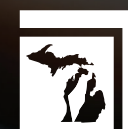




STRENGTHENING MICHIGAN
THROUGH ISRAELI INNOVATION



**MICHIGAN
ISRAEL**
BUSINESS ACCELERATOR

2024 IMPACT REPORT

STRENGTHENING THE MICHIGAN-ISRAEL ECONOMIC CONNECTION: A YEAR OF IMPACT AND INNOVATION

The Michigan Israel Business Accelerator (MIBA) proudly celebrates another impactful year of strengthening the Michigan-Israel economic connection. Through strategic leadership and a focus on Israeli innovation, MIBA continues to build partnerships that contribute to Michigan's economic growth and improve its competitiveness.

In 2024, MIBA facilitated over 2,300 connections between Michigan businesses and Israeli innovators, generating a record \$9 million in economic activity for Michigan. This outcome reflects MIBA's multifaceted strategy of curating quality connections, resulting in a range of successful collaborations: Israeli companies expanding in Michigan, partnering with local businesses to deploy cutting-edge technology, and securing funding to scale their innovation.

Among MIBA's key initiatives to build these connections was showcasing Michigan's leadership in strategic sectors of the

economy. At the EcoMotion Assembly, the largest mobility conference in Israel each year, MIBA reinforced Michigan's role as the global leader in the segment. In Michigan, inbound delegations with representatives from over 70 Israeli companies specializing in Mobility, HealthTech, Defense, and AgTech connected with Michigan business leaders. MIBA also deepened industry engagement by connecting over 700 participants with more than 60 companies and speakers at high-impact events designed to showcase innovation and spark new collaborations. By serving as a direct bridge between Israeli innovation and Michigan industries, these efforts are poised to drive future economic growth.

MIBA's momentum is a testament to the vision and dedication of our Board of Directors, the tireless work of our teams in Michigan and Israel, and the support of our partners and community – with special recognition to the Michigan Economic Growth Corporation. Looking forward, MIBA is committed to

deepening economic ties and creating opportunities that drive innovation, address global challenges, create jobs, and fuel economic growth in both Michigan and Israel.

Together, we are building a stronger future. Thank you for being part of our journey.



Mark Davidoff

Chief Executive Officer
Michigan Israel Business Accelerator



Matt Elliott

Board Chair
President (Retired), Bank of America Michigan



Thank you to Scott Hippakka for his leadership as MIBA's CEO from 2019 to 2024. His vision and dedication empowered our team to create lasting impact, advancing MIBA's mission and fostering meaningful connections. We are grateful for the legacy of growth he leaves behind.

BOARD OF DIRECTORS



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ALW Strategies
Troy, MI

CROSS-BORDER TEAM



Mark Davidoff
Chief Executive
Officer
Michigan U.S.



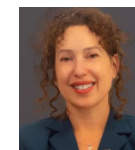
Bernard Bourgeois
Managing Director
and Michigan
Ecosystem Leader
Michigan U.S.



Krista Foley-Siefert
Director of Operations
Michigan U.S.



Naomi Miller
Director of Israel
Partnerships
Israel



Esther Loewy
Senior Director of
Market Expansion-
Michigan/U.S.
Israel



Liza Yedwab
Business
Development
Manager
Israel



Rachel Fine
Community
Engagement
Manager
Michigan U.S.



Casey Iaccino
Director of
Innovation
and Economic
Expansion
Michigan U.S.



Dan Ryan
Defense and
Aerospace
Advisor
Michigan U.S.

ABOUT MIBA

Mission

Accelerating Michigan's economic growth, one Israeli innovation at a time.

Vision

Positioning Michigan as the premier partner for Israeli innovation in the U.S.

Focus Areas

MIBA leverages the shared strengths of Michigan and Israel in Mobility, Defense, HealthTech, AgTech, and Sustainability to drive innovation and economic growth.



MILESTONES THAT SHAPED MIBA'S MICHIGAN-ISRAEL PARTNERSHIP



2017

MIBA Is Established: Launched to cultivate economic growth between Michigan and Israel.

CyberTech Delegation: Led first delegation to Israel, laying the foundation for ongoing cross-border collaboration.



2019

Defining the Path: Defined mission, vision, values, and success metrics while assembling a dedicated team to achieve ambitious goals.



2021

Resilience Amid a Pandemic: Swiftly transitioned to virtual engagement during COVID-19, maintaining momentum despite the pandemic.



2022

Resuming In-Person Collaboration: Reinstated outbound delegations to Israel, strengthening in-person connections and opportunities.



2023

The Elevator Launch: Established the first U.S.-based coworking and landing zone exclusively for Israeli startups, reinforcing Michigan as a hub for innovation.



2024

Commitment to Innovation: Adapted to post-October 7 realities by prioritizing inbound delegations – welcoming five Israeli delegations to Michigan in Defense, Mobility, HealthTech, and AgTech – reaffirming cross-border economic growth.

WHAT SETS MIBA APART

Agile Execution, Global Impact

- Operating with the agility and focus of a startup, our cross-border team drives awareness, economic opportunities, and measurable results

Curated Connections

- High-quality, customized B2B and B2G connections spark impactful partnerships
- Comprehensive full-service delegations, micro delegations, and strategic visits tailored for maximum engagement

Global Teams

- Seamless cross-border collaboration powered by dedicated teams in Michigan and Israel

The Elevator

- The only U.S. coworking landing zone exclusively for Israeli startups and businesses – offered at no cost. Based in Detroit, Michigan.

MICHIGAN-ISRAEL INNOVATION PARTNERSHIP: 2024 IMPACT - FUELING GROWTH & COLLABORATION

By The Numbers

ECONOMIC IMPACT

2,300+ Connections

created between Michigan and Israeli innovators

\$9M+

generated in
economic activity

36 Jobs

created in Michigan by
nine Israeli companies

\$1M

secured in grants
and in-kind services

\$1.9M

in investments
driving growth

230 Hotel
Nights

booked by Israeli participants
in MIBA programs

COMMUNITY ENGAGEMENT

12 Events

connecting innovators and industry leaders

751 Participants

engaged across MIBA programs

36 Speakers

showcased their expertise

34 Israeli
Companies

featured at events

INNOVATION LEADERSHIP: IN ISRAEL

Amplifying Michigan's Global Influence

MIBA showcases Michigan's leadership in key industry sectors at Israel's most prestigious international events year-round, positioning the state as the leading U.S. partner for Israeli businesses pursuing growth and strategic partnerships.

FLAGSHIP EVENT: ECOMOTION ASSEMBLY

MIBA proudly represented Michigan as the only U.S. state with an in-person presence at EcoMotion Assembly, Israel's premier mobility event. With 16,000+ members and 750 startups, EcoMotion provided a powerful platform for Michigan to shine. MIBA led a Keynote Panel and the "Portal to Michigan" program, connecting state leaders with 25 top Israeli innovators.

KEY CONFERENCE HIGHLIGHTS

- **CyberTech Global TLV:** Advancing cutting-edge cybersecurity innovations
- **DefenseTech Summit:** Shaping next-gen defense technologies
- **EntrepreNursing - Amazon Hackathon:** Driving health tech breakthroughs
- **HealthIL:** Transforming healthcare through digital advancements
- **PLANETech:** Accelerating climate tech and sustainability solutions
- **Sheba ARC Summit:** Showcasing digital health innovations from Israel's top medical center
- **StartupNation Central's MNC Summit:** Linking Israeli startups with global industry leaders
- **Value + Vintage Investment Partners Corporate Innovation:** Exploring corporate-startup collaboration

ENTREPRENEUR MENTORSHIP

- MIBA offers ongoing mentorship to global entrepreneurs, with **MassChallenge** and **Sheba SPARC** as standout examples from 2024.



Pictured Top to Bottom: MIBA's Michigan Pavilion at EcoMotion Assembly featured a Portal to Michigan that virtually connected Israeli companies with Michigan mobility leaders.

INNOVATION LEADERSHIP: IN MICHIGAN

Driving Cross-Border Success

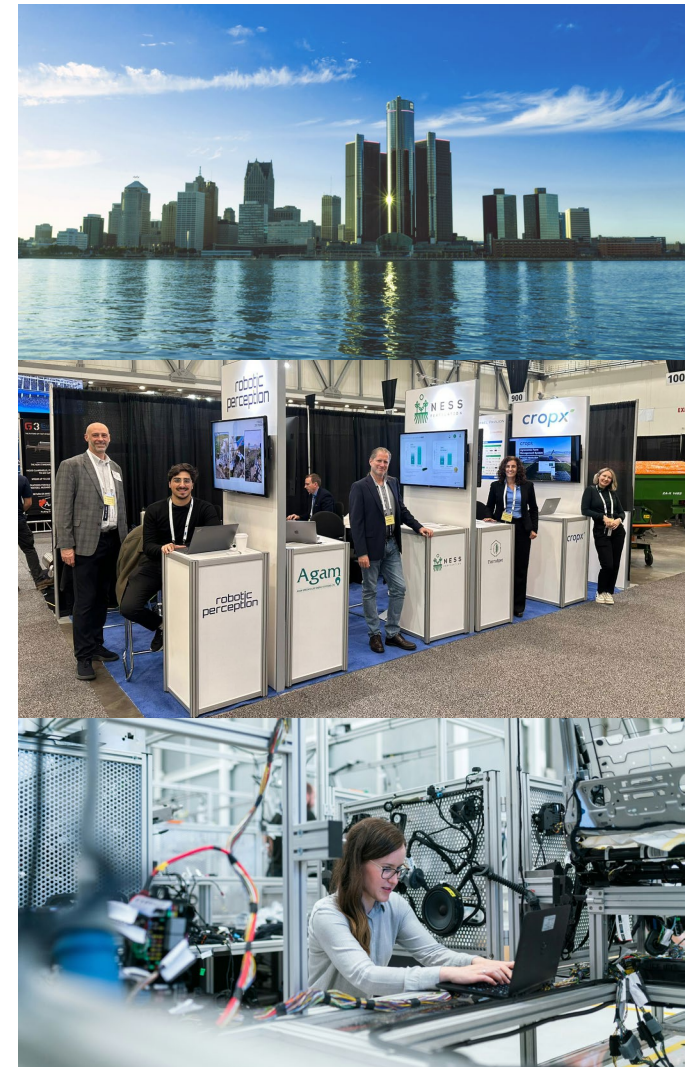
MIBA drives mutually beneficial collaborations between Israeli innovators and Michigan businesses through targeted delegations and strategic visits, unlocking opportunities for growth in expansion, exports, grants, pilot programs, investments, imports, and partnerships.

ISRAELI STARTUPS & COMPANIES HOSTED

- **Micro Delegations**
2 delegations | 45 companies engaged
- **Strategic Visits**
10 visits | 35+ business meetings
- **Full-Service Delegations**
5 delegations (59 delegates) | 1,800+ connections
- **Focus Areas**
Defense, Mobility, HealthTech, AgTech

KEY CONFERENCES AND EVENTS

- **Consumer Electronics Show (CES):** Showcasing the future of tech innovation and connectivity.
- **Michigan Defense Expo (MDEX):** A premier platform for defense industry leaders to collaborate and shape the future of military technology.
- **SelectUSA:** Connecting global investors with the best of U.S. innovation and opportunity.
- **Association of the United States Army (AUSA):** Highlighting Michigan's leadership in defense and military innovation.
- **Israel Economic Update: Resilience in Times of Struggle:** A discussion with leaders from Iron Nation and Reichmann University on Israel's economic strength amidst adversity.
- **Global Innovation & Entrepreneurship with Ben-Gurion University:** Empowering innovation through global partnerships and entrepreneurial spirit.
- **Experience Innovation – From Waste to Worth:** Re-imagining sustainability through the pitches from cutting-edge innovators.



HOW WE DELIVER IMPACT

Building Michigan's Brand

Building Bridges: We build bridges between Israeli innovation and Michigan's business ecosystem, attracting investment, partnerships, and top talent.

Showcasing Strengths: We showcase Michigan's unique advantages to Israeli companies and investors, creating pathways for growth and collaboration.

Delivering Results: Our work is driving real results: more Israeli delegations, stronger venture capital engagement, and growing interest in our programs.

HOW WE DELIVER IMPACT

CURATED CONNECTIONS

- **Targeted Matching:** Our cross-border team leverages a deep understanding of organizational attributes and goals to forge high-quality connections between leaders, driving potential for success.
- **Proven Results:** Facilitated 4,700+ connections, generating \$20M+ in economic activity since 2021.
- **Success Story:** SkillReal had difficulty convincing U.S. manufacturers of the value of their solution. MIBA connected them with Northstar Vision, a consulting firm with deep expertise and a network aligned with SkillReal's target market, unlocking an opportunity to engage their ideal customer segment.

THE ELEVATOR

- The first U.S. landing zone exclusively for Israeli startups, offering free office space, networking, and support for scaling into Michigan.
- **2024 Growth**
 - Added six new member companies, bringing the total to 12
- **Success Story:** After seeing positive results from collaborating in the office, FullPath designated Detroit as its U.S. hiring hub, adding nine employees in Michigan throughout the year.

TRADE DELEGATIONS

- MIBA drives mutually beneficial collaborations between Israeli innovators and Michigan businesses through sector-specific delegations, fostering opportunities for cross-border partnerships and innovation.
- **Impact:** Our delegations have immersed over 250 business leaders and innovators in the Michigan and Israeli ecosystems, forging partnerships that transcend virtual connections.
- **Success Story:** In May 2024, 11 leaders from top mobility companies participated in the Women in Mobility delegation from Israel, spending five engaging days in Michigan to build relationships with key mobility leaders, including industry giants GM, Ford, Stellantis, and Magna. The delegation showcased their innovative solutions, explored collaboration opportunities, and discussed the future of transportation.



COLLABORATION IN ACTION



Case Study:

PatenSee – Expanding Health Tech in Michigan

CHALLENGE

PatenSee, an Israeli health tech company, needed a U.S. clinical partner, investment, and local leadership to expand its operations.

SOLUTION

MIBA connected PatenSee with Henry Ford Health, leading to a pilot program to validate its non-contact monitoring systems for hemodialysis patients. MIBA also connected them with Michigan investors, including Michigan Rise and Red Cedar Ventures, enabling PatenSee to raise an initial round of funding necessary to establish a presence in the U.S.

RESULT

With Michigan-based funding secured, PatenSee established a Michigan headquarters and hired a Michigan-based CEO. With a strong foundation in Michigan, PatenSee is now well-positioned for U.S. market growth.



“The team at MIBA has been an excellent partner, not just in securing the Michigan office at MIBA’s location in Detroit, but the warm introduction to engaged investors has been fantastic. The team also assisted in finding an ideal candidate for a difficult-to-fill position in the Detroit area.”

– **Paul Neeb**, CEO, PatenSee

COLLABORATION IN ACTION



Case Study:

Civan Lasers – Advancing Manufacturing in Michigan

CHALLENGE

Civan Lasers, a leader in Dynamic Beam Laser technology, aimed to enter the U.S. manufacturing sector and connect with industry partners.

SOLUTION

Photon Automation was identified as an ideal U.S. partner for Civan, given their industry leadership.

RESULT

This connection led to an agreement for Photon Automation to represent Civan in the U.S. and establish a Detroit-based demonstration lab – one of only two locations nationwide where manufacturers can see this advanced laser in action. This collaboration helped Civan integrate its laser solutions into Michigan's advanced manufacturing ecosystem, expanding its U.S. customer base.



"MIBA's support was instrumental in establishing our footprint in Michigan, connecting us with key partners, and facilitating the integration of our technology into the local manufacturing ecosystem."

– **Ami Spira**, General Manager of Civan Lasers

COLLABORATION IN ACTION



Case Study:

SkillReal – Scaling AI-Driven Inspection in Michigan

CHALLENGE

SkillReal, a 3D-AI inspection technology company, needed strategic investment, a U.S. base, and industry connections.

SOLUTION

MIBA introduced SkillReal to our state and regional partners as well as Northstar Vision, a Michigan-based consulting firm with deep roots in the automotive industry.

RESULT

SkillReal landed a strategic investment and three different grants that led to establishing their U.S. headquarters in Michigan, creating 20+ jobs. With additional funding from Michigan-based firms, SkillReal has successfully integrated into the local manufacturing ecosystem.



“MIBA has been an invaluable partner, connecting us with the resources we’ve needed to build our team, identify customers, and secure the funding that helped make SkillReal North America a reality in Michigan.”

– **Shai Newman**, Founder and CEO of SkillReal

OUR NETWORK OF SUPPORT



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



Adaptive Sports Movement
Assembly Ventures
ATCAS LLC
Beth Israel Congregation
Butzel
Capgemini Invent
Cognata
The Consulate General of Israel
to the Midwest
Corewell Health
CRIMSON
Detroit Regional Partnership
Margie Dunn and Mark Davidoff

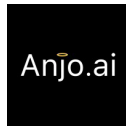
Phillip Wm. Fisher
Wendy and Howard Handler
Henry Ford Health System
Iaccino Family Charitable Fund
Jaffe Law
Lawrence Technological
University
Macomb County Planning and
Economic Development
McShane & Associates
James Meeks
MichBIO
Michigan Mobility Institute

Michigan State University
NewLab
Northstar Vision
NovoSert, Inc
Oakland County
Oakland University
Perrachio and Company
Rebuild Group
Regine Beauboeuf
Rehmann
Ryan AeroDef Services
Serling & Abramson
Asbestos Attorneys

SIBAT
Sigred Solutions
Ron Sollish
Strategic Staffing Solutions
Upstream Security
Jason Vazzano
Vesco Oil Corp
W.K. Kellogg Foundation
Wayne County
Wayne State University
Larry Wolfe
Xoran Tech

OUR NETWORK OF SUPPORT: EVENT PARTNERS

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Mark Regev



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and Development Foundation

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DAIKA^{wood}

epilog

Hadassah
University
Hospital

IRON * NATION

Jewish Working
Women's Network

MARTIN
TECHNOLOGIES

MHEALTH
ISRAEL

MICH
BIO

OAKLAND
UNIVERSITY

OtherReality
When Other's reality becomes yours

QLOG

RE/
fresh

Reichman
University

TECHNION
Israel Institute
of Technology

TripleW³

ubq

WOMEN IN MOBILITY

XRHealth



FROM CHALLENGE TO OPPORTUNITY: THE WILLIAM DAVIDSON FOUNDATION'S IMPACT

CHALLENGE

During the past year, rising airfare costs made it difficult for many Israeli founders to participate in Michigan delegations, limiting opportunities to build critical connections.

SOLUTION

The William Davidson Foundation's generous \$25,000 Delegation Fund addressed this challenge by offsetting travel costs for seven Israeli founders and startup leaders – four in HealthTech and three in AgTech.

RESULT

This investment enabled delegates to pursue new opportunities, fostering collaborations that drive innovative solutions and tackle critical challenges in healthcare and agriculture. Several delegates have since continued conversations with leaders they met, exploring potential partnerships. The William Davidson Foundation's investment goes beyond supporting individual startups – it's strengthening the innovation ecosystem in both Michigan and Israel.



"The HealthTech Mission provided invaluable opportunities to connect with high-level, committed individuals and explore Michigan's strengths – a hub of healthcare, talent, and innovation. The MIBA's support has reinforced our view of Michigan as the ideal location for our U.S. headquarters."

– **Dr. Amit Lehavi**

Founder & CEO of QLog Technologies Ltd.
2024 HealthTech Delegation

"We were fascinated and inspired by [the MIBA's] work, deeply moved by your dedication, and grateful for your warm hospitality in such a stunning setting. It was a perfect conclusion to our nine-day journey."

– **Leon Wiener Dow**

Director of Beit Midrash
2024 Restart Delegation to Michigan

JOIN MIBA IN SHAPING THE FUTURE

Be part of the next chapter of cross-border innovation, driving transformative solutions and economic growth.

- Sponsor delegations or events in Michigan and Israel
- Attend exclusive events and delegations
- Engage in advisory groups shaping impactful initiatives
- Support the community as a partner in innovation
- Invest in Israeli innovation changing the world

Together, we're strengthening economies, advancing industries, and creating a global hub for innovation. Thank you for being part of this journey.



Please scan the QR code
to learn more.





MIBA@MichiganIsrael.com

Located in Downtown Detroit, Michigan, USA & Central Israel