



A Better World is Our Business

FAST FACTS

5 years

148 students,
representing 33 countries
and 11 degree programs
from across MIT

Creating value for 34
Israeli startups

MIT SLOAN SCHOOL OF MANAGEMENT

Israel Lab

A deep dive into the innovative and entrepreneurial ecosystem of Startup Nation.

Israel, like MIT, is a global leader and a center of innovation and entrepreneurship. It is one of the most dynamic entrepreneurial economies in the world, fostering an enriching environment for growth and learning across multiple disciplines.

and their growth. Host companies benefit from working with a team of skilled, business-savvy MIT students on specific issues they are facing. Israel Lab facilitates a deep dive into the unique ecosystem of Startup Nation by providing first-hand access to Israeli high-tech companies, their technologies, senior leadership, and strategic business challenges.

Why Israel?

Israel is home to the highest density of startups in the world. What Israel lacks in natural resources is made up for by the social capital of its citizens: audacity, innovation, and ingenuity.

MIT's motto, *mens et manus*—mind and hand—emphasizes education through practical application. Israel provides the environment to maximize hands-on learning in world-class entrepreneurial organizations. The Israeli culture and economy, built on teamwork, initiative, and innovation, is the perfect match for the MIT pedagogy and mission.

Israel Lab offers students who may not otherwise travel to Israel the opportunity to experience the country's entrepreneurial economy, vibrant culture, extreme landscapes, historical importance, and multiculturalism.

“Israel Lab teams provide a real service to the companies. There’s kind of a niche they’re filling that the Israeli companies haven’t quite mastered themselves... The students not only get practical experience, but they get insight into how these companies form. It's really interesting.”



Dennis Ross
U.S. Ambassador
Former special assistant to President Barack Obama and
National Security Council senior director for the Central Region
Former special advisor to Secretary of State Hillary Clinton

Israel Lab student teams partner with Israeli host organizations to work on complex problems in critical areas, with an emphasis on early stage ventures



Above: Israel Lab students present their work to Ambassador Dennis Ross. Ross talked with them about their experiences in Israel and shared his insights into the region.

Additional funding will support:

- Curriculum development
- Student travel to Israel
- Faculty mentorship

Israel Lab objectives

- Understand the unique factors that make Israel the Startup Nation.
- Develop a deep understanding of one of the foremost innovation ecosystems in the world.
- Gain insights into the specific opportunities and challenges facing entrepreneurs in Israel.
- Participate in an intensive collaboration with senior leadership in an established and growing startup.
- Develop integrated problem framing and solving skills, and an understanding of how organizations in complex environments move to action.

Israel Lab projects

Teams work with their host organizations on a three-month project engagement: they work from MIT for two months during the fall, and full-time in Israel at their host companies for three weeks in January. The startups collaborate with their student teams to define the project scope, develop work plans, and determine the deliverables the teams will produce. Israel Lab teams deliver significant, concrete value to their host organizations.

Sample Project: Windward

Windward is a maritime data analytics company that provides real-time shipment analysis. Its platform offers a transparent view on vessel movements around the world for government and security agencies. The company is exploring an expansion into the financial services sector by offering more timely and accurate oil flow data

than what is available to the markets today.

The Israel Lab team was tasked with evaluating potential customers, existing competitors, and product development strategies. Students concluded that hedge funds, research analysts, and commodity traders were an ideal beachhead market for Windward, since they would derive the highest value from the data and could help Windward become the accepted consensus for oil flow data. According to Rotem Abeles, MBA '14 and head of Business Development for Windward, the company fully embraced the team's recommendations and plans to implement them "immediately."

While in Israel, the Windward student team presented its work to retired U.S. Army General and former CIA Director David Petraeus, who is an investor in the company.

PROJECT INDUSTRIES

- AgTech
- AI / Machine Learning
- Cleantech
- Cryptocurrency
- Cybersecurity
- Data Analytics
- Fintech
- Healthcare
- Life Sciences
- Materials
- Medical Devices
- Robotics
- Water

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CAMPAIGN FOR A BETTER WORLD