

# **YAZAMUT 360°**

## Moving With Time



# YAZAMUT 360° ENTREPRENEURSHIP CENTER

**Yazamut 360°** was established in 2018 as part of Ben-Gurion University of the Negev's (BGU) pledge to promote innovation as the engine for the entrepreneurship ecosystem in Beer Sheva and southern Israel.

Our mission is to provide BGU students, researchers and staff with a toolbox that enriches their entrepreneurial skills and helps them excel professionally in today's ever-changing landscape.

Entrepreneurship and innovation skills can be learned and acquired. At Yazamut 360° we support BGU's students, faculty, and our vibrant entrepreneurship communities with a variety of courses, experiences, funding opportunities, project tools, and all the help they need to take their first steps in the entrepreneurial world. But most

of all, we INSPIRE and support them on the long journey to leadership.

We're on the right track! According to PitchBook University Report, Oct. 2020, BGU is listed 46<sup>th</sup> among the world's top 50 VC-backed entrepreneurs, with 285 entrepreneurs, who founded 251 companies, raising \$4.5 billion in Series A venture funding.

[www.yazamut360.bgu.ac.il](http://www.yazamut360.bgu.ac.il)

**Yazamut 360° launches over 30 startups per year, supports eight entrepreneurship communities and exposes thousands of students and staff to entrepreneurship experiences.**



# YAZAMUT 360° IN NUMBERS



## 2,000

Undergraduate Students Enjoy  
Entrepreneurial Activity



## 650

Undergraduate Students Taking  
Academic Courses in  
Entrepreneurship



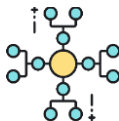
## 500

Students Taking Part in Practical  
Experiences



## 26

Startups Established in 2019-2020



## 25

Events



## 8

Entrepreneurship Communities

## LEADERS - ACADEMIC ENTREPRENEURSHIP

**LEADERS** is a unique three-semester **academic program**, in collaboration with BGU's Faculty of Business & Management.

The program is aimed for outstanding BGU students from all across campus and inspires entrepreneurial thinking and leadership.

LEADERS focuses, first and foremost, on the entrepreneurs and teaches and guides them throughout the ideation and venture-creation process.

The program is designed for 30 excellent undergrad students during their last year of studies.

Four academic modules expose students to deep strategic thinking skills. Participants are also taught how to identify future technology trends, as well as how to build a new venture from concept to implementation.

Most importantly, students gain practical experience in establishing a new venture.

The program is highly interconnected with the Israeli ecosystem, as well as the global business community. Each team of students will be closely mentored by industry professionals.

[www.yazamut360.bgu.ac.il/leaders](http://www.yazamut360.bgu.ac.il/leaders)

## CACTUS VC – STUDENTS INVESTING IN STUDENTS

**Cactus Capital** is a \$1 million fund, managed entirely by BGU students, and investing exclusively in BGU students and recent grads.

Cactus Capital is the first and only student-led VC in Israel. Cactus emerged from the understanding that many unicorns started their journey on campus lawns. Therefore, universities are the perfect places to meet new friends and potential founders for one's startup.

At Cactus Capital, we invest up to \$20,000 in talented students and their startups. In addition, students from all faculties can participate in the **Cactus Academy Analyst Course**, an intensive four-month non-academic course where they learn how the VC world works, and train to be professional VC analysts.

Cactus Capital selects outstanding students to join the **Cactus Fund Analyst Team**. This is where they take their first training steps as professional analysts: look for ideas on campus, meet with startups, conduct the due diligence process, and even get to vote at the Cactus investment committee.

[bgu.cactus.capital](http://bgu.cactus.capital)



**Deltika pitching! A Cactus portfolio company**



## OAZIS - VENTURE BUILDER

**Oazis** is a leading university-based Venture Builder and Accelerator powered by **IBM AlphaZone**.

At Oasis BGU researchers are invited, for the first time, to not only startup their own companies, but also to undergo thorough business training.

This is how we leverage BGU's distinctive research advantages to grow deep technology-based startups from early-stage to funding.

Moreover, Oasis's mission is to bring in the entrepreneurs and the mentors that will help grow BGU Startups. This is how we will impact the BGU Entrepreneurship DNA and uplift the Negev entrepreneurship ecosystem.

Oasis' partnership with IBM Alpha Zone, grants the startups technical and business-oriented mentoring, \$120K worth of cloud credits, access to IBM's Global Entrepreneur Program for Cloud Startups (CGEP), and much more.

[www.bgu-oasis.com](http://www.bgu-oasis.com)



**Flaminus, a 1-minute Corona test.**  
**An Oasis portfolio company**

## eCOMMERCE 360

The Yazamut 360° **eCommerce program** will also be launched in the Fall of 2020. We will accelerate and teach 15 students how to start their eCommerce businesses on the Amazon platform.

The main goal of the program is to train students who are not necessarily tech-savvy to become eCommerce entrepreneurs and business owners, eventually building an eCommerce ecosystem around BGU.

During the program, students gain a wide understanding of everything they need to know in order to start their own

digital store, including choosing products, manufacturing in Asia, working with Amazon, tax compliance, online marketing, and more.

Participants will receive continuous help from top-level mentors.

In order to minimize the financial risks for students, Yazamut 360° will train the students how to raise funds for their businesses while taking their first financial steps.

<https://www.yazamut360.bgu.ac.il/ecommerce360>

## COMMUNITIES – EMPOWERING STUDENTS

We believe its our mission to empower student entrepreneurs! To do that, we must create the right environment and conditions for these individuals to blossom and provide them opportunities, and motivation.

With this in mind we foster 7 student-led entrepreneurship communities:

1. **WE – Women Entrepreneurship:** Yes. Training. Just for women.
2. **BrainStorm:** Students investigating the fascinating world of brain-related technologies.
3. **Inno-Vivo:** Highlighting the entrepreneurial opportunities in the field of life science
4. **Bio-Med Tech:** Set out to make the connection between biomedical

engineers, and medical professionals, this goal-oriented community is thriving.

5. **BGRacing:** These students design, create, and compete in their own Formula-1 racing car!
6. **BGU Radio:** BGU Radio Is a home for Podcasts and Audio Art created and operated by Students, Staff, and Faculty members of BGU
7. **GreenDust:** A community for sustainability in a new world.
8. **Google's Developer Student Club:** Hands-on practical training for web developers.

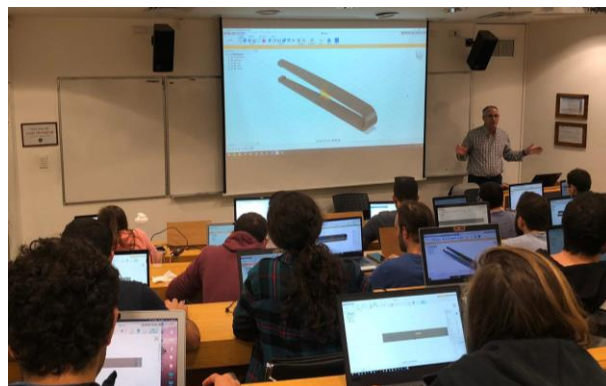
## TAPAS – KNOWLEDGE CLUB

"A tapa is an appetizer or snack in Spanish cuisine. In recent years, Tapas have evolved into a more sophisticated cuisine. Tapas can be combined to make a full meal." ~ Wikipedia

Our **Tapas club** is based on a similar principle: small portions of entrepreneurial knowledge that constitute a snack side by side the participants' formal education.

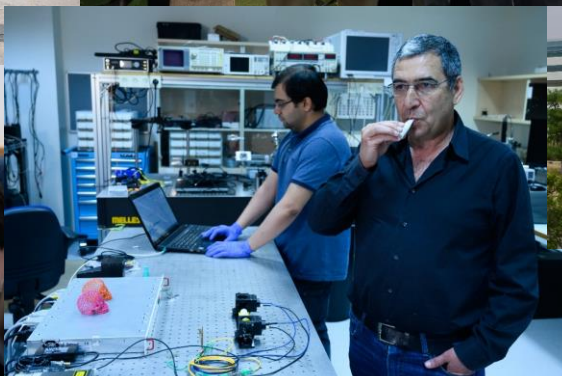
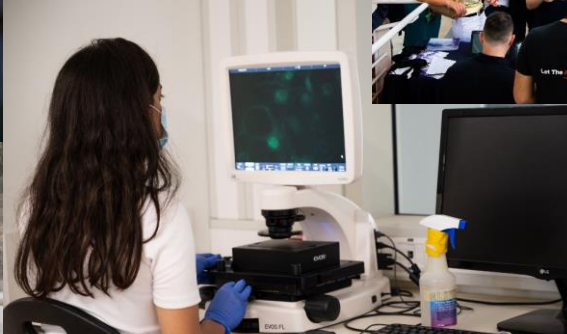
We selected the best lecturers and invited them to teach a toolbox of skills: **Storytelling, public speaking, 3-D printing, Social networking, employee rights, graphics for presentations,** and more.

A combination of multiple Tapas will result in a rich dose of "entrepreneurship".



The perfect Tapa: 3D Printing and Making







## TESTIMONIALS



**Yitzhak Shmaya, recent graduate of economics and psychology:**

“One of the hardest things for us was to find someone to believe in our vision at such an early stage. **Cactus Capital** gave us exactly the push that we needed.”

**Ella Avivi, student of mathematics:** “**Cactus Capital's**

analysts course was an amazing experience for me. I learned a lot and discovered so much about the innovation and investment communities through the specialists and lectures in the course. I felt that this was an amazing boost for my career in the high-tech and investments industry for after my degree.”

I am very happy to recommend the newly established Yazamut 360° entrepreneurship center and its **Oazis accelerator** for innovation and entrepreneurship to both researchers and students at Ben-Gurion University (BGU). Oazis matched me with two very experienced mentors who are helping me on a daily basis to shape and focus my steps. Besides these mentors, I am aided by the Oazis accelerator and Yazamut 360° center managers whose expertise helps me to transform my vision and ambition into reality.

...More than gaining a great experience, in my view, it is the right way to transform novel ideas and demonstrated technological tools of a university lab into an enterprise that positively impacts society.

**~Boaz Lerner, Oazis Participant and Prof. of Machine Learning**

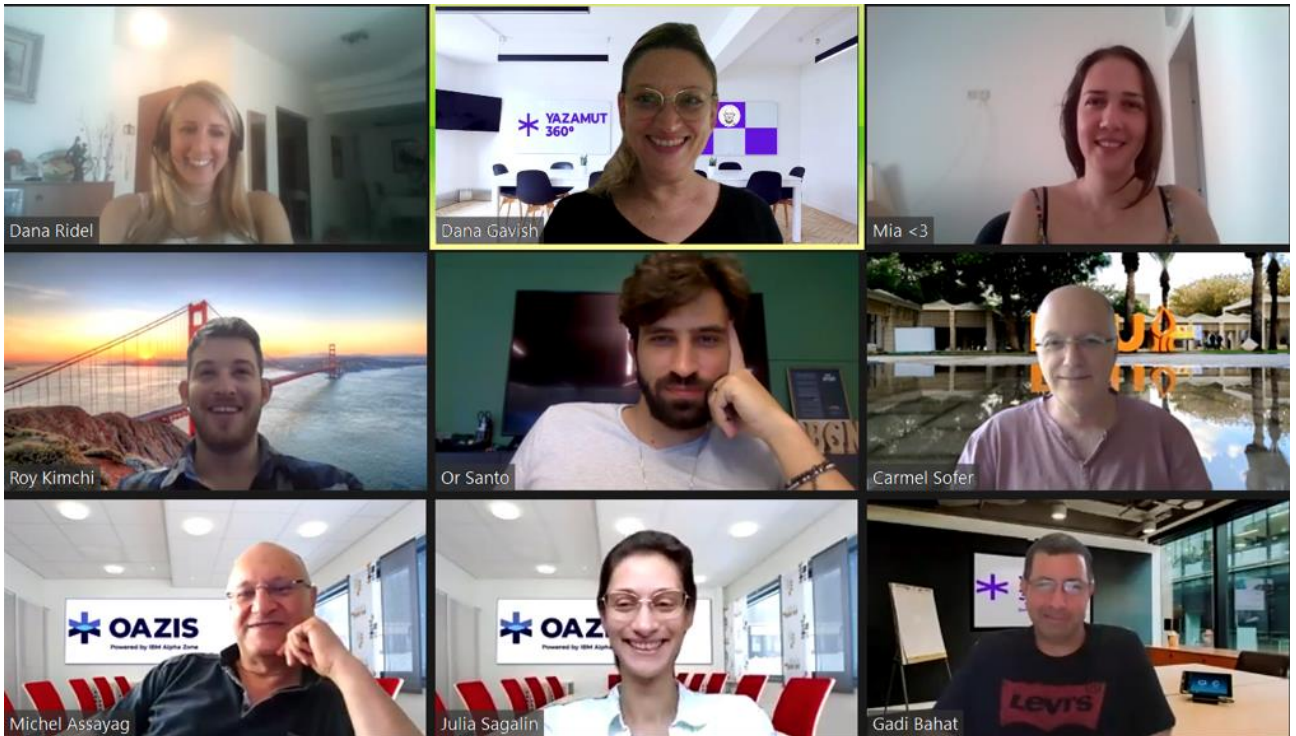
“**Oazis** is a unique venture builder and an academy based acceleration program which is powered by prominent thought leaders from the industry.

What differentiates Oazis from other programs, is its ability to accelerate early stage startups in their journey to define their product, business plan and technological roadmap in an effectively short three months' time. Oazis does an outstanding job in assembling top quality reference material and delivering it via riveting lectures, thorough and personalized mentoring and interactive guided group sessions. In my view all the depicted above positions Oazis as one of the elite accelerators for early stage startups.”

**~ Ronen Siman-Tov, CTO & Head of Strategy at IBM Alpha Zone**



# YAZAMUT 360° TEAM



➔ **Prof. CARMEL SOFER**

Chairman of Yazamut 360°  
Entrepreneurship Center

➔ **DANA GAVISH-FRIDMAN**

Head of Yazamut 360°  
Entrepreneurship Center

➔ **ROY KIMCHI**

Executive Director, Cactus Capital

➔ **DANIELLE HARDONAG**

Operation Manager, Cactus Capital

➔ **MICHEL ASSAYAG**

Executive Director, Oasis

➔ **JULIA SAGALIN**

Operation Manager, Oasis

➔ **GADI BAHAT**

Executive Director, LEADERS

➔ **DANA RIDEL RUBIN**

Operation Manager, LEADERS

➔ **OR SANTO**

Head of Ecosystem Collaborations  
Executive Director, eCommerce 360°

➔ **MIA VOROBENKO**

MARCOM Manager, Yazamut 360°



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