

CAMPUS TEL AVIV

ANNUAL IMPACT REPORT



שלום רב,

מתחילת דרכנו, הצבנו לעצמנו מטרה לעזור לכל יזם ויזמת טכנולוגיים בישראל ללמוד איך להקים סטרטאפים ולהיות חלק מהסטרטאפ ניישן שהוא מדינת ישראל. שנת 2015 לא הייתה שונה. בשנת 2015 ארחנו מעל 850 אירועים שהגיעו אלינו מכל קצוות ישראל והעולם והתייחסו לשלל נושאים הקשורים לעולם הטכנולוגיה והיזמות- מאירועים של ילדי תיכון ועד פיתוח אפלקציות לבני הדור השלישי. זכינו לארח את כבוד נשיא מדינת ישראל ראובן ריבלין באירוע של בני נוער מפרויקט "שומרי מסך" לגלישה בטוחה ברשת, פתחנו את המחזור הרביעי של התוכנית "קמפוס לאמהות" - תוכנית לנשים בחופשת לידה ללימוד יזמות טכנולוגית, השקנו את הקהילה הראשונה לסטרטאפים בתחום של בינוי ואף ארחנו את ועידת הדיגיטל החרדית הראשונה.

בעולם הסטרטאפים להיות שונה זה יתרון, הזדמנות לראות דברים מזוית קצת אחרת ולייצר מוצרים חדשניים. אנחנו מאמינים שצריך לקחת את השוני צעד אחד קדימה, ולכלול בקהילת היזמות חברים חדשים מרקעים מגוונים. עולם היזמות הטכנולוגית צריך להיות פתוח לכל סוגי האוכלוסיה במדינת ישראל ובעולם, ובשל כך הקדשנו את שנת 2015 בקמפוס תל אביב ליצירה של תוכניות ואירועים המסייעים להביא אוכלוסיות חדשות בתוך עולם הסטרטאפים. פתחנו את התוכנית של APPLICABLE שעוזרת לסטרטאפים להנגיש את האפלקציות שלהם לאנשים עם מוגבלויות. יצרנו מעבדות בדיקת אפלקציות בהן ישבו אנשים עם מוגבלויות שקיבלו את ההזדמנות לדבר עם מנהלים בכירים בחברות מובילות כמו Gett, Moovit, Fiverr ולהשפיע באופן ישיר על יצירת אפלקציה שמותאמת לקהל הגדול של אנשים עם מוגבלויות בארץ ובעולם.

נוכחות נשית בעולם הטכנולוגיה בישראל ובעולם הינו אתגר שיש להתייחס אליו. לכן השקנו את התוכנית של Outstanding בכדי לעזור לעוד נשים בעלות הישגים מרשימים מקרב קהילת הטכנולוגיה והיזמות ללמוד איך לדבר מול קהל. אנחנו גאים לספר שבקמפוס תל אביב עלה אחוז הנשים המשתתפות באירועים השונים שיצרנו במהלך שנת 2015 ליותר מ-35%.

בשנת 2016 אנחנו נמשיך לבנות תוכניות נוספות לסגירת הפער ופתיחת עולם היזמות הישראלי לקהלים חדשים. אנחנו לא לבד במערכה וישנם ארגונים רבים ונפלאים שעושים מהפכה בתחום וכיום אנחנו מארחים למעלה מ-50 מהם בקמפוס. ארגונים התומכים בנשים, ביזמים חרדים וחרדיות, בילדים, בבני הדור השלישי, באנשים עם מוגבלויות ועוד רבים אחרים, שאין שום סיבה שלא יקחו חלק מהסטרטאפ ניישן ויוכלו לתרום רבות לקהילה. אני גאה להציג בפניכם את השאלון השנתי שערכנו ברשת הקמפוסים שלנו ברחבי העולם - תל אביב, לונדון, סיאול ומדריד. זו דרך להכיר את הקהילה שלנו ברחבי העולם ולהבין מה אנחנו עוד צריכים לעשות בשנת 2016 בכדי לעזור לסטרטאפים.

אנחנו מתרגשים לקראת השנה החדשה, במיוחד בשל רשת הקמפוסים הגלובלית שהולכת ונבנית ברחבי העולם. אנו מקווים שעוד סטרטאפים ישראליים יצמחו בישראל ויצליחו גם מחוצה לה. שתהיה לנו שנה נפלאה ומחכים לראותכם בקמפוס תל אביב!

שלכם,

מיכל

Dear Reader,

Since opening our doors in 2012, we've had the goal of helping Israeli tech entrepreneurs to launch startups and become part of Israel's "Startup Nation." 2015 was no different: Campus Tel Aviv hosted more than 850 events related to technology and entrepreneurship, from events for high schoolers to startup events for elderly entrepreneurs. Other highlights included hosting the President of the State of Israel, running the fourth cycle of Campus for Moms (our baby-friendly startup school for parents), launching a construction tech community, and hosting the first digital convention for ultra-orthodox Jews.

In the startup world, to be different is an advantage. It offers an opportunity to see things from an alternative angle and create innovative products. We believe we have to take this one step further and diversify our ecosystem of entrepreneurship with new members from a wider range of backgrounds. For this reason, we dedicated the year 2015 at Campus Tel Aviv to the creation of programs that help bring more communities into the startup ecosystem:

We launched the APPLICABLE program that helps startups make their apps accessible to people with disabilities. We created testing labs where disabled people were given the opportunity to talk with high level figures from companies such as Gett, Moovit, Fiverr and have been thrilled to see many apps become more accessible and relevant for disabled people worldwide.

We launched Outstanding, a program to help more tech women develop presentation and public speaking skills. We're proud to share that the percentage of women participating in Campus Tel Aviv programs last year increased to 35%.

We will continue our efforts in 2016 and build more programs that help close the digital gap and bring more communities into the world of entrepreneurship. We're not alone in this and there are great organizations doing amazing work in this field. We've partnered with over 50 such communities and organizations that support women, ultra-orthodox Jews, children, the elderly, people with disabilities, and many more communities that can both contribute to and learn from Startup Nation.

We will continue helping Israeli entrepreneurs and startups grow and succeed globally. We hope you'll come join us at an upcoming event or program and see the incredible technologies Israelis are building.

Yours,



Michal Waltner
Program Manager of Campus Tel Aviv

4,300 ENTREPRENEURS TOOK PART IN CAMPUS TEL AVIV PROGRAMS IN 2015



1,200+ MEMBERS AT CAMPUS TEL AVIV



37 COUNTRIES are represented at Campus Tel Aviv



200 HOURS OF MENTORING conducted by Googlers and external mentors



850 COMMUNITY-RUN EVENTS hosted at Campus Tel Aviv

45% OF STARTUPS AT CAMPUS TEL AVIV have at least one female founder

23% OF CAMPUS MEMBERS come from outside of Isreal



THE PRIMARY REASONS MEMBERS SAY THEY WORK AT (OR FOUNDED) A STARTUP

1. To pursue a passion
2. To make a difference
3. To create a solution to a problem
4. To learn new skills

THE TOP CHALLENGES FACING FOUNDERS IN TEL AVIV

1. Hiring the right team
2. Acquiring customers/users
3. Generating revenue

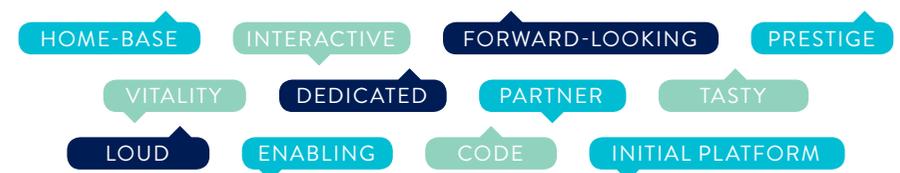
OTHER THAN THEIR CURRENT COMPANY, HOW MANY BUSINESSES HAVE FOUNDERS STARTED?



FOUNDERS IN TEL AVIV SAY THESE HELPED THEM SUCCEED

1. Their prior experience
2. Their own network
3. Being part of a community

SOME OF THE TOP WORDS USED ABOUT CAMPUS TEL AVIV

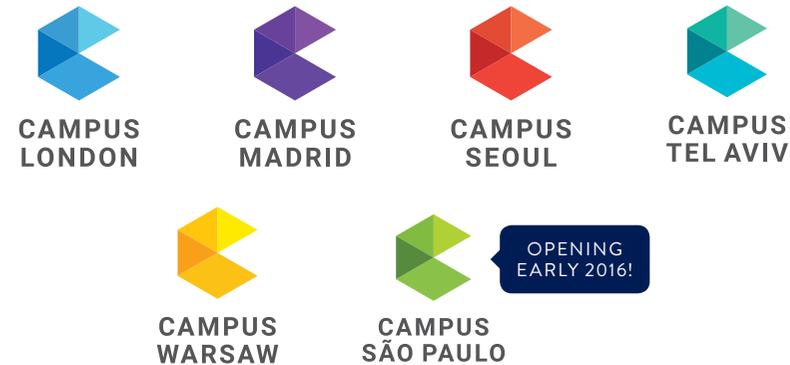


Almost two decades ago, Google began as a startup in a Silicon Valley garage—those entrepreneurial roots are something we still hold dear today. Times have changed since those early years, and we see now that great companies are not being founded in isolated garages, but in thriving communities all over the world.

The Google for Entrepreneurs team creates spaces called Campuses to bring those communities together and to help entrepreneurs get access to critical resources like mentorship, technical training, and a welcoming community. At each Campus, founders from all walks of life work on their big ideas in a collaborative environment. These same entrepreneurs are building exceptional technologies, creating new jobs, strengthening economies, and improving the web.

In 2012, Google opened the doors to our first Campus space: Campus London. The success of the startup community there has paved the way for more Campuses to open, including the launch of three new Campuses in 2015.

TODAY, THE GLOBAL CAMPUS FAMILY INCLUDES:



Campuses are a critical component of the Google for Entrepreneurs global network of tech hubs, startup communities, and local entrepreneur resources. Since 2011, Google has provided financial support and logistical resources to startup communities across more than 140 countries.



CAMPUS TEL AVIV

Israel is home to more than 6,000 startups and attracts more venture capital per person than any other country in the world. Many of the country's startups can be found in "Silicon Wadi"—a cluster of tech hubs based around Tel Aviv, Israel's second largest city. The local government has been proactive in making Tel Aviv a promising place for entrepreneurs. The city provides free internet access for visitors and residents alike through a series of WiFi hotspots stationed all across the city. And the new "startup visa" program will allow entrepreneurs from around the world to come to Tel Aviv for 24 months in order to develop innovative projects.

Google opened offices here more than a decade ago, and recently moved into a new space within Electra Tower, an office skyscraper housing some of the biggest companies in the country. One of the floors in that new space is occupied by Campus Tel Aviv, a thriving entrepreneurial hub that offers incredible views of the city and opportunities for startups. Campus features an events space for use by the community; programs and events for startups, developers, and entrepreneurs; and a device library to develop and test new ideas and apps.

As Campus Tel Aviv has grown, it's taken steps to prioritize inclusiveness and diversity. A staggering 45% of startups on Campus feature one or more female founder, 23% of Campus members are from outside of Israel, and the Campus continues to lead outreach efforts to ultra-orthodox Jews, the disabled community, and Arab entrepreneurs. And as a global hub, we have welcomed economic development dignitaries like London Mayor Boris Johnson and entrepreneurs from other Campuses and tech hubs.

Campus Tel Aviv offers premium programs designed to educate, inspire, and connect entrepreneurs. The range of offerings include everything from pre-accelerator programs to design workshops to mentorship sessions with Googlers. In addition to these official programs, the community event space is open to anyone who wants to host startup community-oriented events.

Globally, 18,000 people participated in Campus programs in 2015. 4,300 people participated in Campus Tel Aviv programs in 2015.

LEARN@CAMPUS

Practical classes to teach people how to turn their ideas into a thriving company. From one-hour advanced workshops to app development sessions for people with disabilities, Campus Tel Aviv runs all kinds of classes and training sessions designed to help businesses take flight.

APPLICABLE

App development for people with disabilities

Campus Tel Aviv launched the largest app testing lab in the world for people with visual impairments. On APPLICABLE Testing Days, startups work together with users who have disabilities to workshop ways to make their app more useful. We published an [APPLICABLE Guidebook](#) to help startups design accessible apps.

Campus for Moms

A baby-friendly startup school

This one-of-a-kind startup school was first launched at Campus Tel Aviv, and has now spread to Campuses around the world. Campus for Moms provides a structured forum for moms to meet like-minded entrepreneurs and make progress on their big ideas. An entrepreneurship organization for women, Yazamiyot, helps lead sessions and provides mentorship and training for participants.

MENTORING@CAMPUS

Googlers and industry leaders share their expertise with founders.

Campus Tel Aviv hosts Googlers and other industry experts to answer questions and give feedback at weekly mentoring sessions.

Startup Wednesdays is a full day for startups to utilize Campus Tel Aviv as a workspace and meet with leading mentors with a wide range of expertise.

TALKS@CAMPUS

Premier founders, industry leaders and dreamers speak at Campus.

Campus Tel Aviv brings premier speakers—including successful entrepreneurs, industry leaders, venture capitalists, artists, and dreamers—to speak at Campus and share their insight and experience.

Peter Weed, Global Leader of the McKinsey Growth Stage Practice, talked about how to build a big company quickly.

Ralph Osterhout, Founder and CEO of Osterhout Design Group, spoke about the future of wearable technology.

CONNECT@CAMPUS

Opportunities for founders to make meaningful connections.

Campus Tel Aviv bridges the gap between entrepreneurs and larger corporations and institutions, and helps founders make meaningful connections with their next business investor, co-founder, or recruit.

Campus Tel Aviv and RIDARTECH co-hosted “**Under Construction**,” an event bringing together leading construction industry executives, Israel’s top technological investors, and developers.

Campus Tel Aviv and Nielsen Innovate co-hosted a “**Consumer Culture Tech**” event discussing consumer and retailer trends and lifestyle and media developments.

COMMUNITY-RUN EVENTS

Campus Tel Aviv’s community event space is open to anyone who wants to host a great event for the tech startup community in Tel Aviv. The event space is free to use. Priority is given to events that are free, open, and beneficial to the Campus community.



850

COMMUNITY-RUN EVENTS

were hosted at Campus Tel Aviv in 2015.

EVENT HIGHLIGHT:
ORTHODOX JEWS DIGITAL CONVENTION
Campus Tel Aviv and Max Digital, a Haredi advertising agency, hosted the first Orthodox Jews Digital Convention, where Haredi community members learned how to use the internet and innovative technological products.



2,075

COMMUNITY-RUN EVENTS

were hosted worldwide in 2015.

SUCCESS STORIES



GradTrain is a curated marketplace for students hoping to attend graduate school abroad. The service uses predictive algorithms to gauge their chances of acceptance into particular universities, and helps them meet with current and former students for online coaching sessions. Gradtrain participated in Campus Tel Aviv's Launchpad program, and CEO Jacob Bacon regularly attends Campus events.

"At Launchpad we had some great UX mentors who helped us simplify the UX and significantly increase engagement and conversions."

— Jacob Bacon, CEO, GradTrain



EatWith is a marketplace offering authentic and intimate dining experiences in people's homes across the world. The startup has been referred to as the "Airbnb For Home-Cooked Meals," recently raised \$8 million in funding, and has more than 500 hosts in 160 cities and 30 countries around the world.

Campus Tel Aviv helped EatWith create the idea of making and purchasing gift vouchers. This initiative was so successful it's now a full feature and a main revenue stream for EatWith.

"Campus always feels like home. I know when I come there are always incredible people working. It's the place where I know any idea can get realized. My favorite event ever was Innovine. Tech, wine, and amazing people. Can we have another?"

— Andrea Rosen, Head of Global Development, EatWith



Dreame connects dreamers with talented artists around the world to create stunning visualizations. The Tel Aviv-based startup has attracted global attention for its unique illustrations—which can be framed, printed on t-shirts, or used as phone covers—and innovative twist on dream documentation, and recently raised \$200,000 in funding.

"Campus at one point in my startup journey was more frequently visited than anywhere else except for my home. I remember the first meetup I ever went to. I was nervous, overwhelmed and then suddenly greeted by such warm individuals who organize events there."

— Sharonna Karni Cohen, CEO, Dreame



THE ROAD AHEAD

Campus is proud to be a home for entrepreneurs of all kinds in Tel Aviv. In 2016, we'll continue to provide opportunities and deep resources—from premium education to meaningful connections—so that we can continue to galvanize the innovation economy in Israel. Our goal is to help our entrepreneurs think big and go global. We encourage you to come visit us and meet some of our outstanding founders and see the incredible technology they are building. As we always say, come start something!

For more information, or to become a member (for free!), visit campus.co/telaviv.

Find this and our other annual Campus reports at campus.co/impact.

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