



YAZAMUT 360
Ben-Gurion University of the Negev



Ben-Gurion University
of the Negev

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.

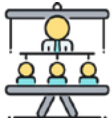
We're on the right track! According to PitchBook University Report, Oct. 2020, BGU is listed 46th among the world's top 50 VC-backed entrepreneurs, with 285 entrepreneurs, who founded 251 companies, raising \$4.5 billion in Series A venture funding.

www.yazamut360.bgu.ac.il

Yazamut 360° launches over 12 startups per year, supports 10 entrepreneurship communities and exposes thousands of students and staff to entrepreneurship experiences.



YAZAMUT 360° IN NUMBERS



7,000

Undergraduate Students
Enjoy Entrepreneurial
Activity



650

Undergraduate Students
Taking Academic Courses in
Entrepreneurship



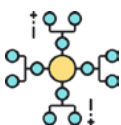
500

Students Taking Part in
Practical Experiences



65

Startups Established in
2019-2020



36

Events



12

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



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.



Deltika pitching! A Cactus portfolio company

At Cactus Capital, we invest up to \$30,000 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

OAZIS - VENTURE BUILDER

OAZIS - is a unique university-based Venture Builder and Accelerator. At Oasis, BGU researchers are invited, for the first time, to start their own companies based on the groundbreaking



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

technologies they developed. We offer them a very special acceleration program that provides them with thorough business training. With the help of experienced mentor and partners, they are able to bridge the gap between academia and industry. Moreover, at Oasis we build the venture teams. We match between the research teams and the right business entrepreneurs, and together they co-found the start-ups. This is how we leverage BGU's distinctive research advantages to grow deep technology-based startups from early-stage to funding. Oasis graduate companies have unprecedented fundraising success rates. 11 of our graduate companies have already raised over \$12M.

www.bgu-oasis.com

NegevPrime

Entrepreneurship training on Amazon USA platform. Designed for individuals with no technological training, the e-commerce accelerator sponsored by Israel's largest bank and one of its leading asset-management companies—combines practical experience in identifying lucrative products, vendor negotiation, global logistics and regulations, quality control, cash-flow management, marketing, and more with industry mentorships to enable 25 students to open their own business on Amazon.

The program, which has received funding from the Mc Ness Foundation, is open to residents of the Negev and even subsidizes, as it is aimed at promoting quality entrepreneurship and employment in the Negev..

Students Think Innovation

Student Think Innovation is a program that seeks to bridge projects created by students and government officials.

Google Israel, Ben-Gurion University of the Negev, Sapir College, and government ministries, such as the Ministry of Justice, the Ministry of Health, and the Government ICT Authority, collaborated to allow students to discuss how government services should change and how they should be provided in the near future.

The innovative program will enable male and female students to become involved in a problem-solving project while realizing the group vision and furthering the interests of the general public.



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 12 student-led entrepreneurship communities:

1. **WE – Women Entrepreneurship:** Yes. Training. Just for women.
2. **BrainStorm:** Students investigating the fascinatingworldofbrain-relatedtechnologies.
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, andcompeteintheirownFormula-1racingcar!
6. **Greenegev:** BGU Radio Is a home for Podcasts and Audio Art created and operated by Students, Staff, and Faculty members of BGU
7. **Blockchain B7:** A community for crypto currencies and blockchain technology.
8. **TOM** Tikkun Olam Makers - is a global movement of communities that creates and disseminates affordable solutions to neglected challenges of people living with disabilities, the elderly and the poor..
9. **Practx** – BGU Marketing community, a hub for marketing enthusiasts.
10. **"Making a difference"** - Study of economic entrepreneurship and economic independence, in collaboration with leading banksandcompaniesinthe financialsector.
11. **Space** - Take part in space communities and launch a missile in collaboration with Raphael into space.
12. **Radio & communication** - The communication community for students who wish to learn how to communicate through a radio configuration in light of the growth of this medium in recent years.



TESTIMONIALS



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."

Yitzhak Shmaya

Recent graduate of economics and psychology



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."

Ella Avivi

student of mathematics



Oasis is a unique venture builder and an academy based acceleration program which is powered by prominent thought leaders from the industry. What differentiates Oasis 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. Oasis 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 Oasis as one of the elite accelerators for early stage startups."

Ronen Siman-Tov

CTO & Head of Strategy at IBM Alpha Zone



I am very happy to recommend the newly established Yazamut 360° entrepreneurship center and its Oasis accelerator for innovation and entrepreneurship to both researchers and students at Ben-Gurion University (BGU). Oasis 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 Oasis 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

Oasis Participant and Prof. of Machine Learning

YAZAMUT 360° TEAM



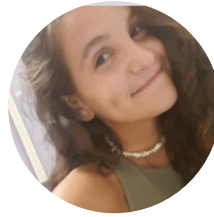
Prof. CARMEL SOFER
Chairman of Yazamut 360°
Entrepreneurship Center



GADI BAHAT
General Manager, LEADERS



DANA GAVISH-FRIDMAN
Founder & Head of Yazamut
360° Entrepreneurship Center



SHAHR COHEN
Operations Manager,
LEADERS



ADI AZULAY
General manager, Cactus
Capital



OR SANTO
Head of Ecosystem
Collaborations Executive
Director, NegevPrime



Omer Waizman
Operations Manager, Cactus
Capital



MICHAEL ANAV
CMO
Yazamut 360°



JULIA SAGALIN
General Manager, Oazis
Accelerator



SHIR LEVY
Manager, Students Think
Innovation, Communities



TAMIR ELAZAR
Business Development
Manager, Oazis



TAIR KOREN
Operations Manager,
Yazamut360°



CONTACT INFORMATION:

Dana Gavish-Fridman

Head of Entrepreneurship

Ben-Gurion University of the Negev

danag@bgu.ac.il