**Haier – Israel Innovation Authority Pilot Program**

**Applications are welcomed year-round**

The *Israel Innovation Authority* (IIA) and *Haier Smart Home Co., LTD,* (Haier) invite interested Israeli companies to submit applications to pilot innovative smart home technologies with Haier.

Haier and the IIA are working together to help Israeli companies get the evidence and assistance they need to improve their development and to enter and be successful in the global market.

As noted by Haier's visionary founder, Mr. Zhang Ruimin, "The World is our lab", Haier will serve as a real-world living laboratory for the Israeli companies, where its experts will work with Israeli companies to test and improve new and existing processes, services, or products.

The **IIA** provides resources to aid technology advancement for Israeli companies.

**Haier** is a multinational home appliances and consumer electronics company headquartered in Qingdao, China. It designs, develops, manufactures and sells varied products including refrigerators, washing machines and dryers, air conditioners, dishwashers, ovens, and televisions. Haier is the global market share leader in the home appliance category.

**Haier is interested in working with Israeli companies on** innovative smart home solutions, new developments that can be implemented in refrigerators (see description below), development of new water and air quality products, and increasing energy efficiency in existing products. Haier is especially interested in products and technologies that were originally developed in other industries, which can be adapted for use in home appliances – such as air purification, heat pump technologies, sensor technologies, etc.

For this Call for Proposals, Haier is especially looking for **"Technologies that can be used to better preserve meat in Refrigerators/Freezers”**. Haier would like to identify companies working on relevant technologies which could potentially be used in household applications, such as:

1. Long Term Preservation of Fresh Meat. Taking into account the effect of temperature & O2 on long-term freshness and how to quantify this effect. For example, what kind of technologies can inhibit development of facultative anaerobic organisms in fresh meat?
2. Flash Freezing of meat in Fridge/Freezers: Users would like to store meat for a long time but fresh meat doesn’t last long. Flash freezing can enable long-lasting freshness. Goal: to substantially reduce the time needed for flash freezing and to improve quality.

**Supported activities** may include: piloting, testing (of different kinds; including in real-world conditions), validation, trials, performance verification, device iteration, product and interface customization, pre-pilot activities, R&D activities needed for the pilot, identifying the parameters of the product/technology and potential use cases, optimizing user interfaces, etc.

**What support do the IIA and Haier offer?**

Successful Israeli applicant companies will receive funding from the IIA and in-kind services from Haier.

*The IIA* can support R&D performing companies, registered and operating in Israel, with a grant of up to 50% of the approved Pilot Expenses Budget, according to its regulations and procedures.

When a project eventually results in sales of a product, service, or process, the financial support must be repaid in royalties to the IIA according to its regulations. In general, royalties are paid at rates beginning at 3% of sales, depending on various criteria. Royalties are payable until 100% of the amount of the grant has been repaid with interest as provided in the applicable regulations. If the project does not result in sales, no repayment is required.

*Haier* will provide in-kind services, expertise, and/or use of facilities. Examples for such in-kind support can include:

* Usage of unique facilities for beta-sites operations;
* Access to unique data, datasets, engines, devices, skills;
* Usage of internal services, expertise, knowledge, or equipment;
* Experts' and consultants' time to guide, co-develop and, identify the parameters of the product/technology for testing or potential use cases;
* Assistance in co-commercializing the product; for example, through joint work with relevant local business partners (companies, investors, distributors, etc.) that are part of the Haier network;
* Assistance in scaling-up production.

Haier would fund its in-kind assistance for the project and make it accessible through an applicable agreement with the selected Israeli companies. If according to the arrangement the Israeli company needs to pay Haier, this cost could not be funded by the IIA.

An appropriate agreement between successful applicant companies and Haier will need to be signed before project initiation.

**Application Process**

Interested Israeli companies must send a project proposal and the company’s profile/deck to Haier and the IIA by email to the contacts below.

Haier will contact the relevant companies and invite the suitable one to submit a full application to the IIA according to the incentive program [Pilots with MNCs](https://innovationisrael.org.il/content/%D7%9E%D7%A1%D7%9C%D7%95%D7%9C-%D7%AA%D7%9B%D7%A0%D7%99%D7%95%D7%AA-%D7%94%D7%A8%D7%A6%D7%94-%D7%A4%D7%99%D7%99%D7%9C%D7%95%D7%98%D7%99%D7%9D-%D7%A2%D7%9D-%D7%AA%D7%90%D7%92%D7%99%D7%93%D7%99%D7%9D-%D7%A8%D7%91-%D7%9C%D7%90%D7%95%D7%9E%D7%99%D7%99%D7%9D).

**Contacts**

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