## First Call for Proposals

## Israel-Florida innovation Alliance - Initiative Description

The Israel-Florida Innovation Alliance (**the “Israel – Florida Industrial R&D Cooperation Initiative,” “Innovation Alliance”)** is launched under the Florida- Israel MOU signed between the states and was formalized with the signing of the Space Florida-Israel Innovation Partnership Program by the Executive office of the Governor of Florida and the Israel Ministry of Economy in October 2013 (the “**Memorandum of Understanding**”). This Initiative will be implemented by the Israel Innovation Authority and StartUp Nation Ventures LLC.

**Through this Initiative, StartUp Nation Ventures LLC (SUNV), a Florida based global investment platform will invest in Israeli companies and support their business development in US markets**. SUNV is a global, crowd-backed equity investment vehicle that leverages ecosystem partnerships to help companies design and execute strategies for expanding their businesses into U.S. and Latin America Markets.

This Initiative will support **Israeli companies that have proven the feasibly of their technology and have a minimal viable product or a working prototype for the U.S market**  in the following areas:

* Cyber Security; Medical Technologies; FinTech; Blockchain; Big Data; IoT; Artificial Intelligence, Smart Mobility/Transportation Agriculture Technologies; Smart Manufacturing; Digital Media / AR/VR entertainment, Hotel and Tourism and more.

**In addition to the above-mentioned areas, this call will focus on projects related to Augmented Reality, Virtual Reality, Fintech, Cryptocurrency, Blockchain, ICOs, Cyber Security and financial technologies** related to smart contracts, supply chain, asset verification, certification, identity, health and financial transactions Digital and Mobile Payment; Bitcoin & Cryptocurrency; Capital Markets & Investing; Banking & Corporate Finance; Financial Platforms; Crowdfunding & Peer-to-peer Lending; and Personal Financial Management and more.

SUNV with its partners, is poised to take advantage of the unique utility within Blockchain and application development, have a firm understanding of how new regulation and security tokens meet the US government regulations. Building upon the early standard and protocols. It is well positioned to leverage these technologies for government, industry, startup, and corporate ventures.

The Israel Innovation Authority may approve up to 50% (plus periphery zone incentive as applicable) of eligible R&D costs of the Israeli companies that apply to the program in order to support R&D including pilot and validation costs per Israeli applicable laws and regulations.

Companies should be in a stage following a **proof of concept**: **ready for demonstration** or to be commercialized or at ready to market stage.

## Added Value of the SUNV “High Touch Capital Investments™” Platform to Israeli companies:

* Invest between $100,000 - $500,000 in selected companies (the “Portfolio Companies”).
* Will facilitate the opening of U.S. operations in Florida for the Portfolio Companies.
* The project may be developed (but not a requirement) in cooperation with a Florida entity that StartUp Nation Ventures will help facilitate contact with.
* Guide the Portfolio Companies through a structured process of evaluation and milestones that leads to their next, higher valuation stage.
* Support the Portfolio Companies’ research and analysis needs, gain access to strategic partners and customers, access to next round of financing investors and capital.
* Connect the Portfolio Companies with aligned advisors, mentors, resources and corporates of interest, creating strategic partnerships and acquiring customers.
* Help the Portfolio Companies raise their profile and develop strategies for promoting their businesses in the US markets.
* Plan the growth of the Portfolio Companies.
* Provide ongoing support for the Portfolio Companies including operational and logistics needs associated with establishing a U.S.A. and/or Latin American presence.
* Connect with SUNV’s partners for beta sites for demonstrating the Portfolio companies’ products.
* Connect the Portfolio Companies with Public Research Institutes of interest for the purposes of advancing portfolio companies’ capabilities and generate spillovers to the wider economy.
* For more information about the Israel-Florida Innovation Alliance: <https://sunv.io/israel-florida-innovation-alliance/>

Israeli companies qualifying with the above-mentioned criteria are invited to apply for intellectual, social, and financial investments (“High-Touch Capital Investments”) with SUNV.

## Application Process – stages:

1. Israeli company interested in applying must download and complete the Appendix A - expression of interest form (attached) and send to [Jonathan.Cohen@innovationisrael.org.il](mailto:Jonathan.Cohen@innovationisrael.org.il)
2. Approved Israeli companies that meet the above criteria are invited to submit their proposal at: <https://sunv.io/submit-a-proposal/> for initial independent review.
3. In addition an investor deck and one pager should be emailed to SUNV Analyst – Sean Gura: [sean@sunv.io](mailto:sean@sunv.io)
   * SUNV will implement its screening process. Selected companies will enter into due diligence and equity funding investment discussions with StartUp Nation Ventures.
   * Companies that have been selected by StartUp Nation Ventures, will be invited to apply for an Israel Innovation Authority grant.
4. For the Israel Innovation Authority online application please contact [Jonathan.Cohen@innovationisrael.org.il](mailto:Jonathan.Cohen@innovationisrael.org.il)

The Israel Innovation Authority will perform its screening and due diligence with assigned Subject Matter Experts (SMEs). Final decision will be made by the Israel Innovation Authority Investment Committees.

## Applications will be evaluated using the following criteria:

* Technology Feasibility - Companies that have proven the feasibly of their technologies (“products, solutions”) and have at least a minimal viable product (“MVP”) or a working prototype.
* Market Traction – Companies that have generated some market validation (in the form of users, pilots, clients) and are ready for U.S. market immersion, customer insights, alliances, and the rapid momentum gained through SUNV’s Financial, Intellectual and human capital.
* Dedicated Doers – Savvy entrepreneurs who recognize the benefits of affiliation with the Israel Innovation Authority are eager to go global, and jump-start their journey to U.S. markets with SUNV. The Team should have both business domain expertise and in-house tech development capabilities.
* Fit to SUNV: Companies that can take real advantage of the immense platform and its corporate partners.

## Application Deadline:

1. Expression of interests dates:

Cycle opens: **June 1st, 2018**

Cycle ends: **July 1st, 2018**

1. The Israel Innovation Authority funding application deadline by **February 28th, 2019** (only for invited companies)

For more information about StartUp Nation Ventures: <https://www.sunv.io>

For more information about the Israel Innovation Authority: <http://www.matimop.org.il/americas.html>

## Contact:

| **StartUp Nation Ventures (Florida)** | **Israel Innovation Authority (Israel)** |
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