



OUR MISSION IS TO PROMOTE, DEVELOP AND STRENGTHEN BUSINESS COOPERATION IN THE MIDDLE EAST

Since the signing of the Abraham Accords, we assist Israeli companies in finding customers, distributors and investors in the GCC, and GCC companies in finding unique investment opportunities in Israel.

To our corporate clients we offer an outsourced innovation service where we match them with cutting edge technologies that will make sure they maintain a competitive edge.

Startups

Commercial pilots &
fundraising

SMB's

Market Expansion &
local partners matching

Corporates

Corporate innovation
as a service

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INNOVATION AS A SERVICE

Bridging the gap between leading corporations that are looking to adopt transformative innovation and startups that are aiming to disrupt industries and address significant pain points in their sectors

We actively scout for fresh opportunities for collaboration between our corporate clients and new and promising startups by leveraging our presence and network in the Israeli tech ecosystem.

We focus on matching the business needs of our clients with a technologically innovative business solution that will promote their business growth by reducing operational costs, ease technology adoption, and achieve a competitive edge over the industry's benchmark.

BENEFITS



An outsourced innovation unit, \$0 spent on scouting's operational costs



Tailor-made scouting program according to the corporate's needs



Gain competitive edge over industry and provide added value for your end customers



Vary and diversify the Book of Business and product catalogue

PROCESS

- ▼ **Expectation setting** - Review corporates' strategic challenges, short-term and long-term plans, and define addressable challenges
- ▼ **Define engagement** - vendor, reseller, investment, R&D
- ▼ **Desired startups' stage** - PoC, paying customers, commercial readiness
- ▼ **Scouting** - Scout for cutting edge technology within the corporate's scope of interest
- ▼ **Vetting** - initial screening by the corporate
- ▼ **Preparation** - Hands-on work with startups' founders to re-shape the value proposition
- ▼ **DemoDay** - evaluation of the vetted startups' solutions by the corporate's executives
- ▣ **Engagement** - The most relevant solutions will be selected to continue offline engagement towards signage of a commercial agreement

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