

# DemoDay

Welcome ברוכים הבאים אהל וסהל Cohort 5

# Tel Aviv University Entrepreneurship Center

At Tel Aviv University Entrepreneurship Center, we believe that an entrepreneurial mindset and the entrepreneurship toolkit are a toolset for life - at both the personal and professional levels. Our mission is to equip all TAU students with this toolset and everything it contains: from understanding needs and opportunities, through building a team, all the way to establishing a new social or business venture. Students of the Humanities, Social Sciences, Arts, Law, Medicine, Exact Sciences, Life Sciences, Design, Engineering and Business will be able to leverage this set of skills and upgrade everything they aspire to achieve.

The academic program developed by our Center offers students from all faculties a unique opportunity to take courses in entrepreneurship as part of their studies for an academic degree. In our Experiential Entrepreneurship program, comprising a range of extracurricular programs and activities, students can gain experience by addressing real-life problems presented by industry and developing market-driven solutions, enjoying an opportunity to work closely with industry mentors. Finally, we offer our students soft-skills workshops to round up their experience and prepare them for assimilation into the workplace.

## The Team »



**Yair M. Sakov**

Founder and Managing Director  
Entrepreneurship Center



**Eti Finkelstein**

jumpTAU Accelerator Director  
Entrepreneurship Center

## jumpTAU 50:50 Startup Accelerator Program

jumpTAU 50:50 is an intensive, industry-driven startup accelerator program, aiming to take social and business ventures from idea stage to a market-validated business. The program, targeted at TAU students and Arab participants from all over Israel, consists of weekly workshops, in which entrepreneurs develop their solutions with the support of our mentors – high-level industry experts and business executives. Each week a new step in venture development is presented by leading entrepreneurs and educators, in an in-depth, hands-on workshop. Throughout the sessions, the teams work and develop their concepts, together with mentors and other supporting staff.

The program took upon itself an additional challenge: becoming a platform for developing and strengthening relations between Jewish and Arab. To this end, mixed teams were formed, working together on shared projects, toward a common goal: the success of their venture. Working together in an intensive and demanding environment that requires mutual dependence and trust, participants develop meaningful relationships and a real understanding of the other. Founded by Yair Sakov, a veteran entrepreneur and venture capitalist, and managed by Eti Finkelstein and Nour Dassouky, entrepreneurs themselves, this program achieved remarkable results from both the business and human relationship perspectives.

**Our startups raised over 150 million dollars so far.**



**Nour Dassouky**

Program and Arab  
Community Manager



**Batsheva Baraban**

50:50 Startups  
General Manager



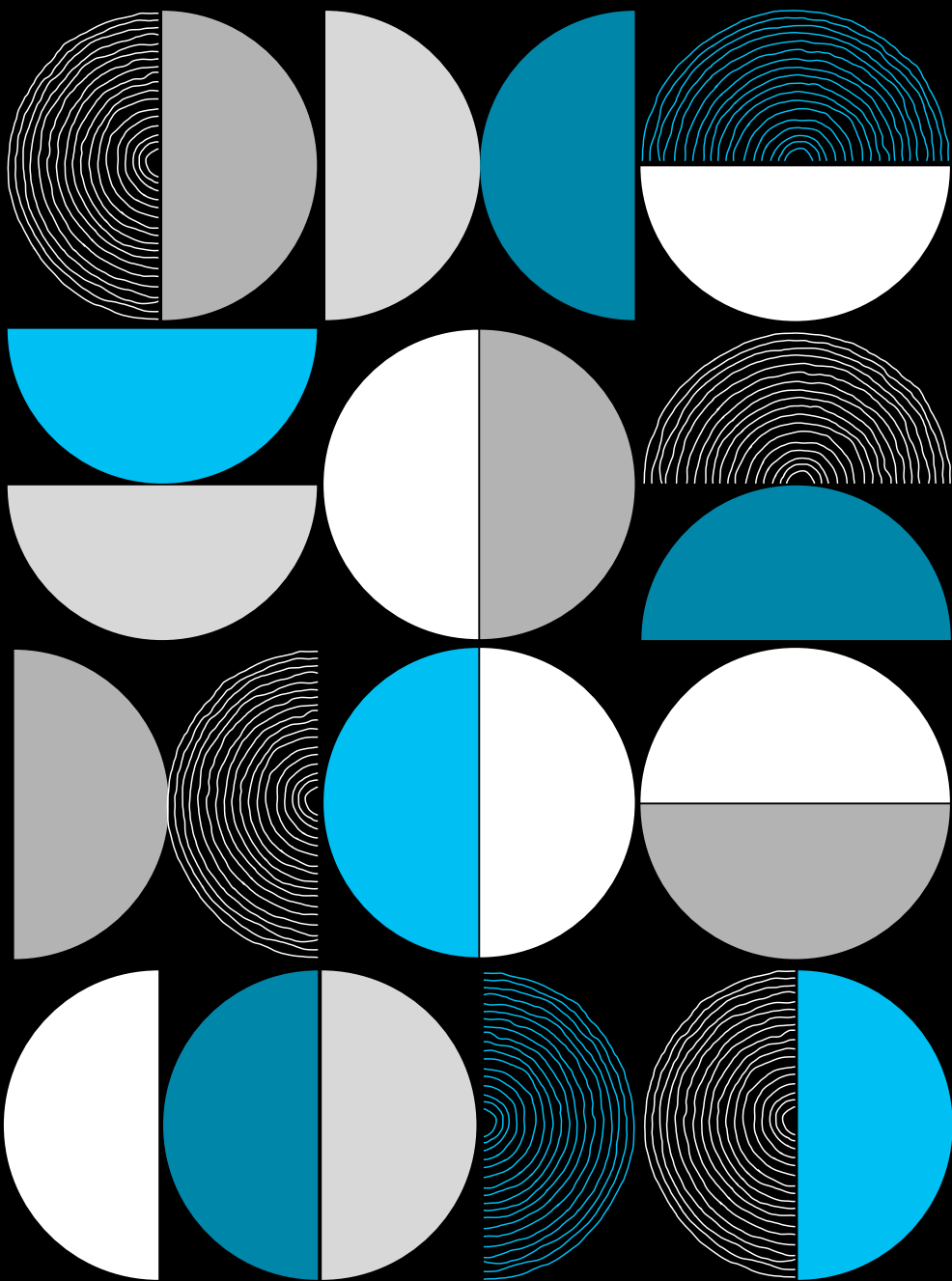
**Marwan Meqbil**

50:50 Startups  
Program Director



# Our Startups







## CarzBase

**Field:** Outdoor advertising

**Need:** Traditional out-of-home (OOH) advertising has limitations in customizing and targeting ads, making them less engaging and less effective; current privacy options on cellphones further reduce exposure opportunities for advertisers.

**Value proposition:** CarzBase revolutionizes OOH advertising by transforming vehicles into mobile digital/virtual AI-powered outdoor billboards. As the vehicle travels, an installed IoT computer vision device identifies and analyzes changing audiences to optimize targeting in real time, based on parameters like age, gender, location, affiliation, special events, or even changes in the weather.

With the CarzBase platform, advertisers gain data-driven real-time personalized targeting for maximum impact. Attention-grabbing ads are displayed on special screens installed on top of the vehicle or on its windows, and vehicle owners/drivers receive commissions to encourage collaboration.

**CarzBase – Revolutionizing outdoor advertising**

### Entrepreneurs:

**Mohammed Kabajah** – 12 years in the tech industry, infrastructure solutions architect, Amazon Web Services

**Mohammed Nawahda** – 12 years in the tech industry, software architect, autonomous vehicles startup

**Natalia Chicu** – Investor communication lead, Vintage Investment Partners



### Mentors:

**Romi Stein** – Cofounder & CEO, OpenLegacy



**Ilya Sloushch** – Director of Engineering, HARMAN International



# CarzBase



### Contact:

Mohammad kabajah  
mk@mkabajah.com  
054.3344418

## TEAM



# 8 ABC3D (Anatomic Breast Computerized 3D models)

**Field:** Plastic surgery

**Need:** Plastic surgery in general, and breast reduction procedures specifically, currently grapple with a significant problem: accurately predicting postoperative results. This challenge, especially daunting for less experienced surgeons, often hinders effective pre-surgery communication with patients and causes unrealistic patient expectations.

**Value proposition:** ABC3D's state-of-the-art Surgical Simulation Software aims to revolutionize plastic surgery by bridging the gap between surgical planning and outcomes. The software, currently addressing breast reduction procedures, is powered by a proprietary predictive model, based on advanced AI and biomedical engineering algorithms. Validated by leading medical and engineering experts, this prize-winning model assimilates key breast parameters like breast shape, skin elasticity and tissue density, into a sophisticated, dynamic biomedical model, to accurately predict postoperative results. In the future, ABC3D plans to develop similar models for additional breast procedures, and possibly also for other plastic surgery operations – to optimize both surgeon-patient communication and ultimate patient satisfaction.

**ABC3D – Shaping the future of plastic surgery**

## Entrepreneurs:

**Alaa Masarwa** – BSc student, biomedical engineering, Tel Aviv University

**Lydia Sokolovski** - MSc student, biomedical engineering, Tel Aviv University

**Mai Ohana** – BSc student, biomedical engineering & neuroscience, Tel Aviv University

**Ido Shapira** - BSc student, biomedical engineering & neuroscience, Tel Aviv University



## Mentors:

**Amir Blumenfeld** - Senior Director of Discovery, Edwards Lifesciences



**Barbara Elstein** - Lean customer discovery and development consultant and coach, specializing in startups and NGOs



## Contact:

Ido Shapira

idoshapira1@mail.tau.ac.i

054.3210877





## TOTALGRID

**Field:** Renewable energy in power grids

**Need:** Use of renewable energy is on the rise, which is of course commendable, but not without its challenges. In particular, integrating power from renewable sources into existing electrical grids can cause voltage fluctuations that might threaten grid stability, power quality, and the longevity of electrical equipment. The urgent quest for effective solutions to mitigate these fluctuations has generated several innovative strategies: sophisticated monitoring and control systems, power electronics and voltage regulation devices, and energy storage systems. However, all of these are top-to-bottom methods focusing on the power grid, rather than on its renewable sources.

**Value proposition:** TotalGrid introduces a novel bottom-up approach to proactively stabilize the green power supply before its integration into the grid. Employing advanced sensors and AI algorithms, the TotalGrid platform obtains and analyzes data on diverse relevant factors – the renewable energy facility, weather forecasts, geographical location, etc., and uses it to monitor the renewable energy supply and adjust it as needed. In this way the system is able to prevent voltage fluctuations, overvoltage events, and other power disruptions before they occur, enhancing the reliability and efficiency of power grids that utilize green sources of energy.

**TotalGrid – Smooth integration of renewable energy into power grids**

## Entrepreneurs:

**Maher Rayyan** – Business development & R&D consultant, mechatronics engineer

**Paz Katz** – CEO of Youth Edge Movement, studying for BA in Business Administration & Entrepreneurship

**Muhammed El-Khatib** – Student employee at the Israel Planning Administration, graduate of Executive Education program at TAU



## Mentors:

**Gil Feingold** – VP Operations, Cybord



**Pini Pur** – Business & tech entrepreneur



## Contact:

Muhammed El-khatib  
alhtebl@gmail.com  
050.7707933

## TEAM



# xALS

**Field:** ALS

**Need:** Amyotrophic Lateral Sclerosis (ALS) is a devastating adult-onset neurodegenerative disease which affects motor neurons throughout the patient's body and causes progressive paralysis and premature death within 2-5 years of disease onset. Knowledge about the disease mechanism and cause for degeneration is limited and therefore, despite four FDA-approved drugs, there is still no effective treatment or cure that can extend life expectancy or even improve patients' quality of life.

**Value proposition:** xALS is a biotechnological venture developing a groundbreaking treatment for ALS. Following extensive academic research and clinical work the xALS team recently detected a pivotal early ALS pathology: aggregates of the protein TDP-43 in peripheral nerves and neuromuscular junctions inside muscles of early-stage ALS patients. Based on this new knowledge, xALS has developed a novel mechanism- driven treatment – a unique inhibitory peptide that dissolves the pathological TDP-43 aggregates. Laboratory experiments in mice and human cells have demonstrated that this treatment halts deterioration, promotes nerve regeneration, and restores lost functions. Following these encouraging results, xALS now intends to go on to clinical trials in humans.

**xALS - Hope is on its way for ALS sufferers**

## Entrepreneurs:

Dr. Ariel Ionescu - Neurobiology expert, Faculty of Medicine, Tel Aviv University

Prof. Eran Perlson - Neurodegeneration expert, Faculty of Medicine, Tel Aviv University

Dr. Mai Anabosi – Neuroscientist, PhD from Faculty of Life Sciences, Tel Aviv University

## Cofounders:

Dr. Amir Dori, MD, PhD - Head of Neuromuscular Unit, Sheba Medical Center

Prof. Jeff Twiss, MD, PhD - Neuronal regeneration expert, University of South Carolina

Dr. Pabrita Sahoo, PhD - Molecular neurobiology expert, Rutgers University



## Mentors:

Tamar Shinehorn – Strategic finance professional



Ido Freund - Partner at Barnea Jaffa Lande & Co. Law Offices



## Contact:

Eran Perlson

eranpe@tauex.tau.ac.il

050.5209194



## TEAM



## swift align

**Field:** Orthodontics

**Need:** A very high percentage of the population undergo orthodontic treatments at some point in their lives, with figures indicating 9 million in the US alone at the present time. These treatments can take months and years, require a great deal of chair time, and often cause considerable discomfort which leads to poor patient cooperation. Ultimately, the success rate of common orthodontic treatments is less than 30%: about 70% of the patients experience relapse, with teeth shifting back to their original position.

**Value proposition:** Swift-Align proposes a revolutionary solution to significantly improve both the short- and long-term results of orthodontic treatments. The groundbreaking procedure involves the injection of a novel enzyme between teeth and gums to degrade collagen fibers. One injection, given at the beginning of the treatment, makes tooth alignment 3-4 times faster. A second injection, given at the end after retainers are removed, prevents post-treatment relapse and preserves the results of the arduous process.

**Swift Align – Revolutionizing orthodontic treatments**



## Entrepreneurs:


**Dr. Orel Cohen, DMD** – MSc student, Dental Medicine Sciences, School of Dental Medicine, Tel Aviv University


**Eiron Schwartz** – Medical student, School of Medicine, Tel Aviv University

**Noor Freg** – Alumna, School of Architecture, Tel Aviv University



## Mentors:

**Lina Rabin, CPA** – Senior executive in the public sector, with MBA, CPA, MA in public policy, and BA in economics – all from Tel Aviv University 

**Nirit Icekson, CMO**, Global Marketing 

**swiftalign**  
Fast. Stable. Effective.

## Contact:

**Dr. Orel Cohen**  
cohen.orel@gmail.com  
052.3565588



## Maiman (Hebrew for hydrogen)

**Field:** Clean energy - biohydrogen

**Need:** The increasing energy demands of industries, alongside the imperative to reduce greenhouse emissions, have propelled the search for renewable energy solutions. Molecular hydrogen ( $H_2$ ) emerges as a promising clean energy carrier, highly sought-after in multiple industrial sectors. However, the prevailing methods for producing green hydrogen rely on electrolysis – a chemical process requiring precious metals and ultra-purified water.

**Value proposition:** Maiman revolutionizes the field of green hydrogen production by introducing a renewable biological source: microalgae - microscopic single-cell organisms that naturally produce hydrogen in the process of photosynthesis. After identifying an optimal strain of microalgae, Maiman's researchers developed a cost-effective, user-friendly protocol that significantly amplifies the microalgae's natural  $H_2$  production rates, enabling production of large quantities of biohydrogen, and making the novel method commercially viable. The new technology offers an effective, clean way to address escalating energy demands, facilitating a seamless transition to sustainable green energy.

**MAIMAN – Growing clean energy for a sustainable future**

## Entrepreneurs:

**Dr. Tamar Elman** – School of Plant Sciences and Food Security, Tel Aviv University

**Jade Marcus** - School of Plant Sciences and Food Security, Tel Aviv University

**Ahmed Amad** - Holds degrees in Political Science, Accounting & Finance, and International Marketing.

## Mentors:



Deddi Zucker - Former MK | Cofounder & CEO @ MAPPO



Oded Frommer - Founder & Board Member @ Gigantic | Senior Marketing Consultant @ Rakuten Viber | Founder @ Performance Revenues (Acq. by Zoomd)



## Contact:

Tamar Elman  
tamar90@gmail.com  
054.5323541



## Vlinderz

**Field:** HR – hiring in the tech market

**Need:** Finding the perfect new addition to the company's team can be quite a challenge. Traditional methods often fall short, leading to lengthy and resource-intensive recruitment cycles that result in suboptimal hires.

**Value proposition:** Vlinderz harnesses the power of AI to create a game-changing solution that optimizes the hiring process in the tech market - saving valuable time and resources and ensuring a higher success rate in candidate selection. This is how it works: First, the Vlinderz platform analyzes detailed data about the company and the posted position and generates a digital twin of the ideal person for the job. Each incoming application is then compared to the digital twin via a multi-parameter real-time scoring system, and applicants' scores or 'matching percentages' are posted on a dynamic leaderboard. With scores constantly updated through all stages of the hiring process, the HR team can make data-driven decisions, narrow down the choices, and ultimately identify the best candidate.

**Vlinderz – Transforming the way companies build their dream teams**



## Entrepreneurs:

Salah Hussein – Hitech, startup & NGO entrepreneur & manager

Qusai Tamer – Software developer, BSc in Computer Science

Nicolas Duek - Undergraduate in Computer Science

## Mentors:



Ariel Schwartzberg - Business consultant



Avi Rozenberg - AROI Logistics & Projects



## Contact:

Salah Hussein

salah.993@gmail.com

059.7513191





## Jeeran (Neighbors in Arabic)

**Field:** AI & social interactions

**Need:** Despite the abundance of social media platforms in today's digital age, people often find themselves longing for genuine face-to-face interactions with others who share their passions and interests. Today, with many young professionals relocating or traveling to new unknown environments, this yearning for authentic human connections has become more acute than ever.

**Value proposition:** Jeeran employs AI-powered algorithms to intelligently seek and connect like-minded individuals and groups, with a focus on face-to-face interactions and relevant events nearby. Addressing a target audience of young professionals in transition, Jeeran helps users connect with their new environment by meeting others in person and forming authentic relationships based on shared interests.

**Jeeran – AI that drives genuine human interactions**

## Entrepreneurs:

Kassim Bashir- Software engineer, MBA student at TAU

Khalil Banat – Digital marketing expert

Inbar Horesh – Cyber security expert

## Mentors:



David Gershom – Global Business Developer, HSP Group



Anat Eitan - Partner & CFO, Hetz Ventures



**Jeeran**

## Contact:

Kassim Bashir  
kassimbashir@gmail.com  
054.9499745



## OurDragon

**Field:** Mobile games

**Need:** World peace... At OurDragon, we believe that every child holds the potential for global understanding and peace..

**Value proposition:** OurDragon is a stimulating interactive mobile game targeting the younger generation all over the world, designed to bridge communication gaps and dispel inherited prejudices.

In this exciting gameplay experience, young participants worldwide will collaborate with one another in one common mission involving a powerful but charming dragon. Transcending barriers of culture, language, nationality, and religion (and any other impediments that all-too-often generate wars and conflicts in our imperfect world) children will work/play together to raise and take care of their shared fiery 'pet'. Navigating daunting missions that often reflect critical issues of ethics and morality, they will explore values like global citizenship, empathy, and compassion, while learning each other's languages and becoming acquainted with their coplayers' cultures. As they play, they will inadvertently learn to cooperate, communicate, and care, breaking down the walls of misunderstanding and constructing new bridges of friendship.

The venture aims to establish strategic partnerships with educational institutions, NGOs, and governments, in order to make OurDragon an integral part of children's learning journey everywhere in the world.

**OurDragon – Harnessing the power of play to make a world of difference, one dragon at a time**

### Entrepreneurs:

Salman Awaisa - Software engineer

Omar Obaisi – Software engineer

Iftah Ivri – Data analyst, School of Computer Science, TAU



### Mentors:

Sami Nabeeh – CEO, Cube Software Tech



Sana Azgarba – Application Manager, Amital



### Contact:

Salman Awaisa

salmanowes2018@gmail.com

0595027348



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