

## welaunch Mission

welaunch is a US-based non-profit connecting Israeli companies to business opportunities and resources throughout the Silicon Prairie (US Midwest)

### The Startup Nation

#### ISRAEL RANKS #1\*

- % of GDP spent on R&D
- VC investment
- VC Funds (70+)
- R&D centers (350+)
- Number of Startups (6,000+)
- Startup Accelerators (200+)

*\*rankings per capita*



### The Silicon Prairie

- 10 Midwestern states
- World's 5th largest economy
- 25% of Fortune 500 companies
- 9 of the top 10 agricultural states
- Countries leading region for: energy production, agriculture, animal science, livestock, manufacturing...

## welaunch Proposition

### 1. OPPORTUNITY

Israeli tech companies are impacting US coastal hubs in staggering numbers, responsible for 4% of Massachusetts' GDP in 2015, alone.

### 2. CHALLENGE

The Silicon Prairie is an untapped region for Israeli companies, but they require market introductions, guidance and coordination of relationships.

### 3. SOLUTION

welaunch vets, selects and introduces Israeli innovation and technology solutions throughout the Silicon Prairie

## Global Impact Technology

welaunch focuses on Israel's world-changing, life-sustaining "Global Impact Technologies" including:



**Ag-tech**



**Food-tech**

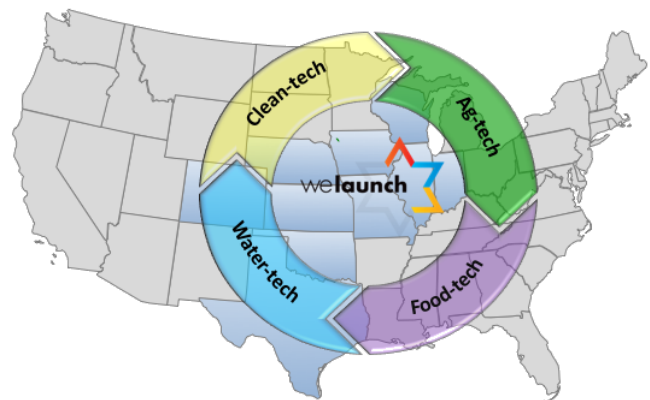


**Water-tech**



**Clean-tech**

## welaunch Network



welaunch is building the country's largest, and region's only, coordinated Israel business development & investor network.

## welaunch Process

### 1 Evaluate

welaunch works with Israeli water experts to evaluate US partner communities and clients water related strengths, resources, challenges needs and opportunities.

### 2 Facilitate

welaunch facilitates water-tech Israel tours and US Roadshows as a pathway to implementing water innovation and technology solutions within US partner communities.

### 3 Prepare

welaunch, in collaboration with US partners, vets, selects and prepares Israeli companies, providing cultural, communication and US market strategy education.

### 4 Coordinate

welaunch manages ongoing relationships between US partners and Israeli companies, coordinating business activities throughout the Silicon Prairie network.

## welaunch Founders



**Rabbi Dr. Baruch HaLevi, Co-founder & CEO - Denver, Colorado**

15+ years congregational rabbi; serial social-enterprise entrepreneur and co-founder of a leading Massachusetts based nutraceutical company; motivational speaker and author.



**Don Schoen, Co-founder & COO - Des Moines, Iowa**

Serial tech entrepreneur with 40+ years experience including 2 exits to publicly traded companies; business & technology consultant and active on 3 University of Iowa advisory boards.



**Bob Wolfson, Co-founder & Chief Strategy Officer - Omaha, Nebraska**

28+ years with the Anti Defamation League's national senior leadership team, focused on social impact organizational management and leadership, managing 27 regional offices.



**Lawrence Turow, Co-founder & Executive VP of Biz Dev, US - Indianapolis, IN**

Certified Financial Planner Professional. Managing Director, The Grabovsky Group; founder and CEO of Accelerate Israel and Israel Investment Consultants.



**Eran Harish, Co-founder & Executive VP of Biz Dev, Israel - Tel Aviv, Israel**

20+ years experience within the Israeli startup ecosystem and international arena. Business Development Manager at Sagent Israel (a global financial services firm).