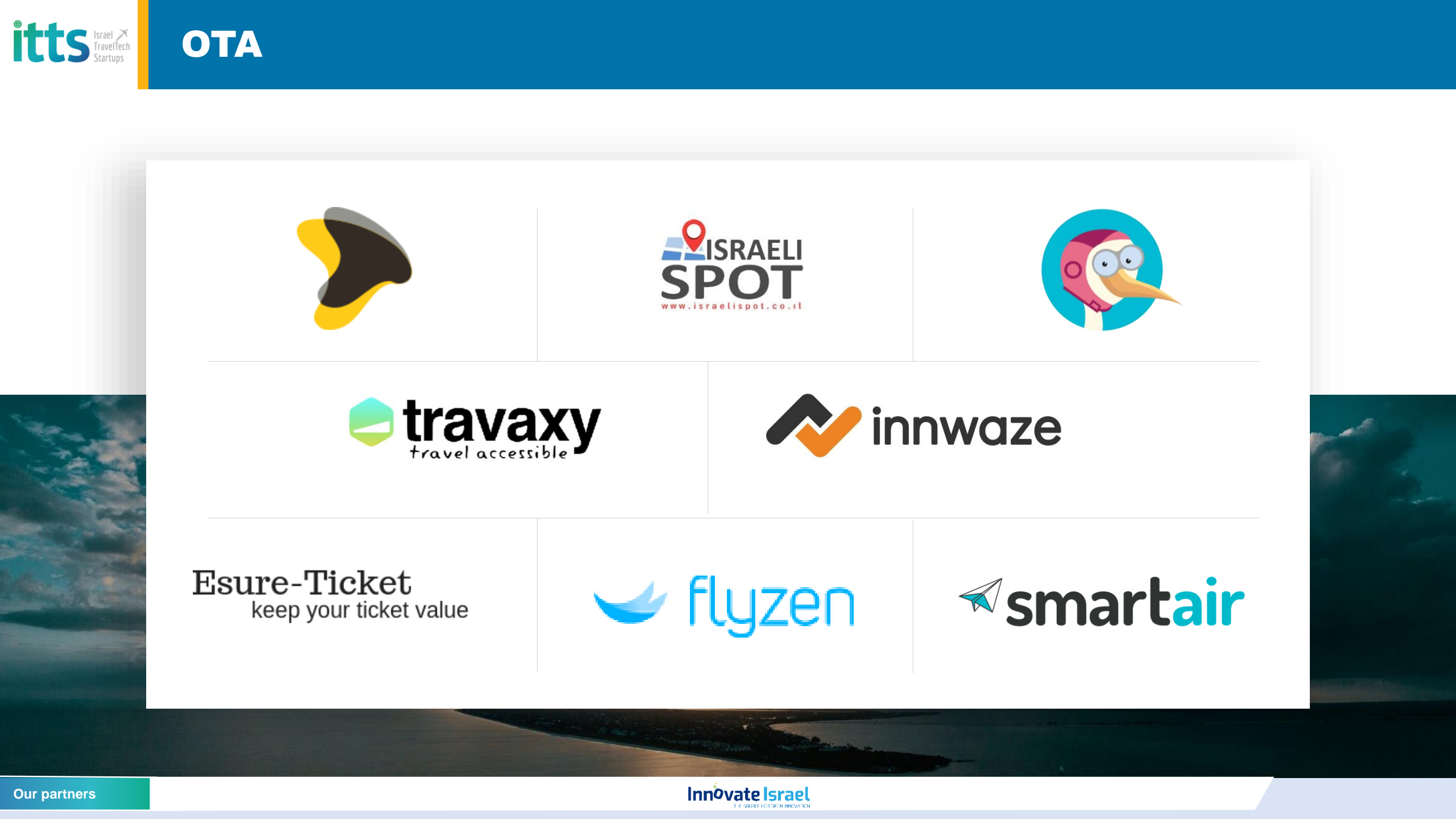
gamitee

roomer.



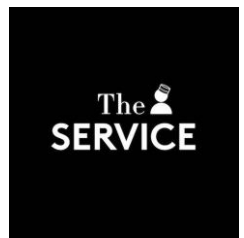
 HOTELMIZE

Refundit









TOUR & ACTIVITIES



WhileFly

FIXEL



txtrider
Outstanding? Stand out!



scanogyte
Creating Cyber Identity

FORNOVA



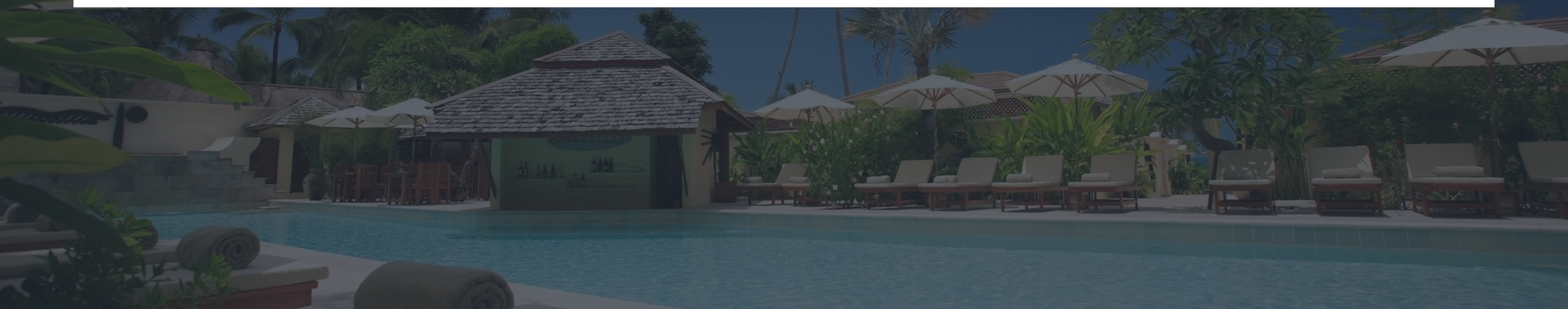
rider 

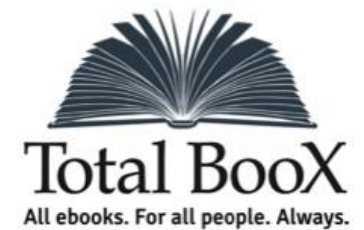
Book  a Way

CARP  RT



VACATION AND TOURS







Mappo



BOOKING ENGINE



L A B S

YOUR OPPORTUNITY IS NOW

New companies

58 between 2011-2013

103 between 2014-2016



Product stage

Released – 50%

Beta – 25%



Funding Stage

Bootstrapped – 45%

Pre-seed & Seed – 35%

A+ - 20%



Number of employees

1-10 – 80%

10-50 – 15%

Over 50 - 5%



Israeli startups shine at Visa's Everywhere Initiative competition

Israel excels in the Visa Everywhere Initiative with strong representation across all stages, eventually producing two of the three winners

By TOI STAFF | 13 September 2017, 12:57 pm | 0

f t in e 50 shares



MacBook





Israel Travel Tech Startup Wins UN World Tourism Organization Competition

 **Pruvo**

Refundit

TRAVELTECH STARTUPS COMMUNITY - ITTS



Selina

Selina raises \$95M to create a boutique travel lodging experience built around communities

Sweet Inn

Sweet Inn Raises \$22 Million for Serviced

VATBOX

Israeli VAT recovery startup VATBox raises \$20 Million

FORNOVA

Israeli Hotel Tech Startup Fornova Secures \$17 Million in New Funding

Guesty

Property management co Guesty raises \$20M

QUMRA
CAPITAL

BRM
GROUP

TARGET
GLOBAL

viola
PRIVATE EQUITY

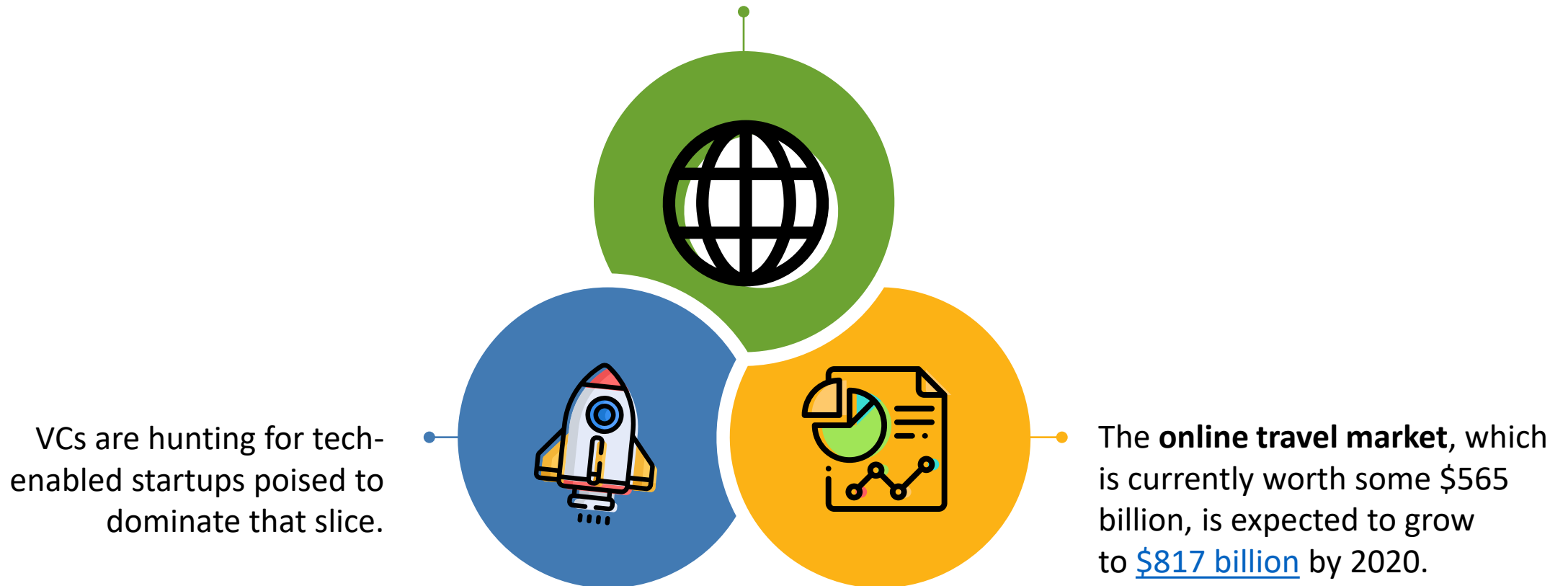
T . . CAPITAL
PARTNERS

Y Combinator

tlw
partners

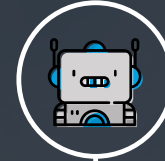
magma
Venture Partners

The second wave of Internet-era travel companies has captured the attention of **venture capitalists**.





- People have never travelled **as much** as they do today.
- The expectations of travellers are changing: Travellers want it **all** and they want it **now**.
- This affects the way in which the travel industry conducts its business.
- To deliver on these **high expectations, innovation is a must**.
- New ways **to interact with customers**.
- New **marketing methods** and tools.
- **New services** and offers for customers.



- **Connected Operations**
- **Social Media and Review Websites**
- **Virtual Reality & Augmented Reality**
- **Robots**
- **AI Technologies**
- **Chatbots**



Connected Operations

Smart buildings can help hotels run more efficiently.



Virtual Reality & Augmented Reality

Customers can **experience what hotels look like before they arrive**. Virtual booking interfaces completely **replace the need for a computer mouse** in order to make a hotel or flight booking. Virtual travel experience can be used to attract travellers from all over the world.

ARTIFICIAL INTELLIGENCE & CHAT BOTS



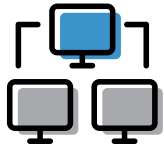
Artificial intelligence can be used to improve **personalisation**, tailor recommendations and guarantee **fast response times**, even in the absence of staff.



It can also be used in order to provide **assistance to customers online**.

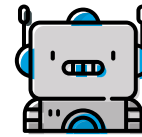


Another main use of this technology is in the act of **gathering and interpreting data** in order to **draw conclusions**.



Social Media and Review Websites

- Travellers can **share experiences** with one-another and exchange information, **rate** the hotels and vacations and post **reviews online**.
- This technology raises the standards of travel.



Robots

- Robots are becoming common helpers, especially when it comes to the **hospitality** sector.
- Robotic **suitcases** help remove some of the hassle from travel.
- For travel agents, robots are able to gather important information about what the customer is looking for and then feed it back to a travel agent, **improving efficiency**.



Augmented and
Virtual Reality



Artificial Intelligence



Internet of Things



Social Media Networks



Data Science Technology

HOSPITALITY - TECHNOLOGY TRENDS



Social Media and Reviews



Virtual Reality



Robots



Chatbots



NFC Technology



Wi-Fi Infrastructure



Digital Conference Facilities



Mobile Communication and Automation



Infrared Sensors



Smart Room Keys



Entertainment on Tap



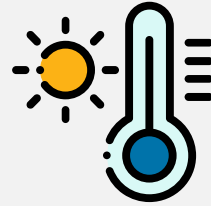
Cloud Services



SIMILARITIES – ISRAEL AND PORTUGAL



Cultural



Climate



**Entrepreneurial
Background**



Talents



Mentality



**Open
Communication**

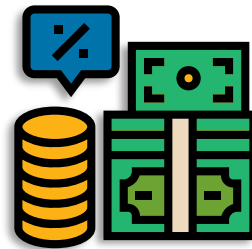


Portugal



21.2 M

INTERNATIONAL
TOURISM ARRIVALS



13.7%

GDP



9.4%

EMPLOYMENT IN
TRAVEL & TOURISM

The main driver of Portuguese employment growth is tourism. The tourism boom has made the industry one of the biggest contributors to the national economy and is now its largest employer

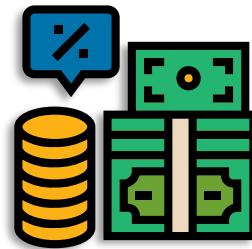


Spain



82 M

INTERNATIONAL
TOURISM ARRIVALS



14.9%

GDP



13.7%

EMPLOYMENT IN
TRAVEL & TOURISM

Tourism has been one of the main engines behind Spain's economic recovery and it is now the most important source of employment.



NEST

TOURISM INNOVATION CENTER
PORTUGAL

ANZ Aeroportos
de Portugal

VINCI AIRPORTS

 **BPI**

 **VIA
VERDE**
Anda consigo.

Google

 **Microsoft**

Millennium
bcp

NOS

**TURISMO DE
PORTUGAL** 





Itai Green



+972-50-5496655

<https://www.innovate-israel.com>

green@innovate-israel.com