

Innovate Israel
**Corporate Open
Innovation
&
A TravelTech Nation**

Itai Green

4/2019





AMADEUS

Innovate Israel

THE SOURCE FOR OPEN INNOVATION



itts

Israel 
TravelTech
Startups

WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?



WHAT'S IN COMMON ?

YAHOO!

WHAT'S IN COMMON ?



DISRUPTED

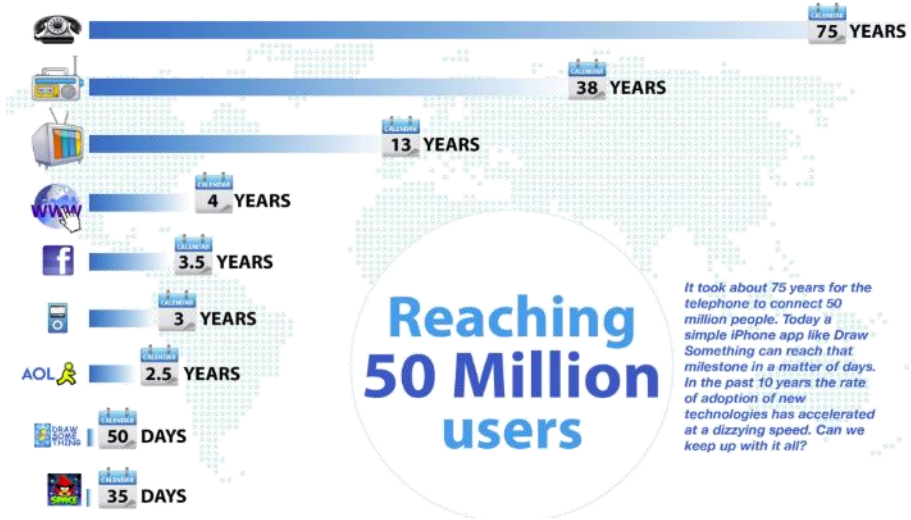


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The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow

-William Pollard-





Reaching 50 Million users

It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?



2000

2010

2000 (G4)	2010 (iPhone)
Height: 381mm	Height: 115.2mm
Width: 381mm	Width: 58.6mm
Depth: 435mm	Depth: 9.3mm
Weight: 15,800g	Weight: 137g
Price: £1,500	Price: £599
CPU: 500MHz	CPU: 1GHz
RAM: 128MB	RAM: 512MB
Display: 1024 x 768	Display: 960 x 640
Storage: 30GB	Storage: 32GB



Technical automation potential

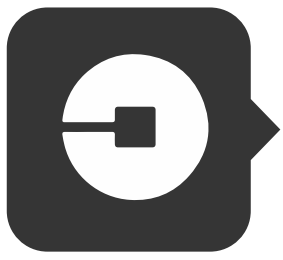


of current work activities are technically automatable by adapting currently demonstrated technologies



of current occupations have more than 30% of activities that are technically automatable

AN INTERESTING SHIFT



Uber

The world's largest company - owns no vehicles.



Facebook

The world's most popular media owner- creates no content.



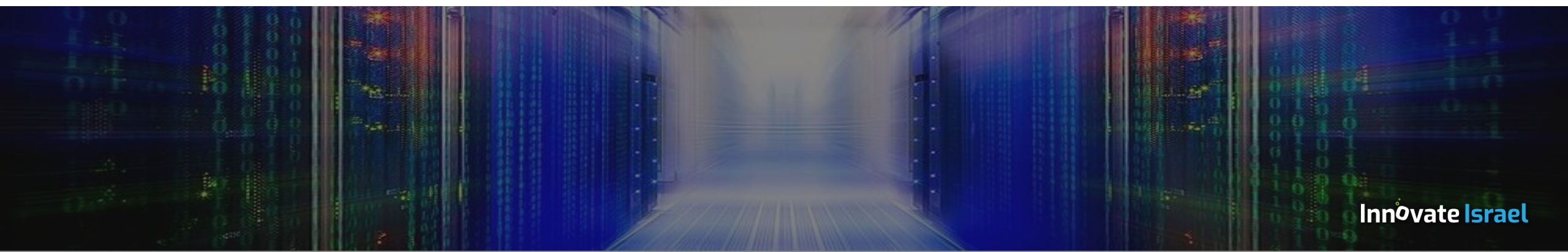
Alibaba.com

One of the world's most valuable retailer - has no inventory.



Airbnb

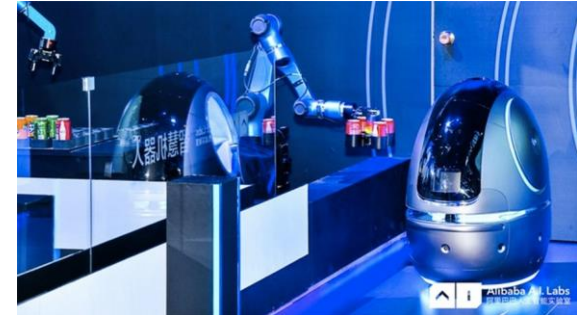
The world's largest accommodation provider - owns no real estate.



Alibaba Is Introducing a Hotel Room Service Robot Next Month

Are hospitals, restaurants and offices next?

By Lisa Lacy | 6 days ago



Alibaba's car vending machine in China gives free test drives to people with good credit scores

Cat-themed with free three-day test drives for people with scores of 700 or better

Insurers beware: Amazon poised to disrupt UK insurance



No one can dispute the success of Amazon in the UK as a digital retailer, and many insurers have held it in high esteem as a company to emulate in terms of innovation and overall service proposition. But now Amazon poses a real threat to UK insurers.



No matter who you are, most of the smartest people work for someone else”

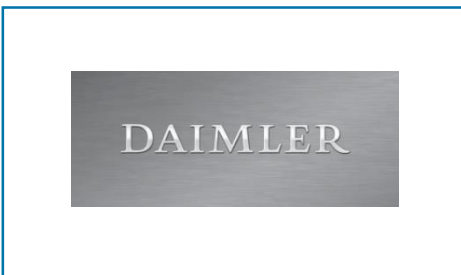
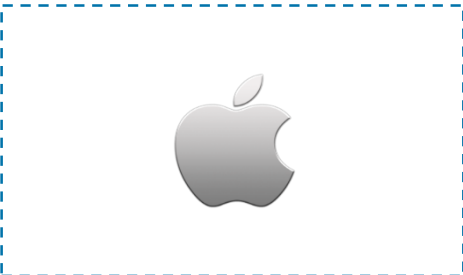
- Bill Joy, Co-Founder Sun Microsystems



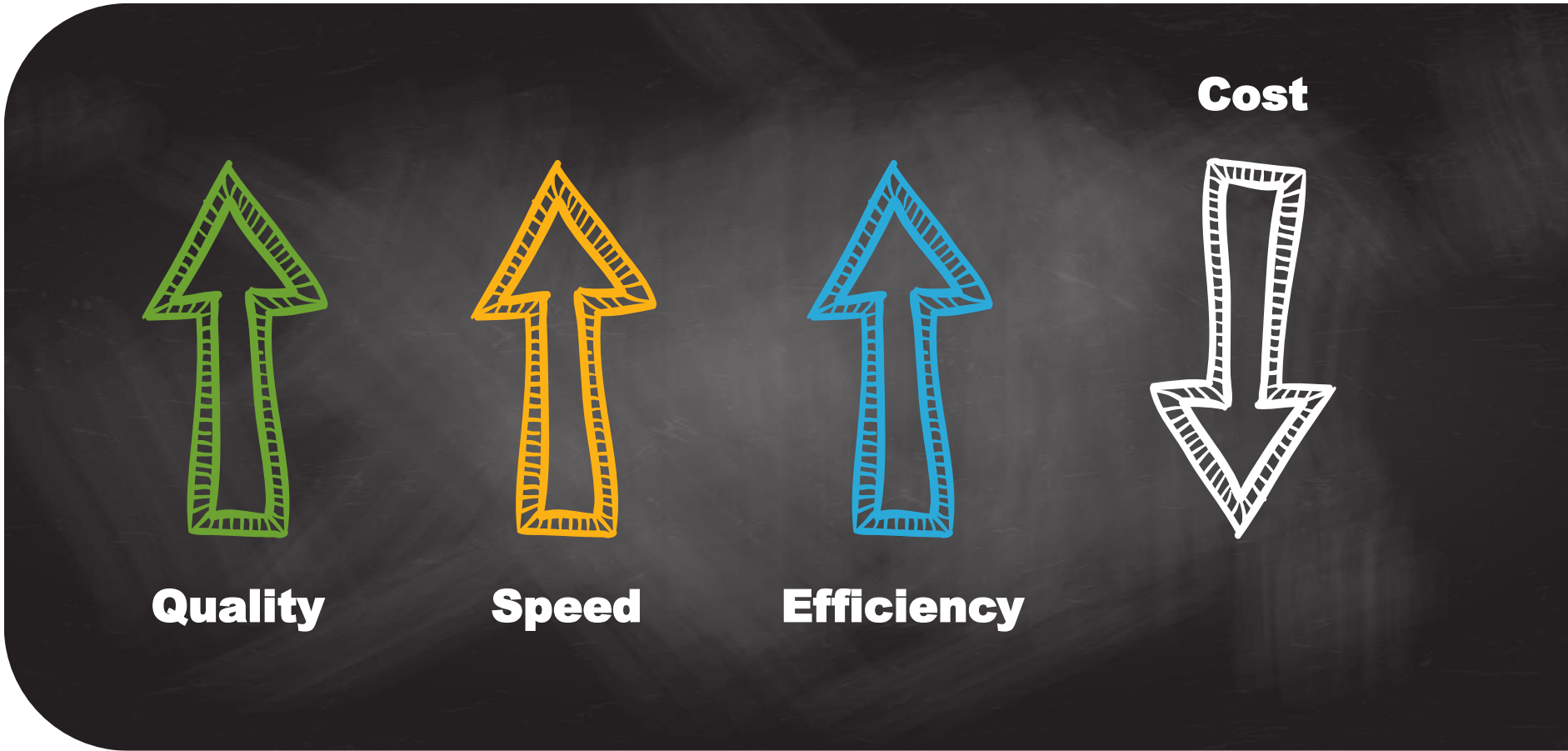
WHAT'S IN COMMON?



WHAT'S IN COMMON?



INNOVATION IS A MUST



Quality

Speed

Efficiency

Cost

THE STARTUP NATION IN NUMBERS

 **01**

**1 startup /
1,800 Israelis**



02 

**#1 in # patents & R&D
spend /capita**

 **04**

**#2 in absolute # of
Startups (US #1)**

03 

**VC investment/capita - x2.5 over
US, x30 over EU**

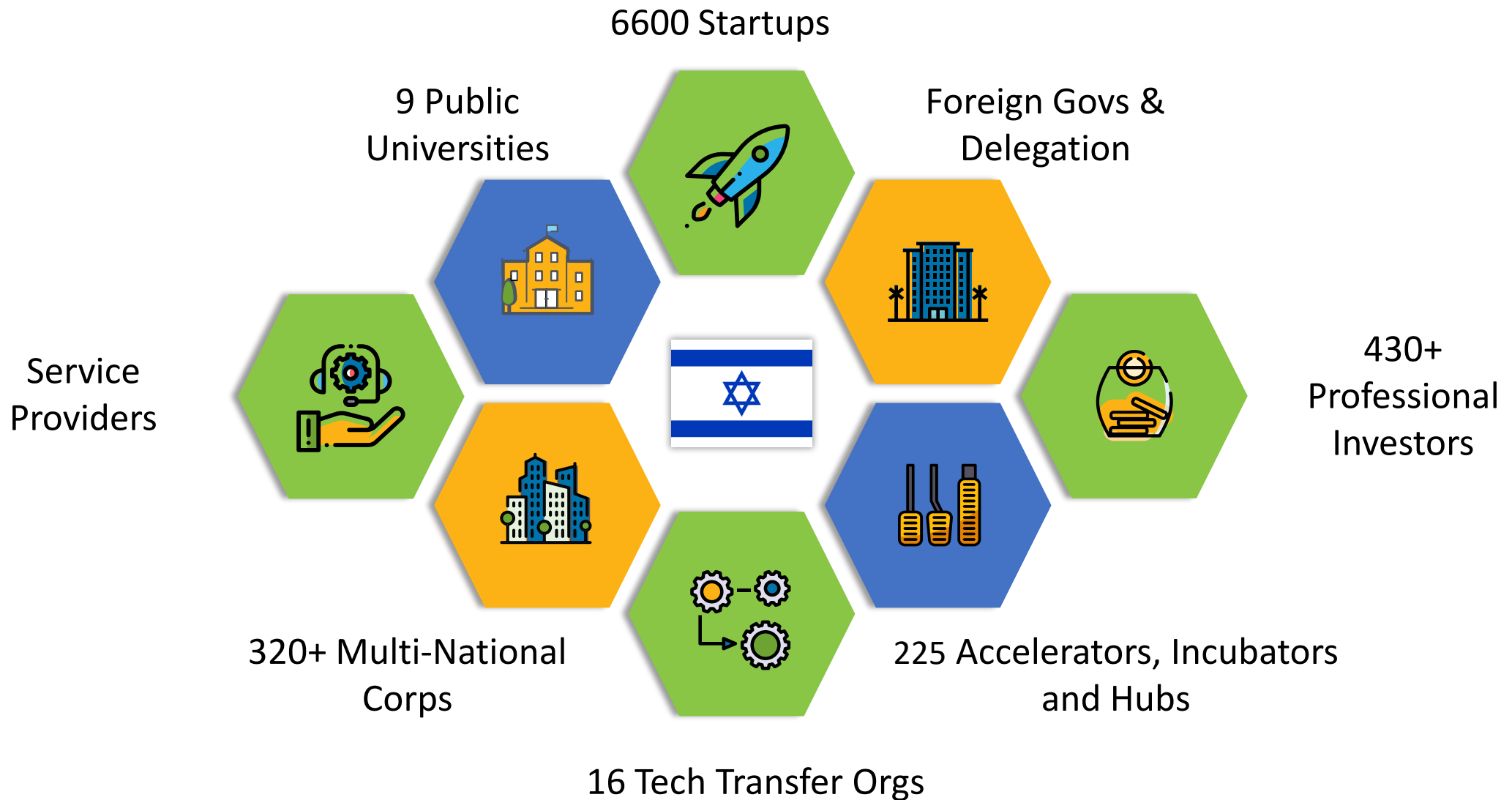


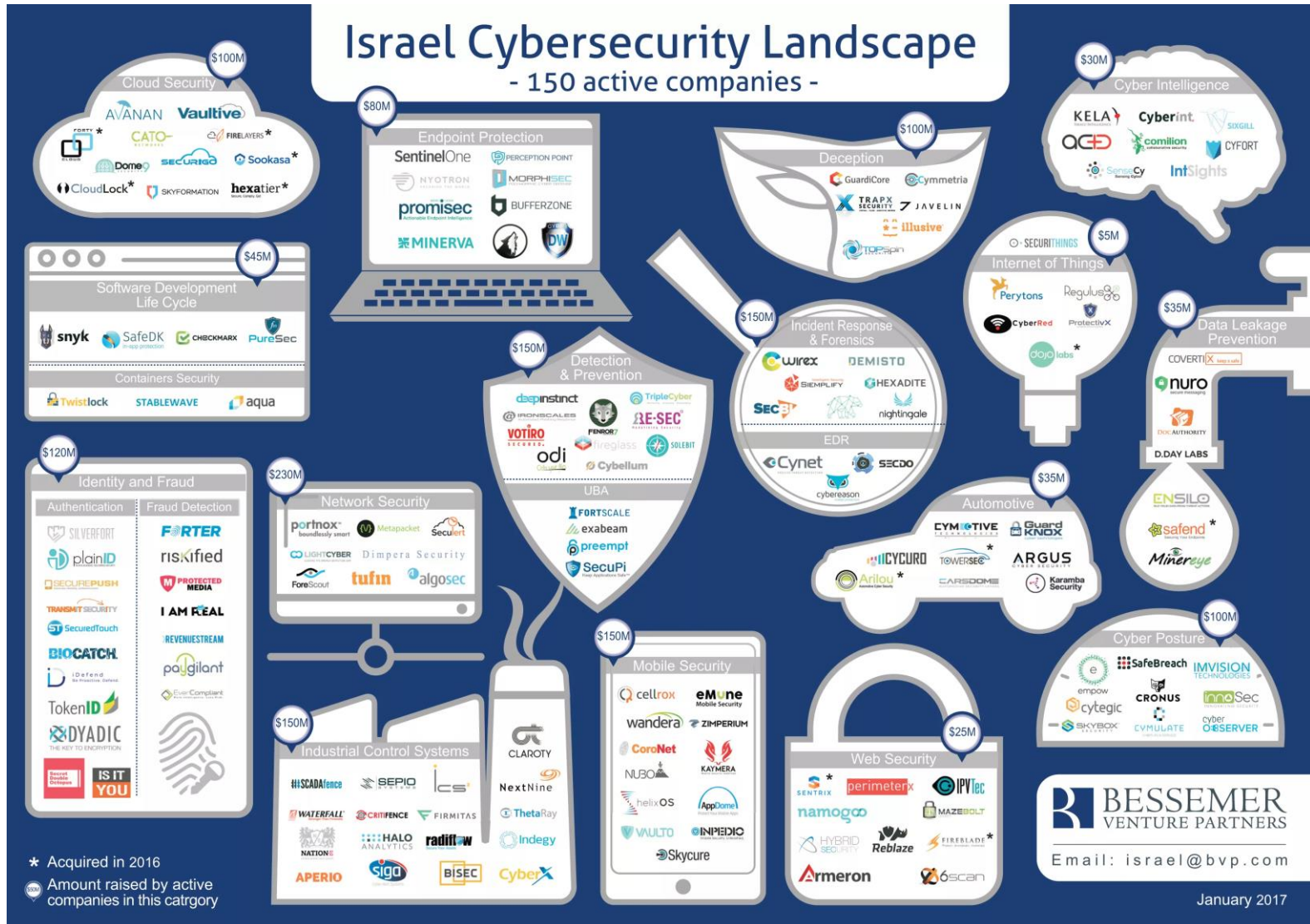
Instead of going to Silicon Valley to open the next Tech Centre, we actually gonna do it here in Tel-Aviv

- Gillian Tans. CEO Booking.com- (September 2017) (Channel 2 news)



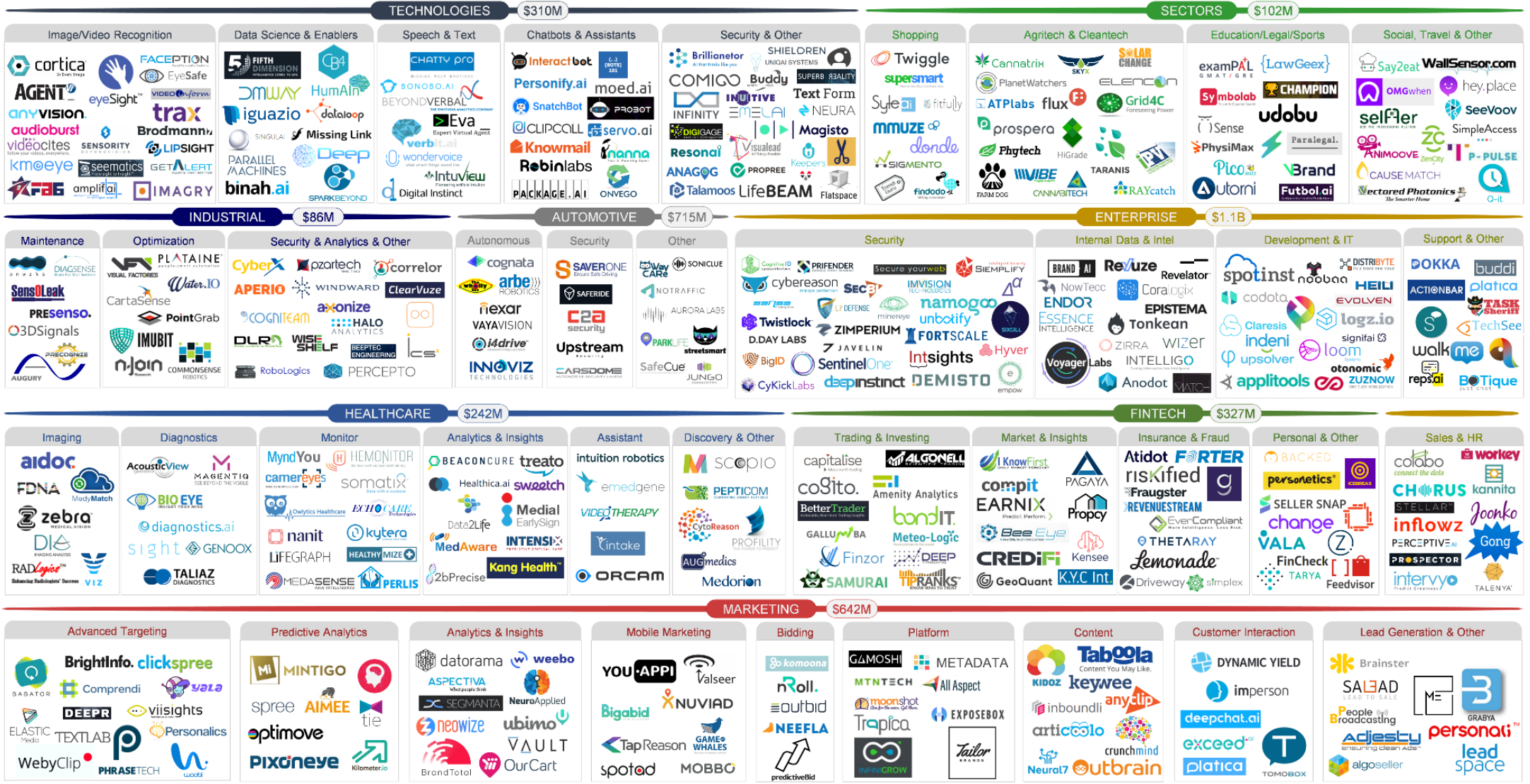
THE ISRAELI ECO-SYSTEM





ISRAEL'S ARTIFICIAL INTELLIGENCE STARTUPS

\$3.5B



Additions or Corrections? Email at danielsinger27@gmail.com

Total Funding

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Sources: Crunchbase, Startup Nation Central, VCnucleus

Internet Of Things Startups - Sorting out IoT in Israel

	Pets	Humans	Homes	Cars	Industrial	
Things	<p>HACHIKO</p> <p>PetPace</p> <p>eggk</p> <p>HEALTHWATCH</p>	<p>Wearables Group:</p> <p>FabriXense</p> <p>Hyginex</p> <p>log-o-bag</p> <p>hereo</p>	<p>Keylockit</p> <p>eyeotee</p> <p>SwitchBee</p> <p>Robomover</p> <p>freshub.</p>	<p>SENSIBO</p> <p>switcher</p> <p>Thermobil</p> <p>VQCCA</p>	<p>Fusepoint</p> <p>spacocor</p>	<p>BT9</p> <p>Triple+</p> <p>scio</p> <p>IoT Box</p> <p>sumoSense</p> <p>FARM DOG</p>
Platforms	<p>NOVICOD</p>	<p>IQP</p>	<p>Smart Homes Group:</p> <p>ON OFF</p> <p>pr duvia</p>	<p>Bezeq Home</p> <p>HOVI</p>	<p>Flutotalks</p> <p>near</p>	<p>WaterSense</p> <p>GREENLET</p> <p>Phytech</p> <p>CartaSense</p>
Security and Analytics	<p>BandManage</p> <p>NEURA</p> <p>somatix</p>	<p>SecuriThings</p> <p>IMUBIT</p>	<p>MindoLife</p> <p>sansa</p>	<p>dojo labs</p> <p>Perytons</p>	<p>Automotive Cyber Security Group:</p> <p>Security in Motion</p> <p>TOWERSEC</p>	<p>Industry 4.0 Group:</p> <p>ARGUS</p> <p>nJoin</p> <p>DeepSense</p>

To add your company to this poster please contact us via roy@tlv-vc.com. Feel free to check out our website www.TlvPartners.com.

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TLV PARTNERS

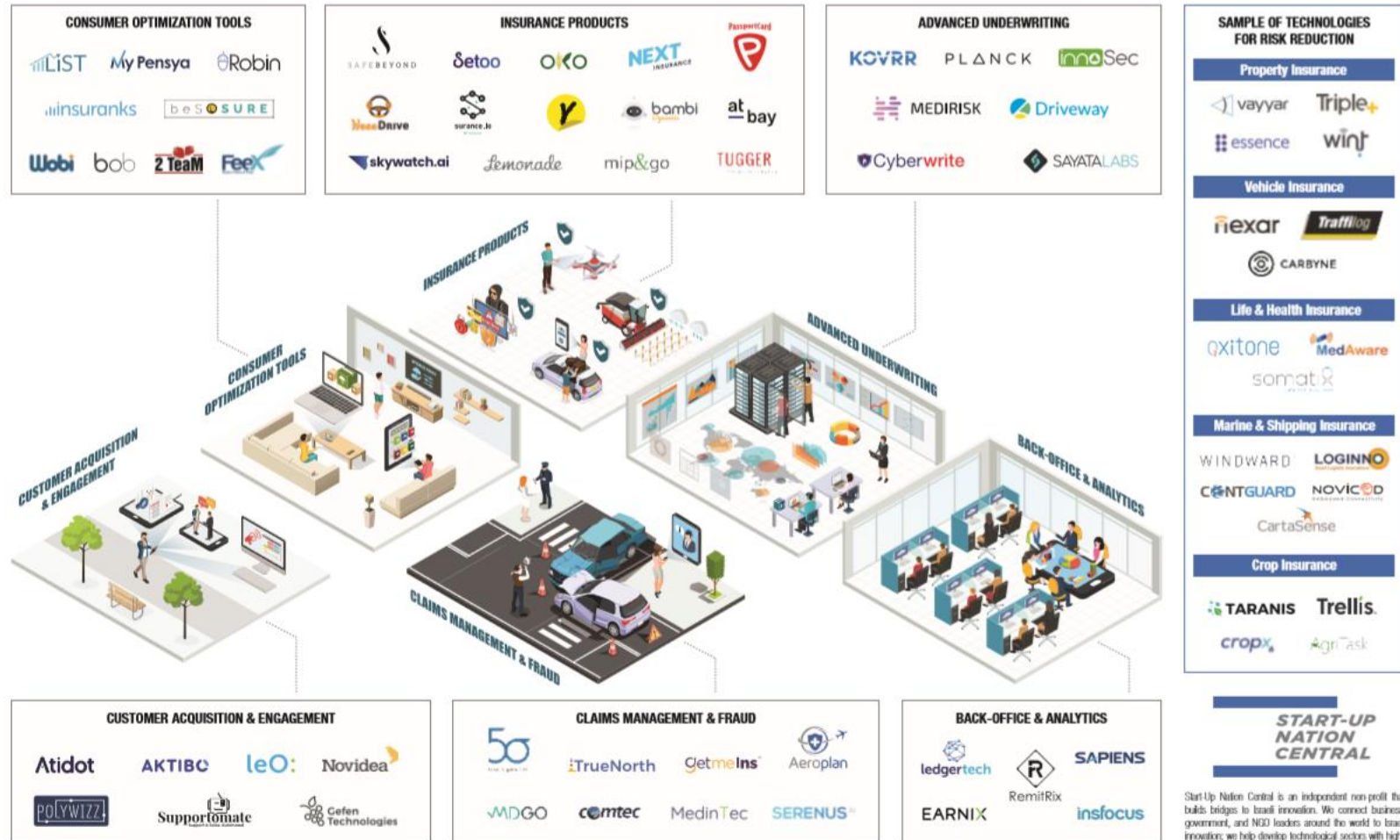


Israel FinTech Map



ISRAELI INNOVATION: INSURANCE

THERE ARE OVER 60 INNOVATIVE INSURTECH COMPANIES, AND DOZENS OF TECHNOLOGIES FOR RISK REDUCTION, IN ISRAEL



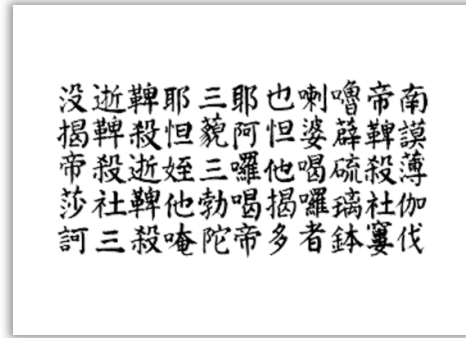
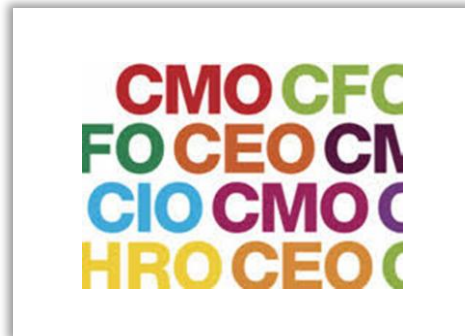
For more information on Israeli Insurtech, and any of the above companies, go to [Start-Up Nation Finder](#), a free online platform for discovering and connecting with thousands of relevant innovators.

START-UP NATION CENTRAL
Start-Up Nation Central is an independent non-profit that builds bridges to Israeli innovation. We connect business, government, and NGO leaders around the world to Israeli innovators; we help develop technological sectors with high-growth potential; and we accumulate knowledge and generate in-depth insights about Israel's innovation sector.

POC

Design partner

WHAT YOU MUST HAVE WHEN ADOPTING INNOVATION



WHAT YOU MUST HAVE WHEN ADOPTING INNOVATION



InnovationManagement.se

10 Tips for Corporate Open Innovation with Startup Companies

By: [Itai Green](#)
 In: [Strategies](#)

29	0	0	0	0	
Tweet	Like	+1	In Share	Pint it	

Over the years, Israel has accumulated a lot of experience with corporate open innovation. Over 350 global corporations selected Israel as their source for innovation, understanding that the rapid rate that technology changes and the fierce competition that exists, does not allow these companies to rely just on their R&D departments.

In the past, innovation done internally was just small talk. Today, everyone knows that internal innovation will happen only after successfully implementing an open innovation process with startups.

Itai Green – The Economist – Digital Metamorphosis

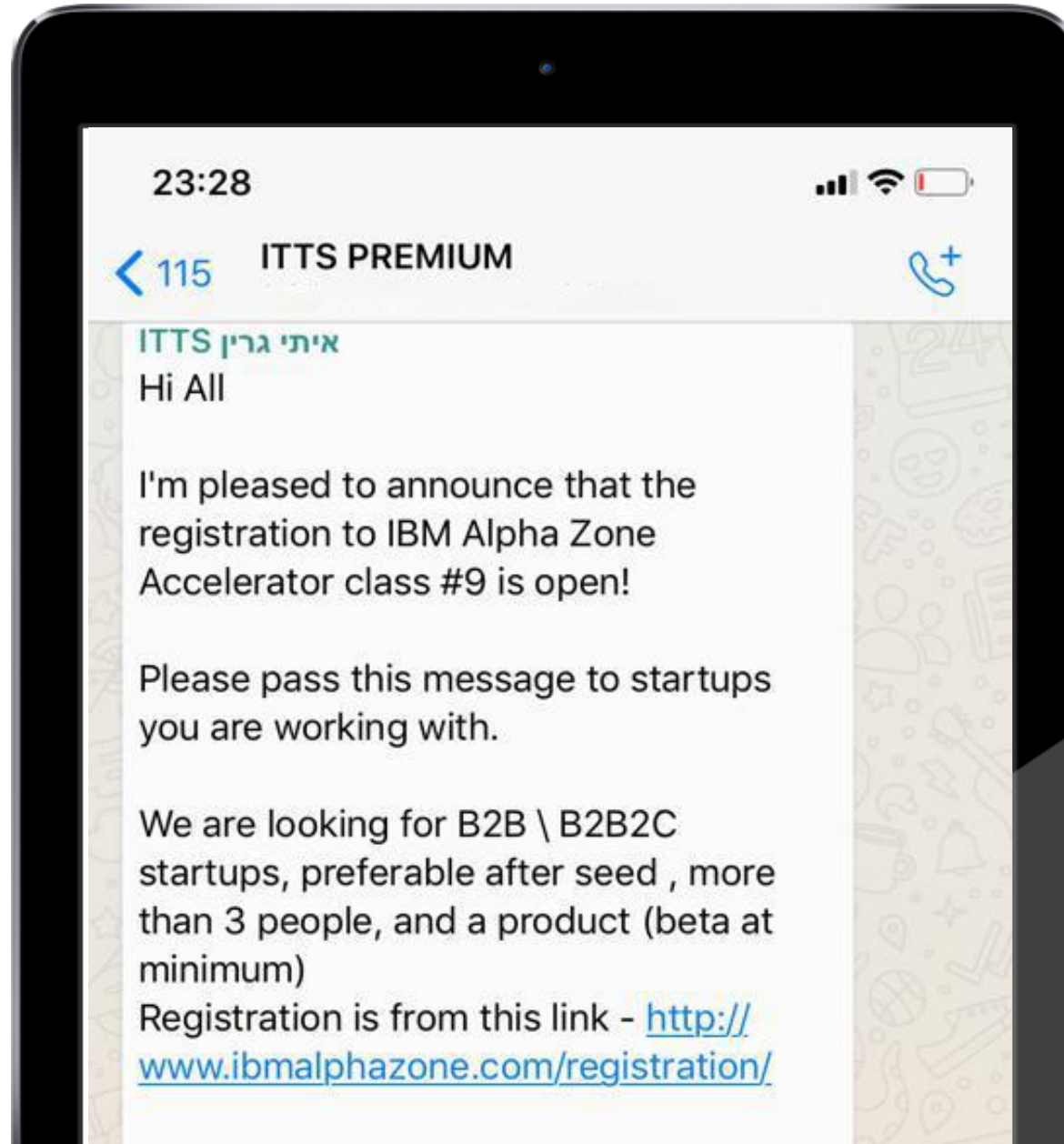
שתף לצפייה במועד מאוחר יותר



- Make Israel the **CENTER** of the travel tech industry
- Increase ITTS Startups **EXPOSURE** globally
- Promote ITTS startups
- Startups **FUNDING**
- Create **COLLABORATIONS**
- Bring **GLOBAL** travel leaders to Israel
- Building **Eco-Systems** globally







Unique startups collaboration - 1 plus 1 is 3



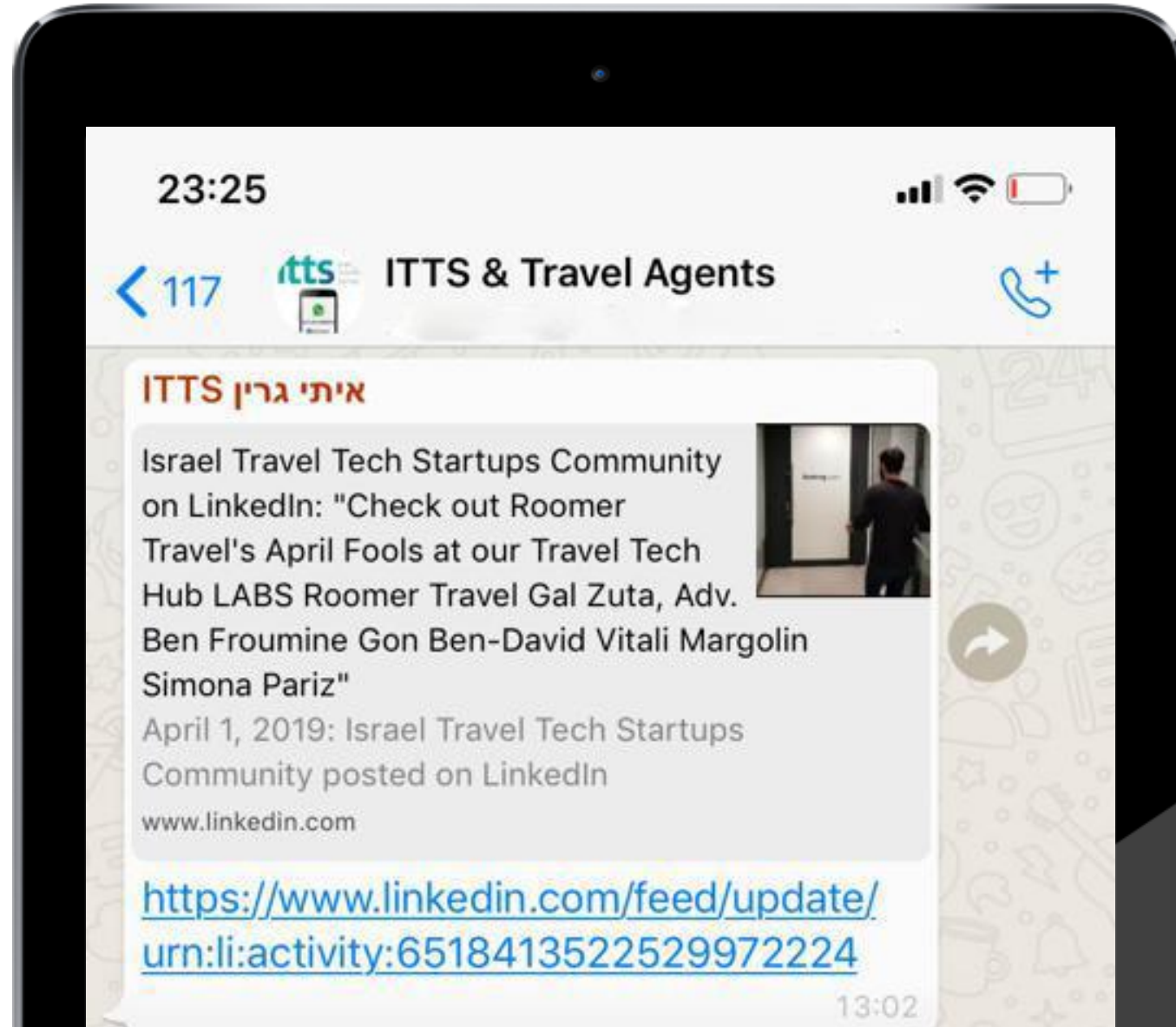
Performed 1:1 meetings with
ITTS start-ups

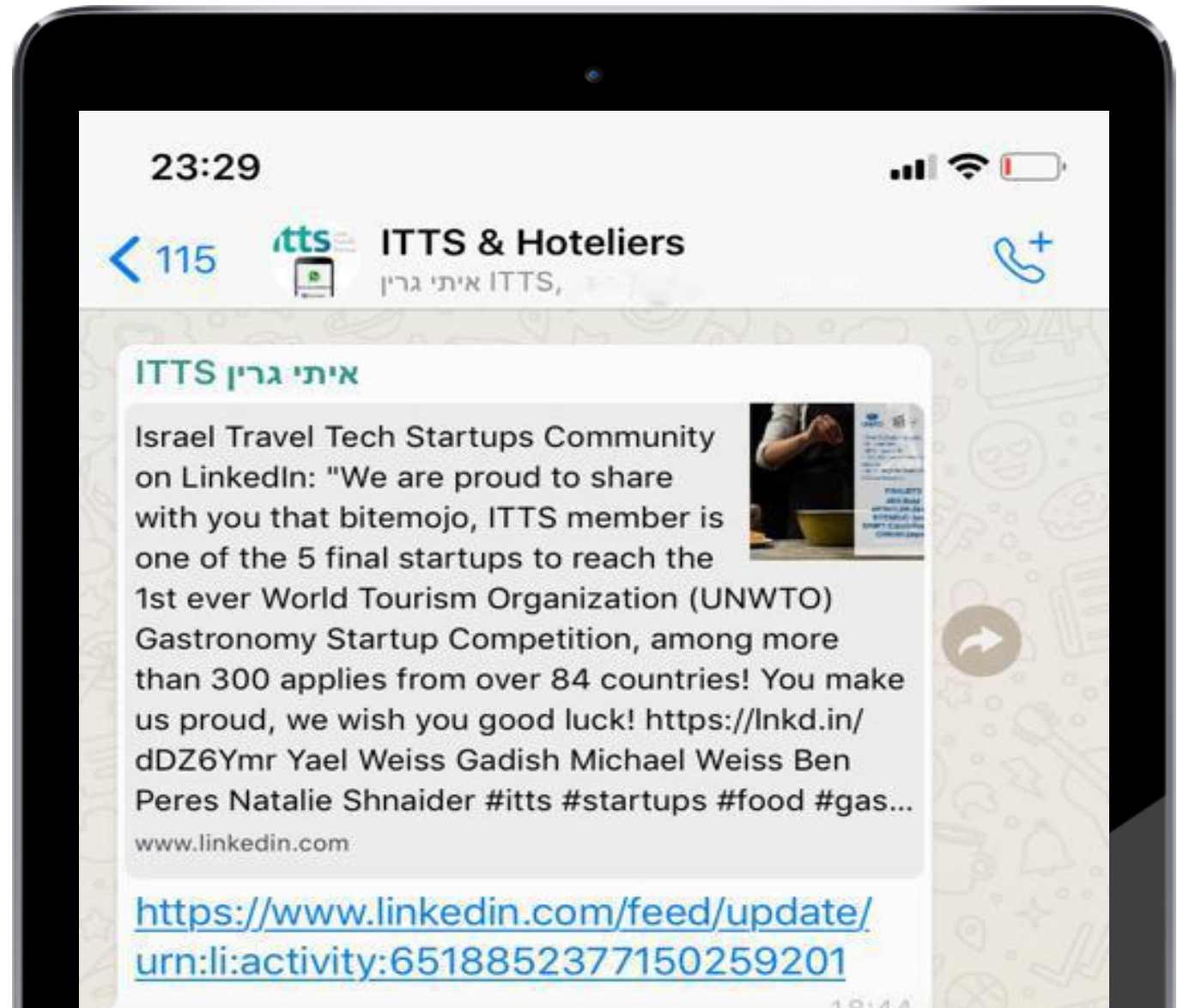
gamitee
Better Booking.
Together



Covering expenses by the
startups managed to lower the
cost to ~100 Euro per start-up!







Meetups with EcoSystem Players



Meetups with EcoSystem Players







**STARTUP
300**

TRAVELTECH STARTUPS COMMUNITY - ITTS



Shift Technology





Israel Travel Tech Startups
@israeltraveltechstartups community

- Home
- Posts
- Jobs
- Events
- Reviews
- Videos



👍 Liked
👤 Following
➦ Share
⋮

[Learn More](#)

[Create Post](#)
[📺 Live](#)
[📅 Event](#)
[⚙️ Offer](#)
[💼 Job](#)

5.0
5 out of 5 · Based on the opinion of 8 people

Your Page (Only visible to you)

Booking Engines

Vacation & Tours

Inspiration

Messaging

Israel Travel Tech Startups Community

Leisure, Travel & Tourism · Tel Aviv, Tel Aviv · 953 followers

✓ Following ...

Visit website ↗

View in Sales Navigator

1 person from your company was hired here

[See 1 employee on LinkedIn →](#)

Home

About

Jobs

People

Insights PREMIUM

Updates

itts Israel Travel Tech Startups Community

953 followers · 11mo

Dear friends,

Welcome to the Israeli Travel Tech Startups Community where you can see more

Promoted

cvMaster מערכת גיוס

גם צייד, גם סינון קו"ח כפולים, גם מערכת מיילים וגם ניהול תקשורת עם מועמדים

Online MBA in Tourism

Advance your career with an Online MBA in 1 Year. Get more information!

21st-century expertise

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Innovate Israel



THE ISRAELI TRAVEL TECH ECOSYSTEM MAP

What Is The ITTS?

In a world where borders are disappearing, the global travel tech industry is fast becoming one of the most competitive industries.

A Community of over 300 Israeli travel tech startups have set

THE ISRAELI TRAVEL TECH ECOSYSTEM MAP

Tour & Activities

ROADIO TOURBO bitemojo GUIDENOW
 WISH REP GROUPTO TIPOZZ Betzavta
 Bridgily withkids Trailze MTBDOZ
 Trip.Expert GivingWay

Booking Engines

Trip Sciences pickspace ONVEGO saveAtrain
 vacagent Whizar
 flexandgo UBidMe travelyo

Niche

Smartag VDroom Nanny2Go
 MARATHON Air doctor
 Pick a Pier NAVIN The SERVICE

Business Travel

custodiz scanovgte
 COMBTAS Scout A Room simgo
 W2V FairFly Arbitrip
 WAYZVAT Skylow VATBOX

OTA

innwaze ISRAELI SPOT
 travaxy
 Esure-Ticket flyzen smartair

Revenue

FLY MONEY BookingDirection
 gamitee roomer
 HOTELMIZE Refundit

Metasearch

Pruvo FindAir
 Mappo



Deal sites

Alternative Accommodation

WHO'S YOUR GUEST

Ground transport

Book a Way rider
 CARPORT

Vacation & Tours

ICHINA Love Trip TRIP
 MAIPO Every place has a story

Inspiration

SeeVoov NowTECC
 JOOL TAILORED TRAVEL Total BooX
 Cyker

Messaging

Consolto WISHBOX Yellzz
 meebea howazit
 ManageYourTrip KNOWERS EASYWAY

Distribution

WhileFly FIXEL Tuki JETS
 txtrider Top Agent scanovgte
 FORNOVA COMOVIP



Facebook

B2C oriented promotions bringing more value to ITTS community with more customer and brand awareness

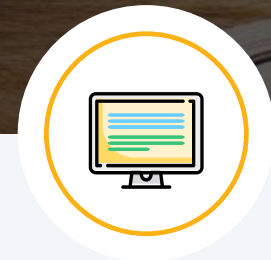
1,127 Facebook Page Likes
More than **250,000** reach



LinkedIn

Members promotion on LinkedIn creating **one stop shop** for industry leaders to find our startups

678 LinkedIn Followers
More than **150,000** impressions



Website

The startups ecosystem **Map**
With **newsletters** and **blog** articles we reach a wider audience

10,000 + Site Visitors



Meetups

Bringing key players to Israel and creating collaborations between global companies and ITTS startups

 **FLY MONEY**

BookingDirection

gamitee

roomer.



 **HOTELMIZE**

Refundit



Esure-Ticket
keep your ticket value





L A B S

YOUR OPPORTUNITY IS NOW

New companies

58 between 2011-2013

103 between 2014-2016



Product stage

Released – 50%

Beta – 25%

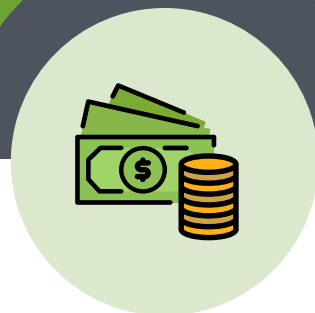


Funding Stage

Bootstrapped – 45%

Pre-seed & Seed – 35%

A+ - 20%



Number of employees

1-10 – 80%

10-50 – 15%

Over 50 - 5%







Israeli Travel Tech Startup Wins UN World Tourism Organization Competition



TRAVELTECH STARTUPS COMMUNITY - ITTS



Selina

Selina raises \$95M to create a boutique travel lodging experience built around communities

Sweet Inn

Sweet Inn Raises \$22 Million for Serviced

VATBOX

Israeli VAT recovery startup VATBox raises \$20 Million

FORNOVA

Israeli Hotel Tech Startup Fornova Secures \$17 Million in New Funding

Guesty

Property management co Guesty raises \$20M

QUMRA
CAPITAL

BRM
GROUP

TARGET
GLOBAL

viola
PRIVATE EQUITY

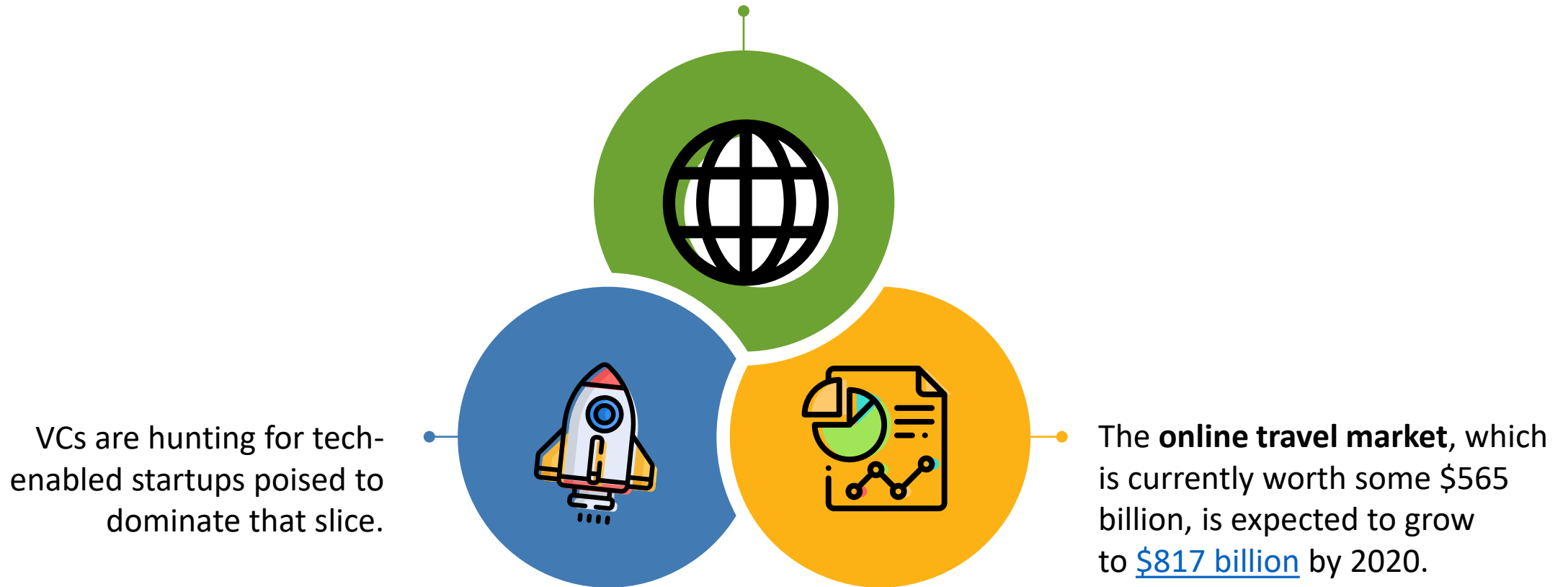
T . . . CAPITAL
PARTNERS

Y Combinator

tlw
partners

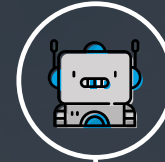
magma
Venture Partners

The second wave of Internet-era travel companies has captured the attention of **venture capitalists**.





- People have never travelled **as much** as they do today.
- The expectations of travellers are changing: Travellers want it **all** and they want it **now**.
- This affects the way in which the travel industry conducts its business.
- To deliver on these **high expectations, innovation is a must**.
- New ways **to interact with customers**.
- New **marketing methods** and tools.
- **New services** and offers for customers.



- **Connected Operations**
- **Social Media and Review Websites**
- **Virtual Reality & Augmented Reality**
- **Robots**
- **AI Technologies**
- **Chatbots**



Connected Operations

Smart buildings can help hotels run more efficiently.



Virtual Reality & Augmented Reality

Customers can **experience what hotels look like before they arrive**. Virtual booking interfaces completely **replace the need for a computer mouse** in order to make a hotel or flight booking. Virtual travel experience can be used to attract travellers from all over the world.



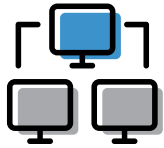
Artificial intelligence can be used to improve **personalisation**, tailor recommendations and guarantee **fast response times**, even in the absence of staff.



It can also be used in order to provide **assistance to customers online**.

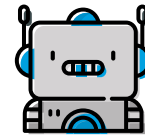


Another main use of this technology is in the act of **gathering and interpreting data** in order to **draw conclusions**.



Social Media and Review Websites

- Travellers can **share experiences** with one-another and exchange information, **rate** the hotels and vacations and post **reviews online**.
- This technology raises the standards of travel.



Robots

- Robots are becoming common helpers, especially when it comes to the **hospitality** sector.
- Robotic **suitcases** help remove some of the hassle from travel.
- For travel agents, robots are able to gather important information about what the customer is looking for and then feed it back to a travel agent, **improving efficiency**.



Augmented and
Virtual Reality



Artificial Intelligence



Internet of Things



Social Media Networks



Data Science Technology

HOSPITALITY - TECHNOLOGY TRENDS



Social Media and Reviews



Digital Conference Facilities



Virtual Reality



Mobile Communication and Automation



Robots



Infrared Sensors



Chatbots



Smart Room Keys



NFC Technology



Entertainment on Tap



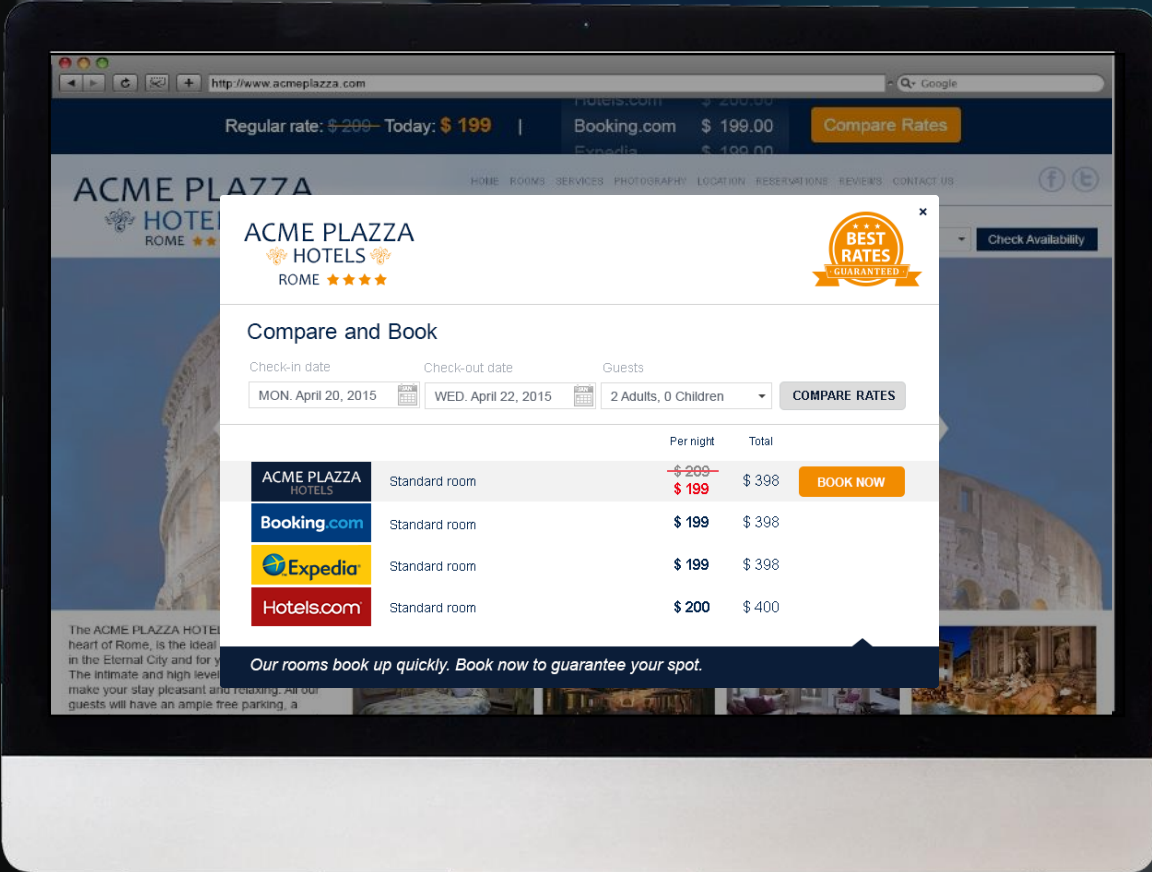
Wi-Fi Infrastructure



Cloud Services



MORE DIRECT BOOKINGS



Transfer the OTA commissions **directly into your pocket** by getting **more direct bookings**



BOOKINGDIRECTION

An add-on for hotel websites that **increases direct bookings by 41%**



Global Travelers Internet Service Provider

Revenue share model.

- Worldwide coverage:
Currently 100+ countries and deployable everywhere.
- Virtual SIM technology built in.
- A fully managed service.
- Seamless operation.





A Pro-Active Customer Care Platform



Talking **WITH** your customers **NOT TO** your customers

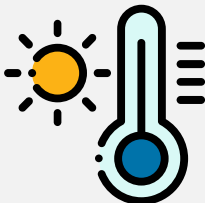
- Elevating Customer Satisfaction & Bottom Line.
- Lifting Dramatically upsells & cross sales.
- Automatic service recovery.
- Maintaining Stellar Online Customer Reviews.
- Managing Realtime Actionable & Insightful Data.



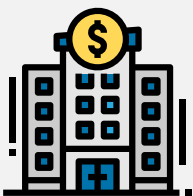
SIMILARITIES – ISRAEL AND GREECE



Cultural



Climate



**Entrepreneurial
Background**



Talents



Mentality

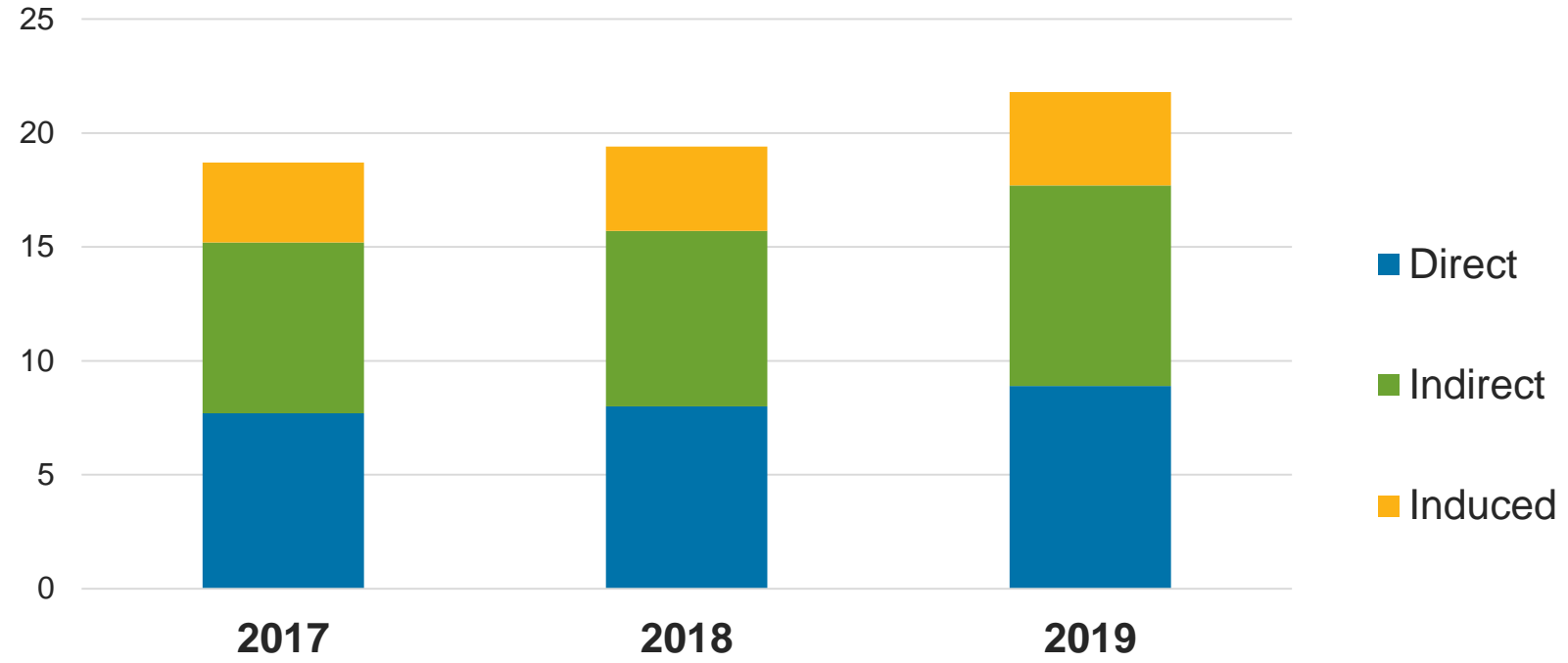


**Open
Communication**

GREEK TRAVEL & TOURISM CONTRIBUTION TO GDP



% OF WHOLE ECONOMY GDP







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