innovation as destiny

30th October to 2nd November 2011 - Israel

Orange Institute

Founded in September, 2009, the Orange Institute seeks to understand how society, the economy and enterprises are being transformed in this new age of networks. This is effected through a continuing global conversation between a multi-disciplinary community of thinkers, makers, educators, designers, and executives from all parts of the world.

After the success of previous sessions in Silicon Valley, Tokyo, Beijing, Madrid and Paris, the Orange Institute convened in Tel Aviv to learn from the phenomenal startup culture of Israel how innovation patterns are etched into a national asset. In the space of four days, and across three cities – Tel Aviv, Haifa, and Jerusalem – the community met with a calvacade of committed and engaged faculty and startups from the worlds of Internet, Defense, Academia, and Venture Capital.

These pages are an evocation of those four very intense days.

Orange Institute
Israel Session

30th October – 2nd November 2011
Tel Aviv, Israel

introduction

Since the inception of Orange Institute in 2009 there has been the vision of a continuing global conversation set amidst world capitols of innovation. Our latest meeting in Tel Aviv is the realization of that vision against a vivid backdrop of many conversations. Many of these in Israel were with startups, appropriate to this magical mix of old and new they call Start-up Nation.

Each Orange Institute immersion is a blend of continuing themes and echoes form previous sessions, plus new ingredients that are unique contributions from the specific place. What we found in Israel was a continuation of previous sessions in some important ways: from the Paris Hello Demain session the theme of Optimism was everywhere we went in Israel, for example. As we found in Tokyo, the need to build resourcefully a self-reliant way forward that is compelled by a lack of rich natural resources came through. But the uniqueness of Israel, with its strong sense of national identity, reinforced by a shared military obligation, and the national character of chutzpah and questioning authority was readily apparent. And while the technology aptitudes and venture dynamics were comparable to or in some ways surpassed Silicon Valley, we found a refreshing freedom of thought, not influenced as much by Google or Facebook as we might expect.

On behalf of Orange and the Institute, I want to thank all of you who made the journey, and encourage all who are interested in this account to join us for the next chapter of the conversation in Silicon Valley, spring 2012.

Georges Nahon
President of Orange Institute

Kick-off Dinner at Dallal restaurant, group introductions.

A Banquet of (Re)Connections

Israel's Geopolitical Landscape
Prof. Ilan GREILSAMMER
Yigal PALMOR

Orange Institute members Henri Verdier, Theo Hoffenberg, with Roseline Kalifa from Orange.

"This is a country where we never really have peace of mind."
Prof. Ilan Greilsammer

We start our journey under the benign evening sky with a walk through the charming Neve Tzedek Quarter to the courtyard of Dallal restaurant, where we reconnect with familiar and new faces to start our immersion. After two years of discussion and planning, the community of Orange Institute is finally meeting in Israel, coming from the US, Netherlands, France, and the UK. Dinner is a succession of locally-sourced dishes, which is a prelude to two talks from the heart of Israeli political and academic establishments. Professor Ilan Greilsammer from Bar Ilan University provides us an up-to-the-minute fly-over of the geopolitical landscape in this compact and intensely complicated terrain, noting "this is a country where we never really have peace of mind." His exposition covers everything from the Arab Spring to the 2012 elections to the Occupy movement that has arisen right in Tel Aviv.

Prof. Ilan Greilsammer and Yigal Palmor at Dallal Restaurant.

We begin the day at the HQ of the Israel Manufacturers Association where we are welcomed by Amir Hayek. The global welcome mat is rolled out in a talk by Georges Nahon, President of Orange Institute. Orange's own Jean-Paul Cottet shares a thoughtful introspection about the nature of innovation ("dream") and the importance of location and context for innovation – a domain Cottet lives inside every day.

Our keynote speaker is the author of the definitive book on Israel's remarkable track record of innovation, Saul Singer, co-author of Startup Nation: The Story of Israel's Economic Miracle. Singer's themes will reoccur throughout our journey: the importance of military service as a bond and training ground, cultural and demo-graphic aspects favoring trial-and-error and constant adaptation (similar to the 'pivot' concept of Silicon Valley), as well as emigration policies that include both people and corporations.

Saul Singer, author 'Start-up Nation'

"Israel does more with less."
Saul Singer

Jean-Paul Cottet, EVP, Orange Group Marketing and Innovation

Next up is the towering figure of Israel's best-known angel, Yossi Vardi, of ICQ fame. By the time Yossi finishes his inventory of all the events happening in Tel Aviv in the next few days (events by Amazon, Facebook, and Google among them) we know we are standing on very active ground – and that Vardi is in the middle of everything. The rest of the morning is taken up with the story-telling of that startup nation: we meet Razoss (browser bar that looks a lot like Apple's dock), fring (24 million users of an innovative mobile video-conferencing app), and Mailbase (voice in the cloud for mobile). Then we depart for Haifa, the cradle of the Technion, Israel's oldest technical university.

monday

monday

Bérengère Arnold, Orange, tapes an interview with Cap Sogeti's Menno Van Doorn at the Embassy.

Monday afternoon is spent at the Technion, the oldest technical university in Israel.

We drive back to Tel Aviv, for a reception at the French Ambassador's residence.

The reception is a cross-section of the entrepreneurial, political, and industrial. Introductions are made, agendas are pushed, new connections forged. It is what the Institute community does.

The afternoon visit to Haifa takes us past the Israeli HQs of major Silicon Valley companies, to the campus of the Technion. We are briefed by Professor Birk on the culture and science of this university, and its close ties to the policy objectives of the state of Israel.

Professor Yitzhak Birk, head of CCIT (Center for Communication & Information Technologies)

No two Orange Institute sessions are the same, every one introduces a new twist. Here, integrating a day at the major DLD (Digital-Life-Design) conference, also in Tel Aviv for the first time, is the innovation. The fact that DLD has come to Tel Aviv is a very big deal for the city – Tel Aviv's dynamic mayor Ron Huldai welcomes the conference, and the amazing amount of sidereal activity   demonstrates the city's aspiration to become a "global city" in the mold of Richard Florida's 'creative cities.' The structure we are in is still a work in progress, and the resulting mix of chaos and the serenity of the fishing boats tied up less than a hundred meters from the event creates a stimulating jumble of digital literacy and old-world culture— the buzz is infectious.

The structure where the DLD event was held was truly a garage-style work in progress, fitting for Start-up Nation.

digital life design

The DLD program is a madly eclectic mix, with C-suite executives from European powerhouses like BMW, Publicis, and Lagardere rubbing shoulders with hackers, designers, educators, scientists and NGOs. Music, art, and social media weave in and out between discussions on Big Data and machine learning, as speakers ranging from the Negev to Moscow validate the core mission of Orange Institute to explore networks of all kinds in a thoroughly multi-disciplinary fashion.

Networks are the platform for moderated discussion led by Institute President Georges Nahon on the telecom market, which DLD co-chair Stephanie Czerny introduces as "a most important topic for us all." With voices from the domains of industry (Alcatel, Hutchinson) and policy (Israel's Ministry of Communications), the discussion adroitly moves among the hot topics of fiber infrastructure, innovation between operators and startups, the future of R&D, and net neutrality. It is a full day, and the dinner at the David International provides a much-needed respite to compare notes.

Georges Nahon moderated a session at DLD on 'Telecom: Opportunities and Threats'

The founder of DLD, Hubery Burda, with the omnipresent Yossi Vardi.

The group in a focused conversation with Israeli startups on Day 3

Entrepreneur Hans Shakur with Beatrice Mandine (Orange) and Denis Cohen-Tannoudji (Essilor)

Brig. Gen. (Retired) Gariel Shachor takes the Institute behind the scenes in the quest for national security.
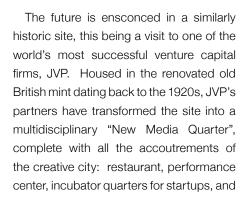
Day 3, and we are a coherent group with a shared perspective by this point. We meet again at Jaffa Port, back amidst the creative chaos of a site still under construction. We start with a cordial and frank discussion by veteran VC Yahal Zilka, an investor with one foot in Tel Aviv and the other in Silicon Valley as a co-founder of Magma VC. We then plunge into a dynamic conversation with four very differentiated startups. From mobile health app Tawkon, to co-founder Amaya Gurevich's web platform Deemeedya, to Hans Shakur's Arabic-centric mobile ecosystem play Markitect, to entrepreneur Eitan Linkur's mobile lottery solution Paymaxs, the questions and the time fly by. Then, a more sobering reality presents itself. We are reminded that the day was supposed to include a trip to an Israeli Air Force base, and for undisclosed reasons, it had to be cancelled. Retired Brig. General, Gariel Shachor, is here to explain why, and open our eyes to some realities most of us do not come close to. Again, the questions and comments fly across the room in the best tradition of Orange Institute – the tempo is such that we could be in Silicon Valley.

The future is ensconced in a similarly historic site, this being a visit to one of the world's most successful venture capital firms, JVP. Housed in the renovated old British mint dating back to the 1920s, JVP's partners have transformed the site into a multidisciplinary "New Media Quarter", complete with all the accoutrements of the creative city: restaurant, performance center, incubator quarters for startups, and corporate offices. It is an impressive coup of holistic thinking designed to attract and enrich the talents that JVP has successfully transformed into a history of lucrative exits. With $900 million under management, the JVP story is compelling, and is given to us first hand by one of the general partners, Gadi Tirosh, and the head of the JVP Media Labs incubator, Udi Adoni.

JVP New Media Quarters

The JVP Media Lab is a full-blown incubator with all the affordances of a creative region.

The JVP visit is a crystalline embodiment of the similarities – and differences – between startup culture in Silicon Valley and Tel Aviv where the VC culture is at least (in some ways more than) as disciplined as anything on Sand Hill Road. Still, there are substantial differences apparent both in our JVP encounter and, thinking back, to the discussions with the many startups we met. One of these was the freedom to think and innovate without being under the shadow of Facebook and Google. Indeed, it is striking to look back on the hours of discussions about Internet-related topics we had with virtually no references to the giants of the Web. This is a major difference, and one that aligns with the fiercely independent nature of the country, and its confidence in its own resources. It is fitting that the next stop in the ongoing conversation that is Orange Institute will be a return to Silicon Valley, where it all began.

Hope to see you there.

orange institute
faculty

Yitzhak BIRK has been on the faculty of the Electrical Engineering Department at the Technion since 1991, and presently heads its Center for Communication and Information Technologies (CCIT). He received the B.Sc. (cum laude) and M.Sc. degrees from the Technion in 1975 and 1982, respectively, and Ph.D. degree from Stanford University in 1987, all in Electrical Engineering.

Prof. Birk's research interests include computer and communication systems. The judicious exploitation of redundancy for performance enhancement in these contexts has been the subject of much of his recent work.

Head of Center for Communication & Information, Technion

Jean-Paul COTTET started his career at France Telecom in 1980 in Network Operations and Marketing/Sales in Marseille, France. From 2006 to 2008, he was in charge of the Network and Field Operations Division in France. From September 2008 to March 2010, he was in charge of the French Enterprise Market Division. In April 2010, he was appointed to France Telecom Group Executive Committee, as Senior Executive Vice-President for Marketing, Products and Innovation.

Jean-Paul Cottet is a graduate from Ecole Polytechnique and École Nationale Supérieure des Télécommunications. He is "Chevalier de l'Ordre National du Mérite".

Senior Executive Vice-President Group Marketing & Innovation, Orange

Gil FRIEDLANDER has over 17 years of experience in various Marketing, Sales & Consulting positions in the telecom & high-tech industry. Mr. Friedlander founded Tawkon, a start-up developing an application for mobile phones, allowing mobile users to "talk on" responsibly while avoiding exposure to mobile phone radiation.

Mr. Friedlander holds a BSc in Industrial Engineering from Tel-Aviv University, Israel, and an MBA from McGill University, Montreal, Canada. Mr. Friedlander is Canadian born and lives with his wife and three children in Israel.

Co-Founder & CEO, Tawkon

Maya GUREVICH is responsible for running all facets of the business as the CEO of Deemedya. Leading the company in a short period of time, to become one of the significant players in the mobile content arena, presenting a rich products portfolio of developed, published and distributed mobile content on a worldwide global scale.

Before joinoning C2M, Maya was the CEO of RayFusion, a leading player in the global arena of mobile games and applications, which was purchased by C2M in August, 2008. Maya developed and implemented, unique and original business management systems and strategies, led the business to double digits sales growth and profitability every year.

CEO, Deemedya

Amir HAYEK is currently the CEO of the Manufacturers Association in Israel. In 2010, he was named Chairman of a Public Committee, nominated by the Minister of Finance and the Minister of Communication in order to create new regulatory framework for the landline market.

Prior to that, he was President and CEO at Electronics line 3000 Ltd from 2005 to 2010. Before, he assumed different positions as President in Israel Asia Chamber of Commerce (2004-2009), Member of the Board of Directors (Intec Pharma, Castro and Israel Film Fund). From 2003 to 2005, Amir was President of Tescom Ltd, and from 2001 to 2003, Director General of the Ministry of Industry & Trade.

CEO, Manufacturers Association Israel

Inbal LEV is the current Director of IT & Engineering at the Technion Technology Transfer Office.

Inbal holds a BSc Computer Science, a LLB, a LLM, Law & Technology from Haifa University. He has over 10 years of scientific, industrial, research & business development experience in the area of IT & Engineering.

Director of IT & Engineering, Technion Technology, Transfer Office HP Labs Israel

orange institute
faculty continued

Dean, Faculty of Industrial Engineering and Management

Boaz GOLANY is a Professor at the Industrial Engineering and Management (IE&M) Faculty and the holder of Samuel Gorney Chair in Engineering in the Technion - Israel Institute of Technology where he serves as the Dean since 2006. He has a B.Sc. in IE&M from the Technion (1982, Summa Cum Laude), and a Ph.D. from the Business School of the University of Texas at Austin (1985). He is also a Senior Research Fellow of the IC2 Institute at the University of Texas at Austin (since 1994). He has served as an Area Editor and member of the Editorial Board for the Journal of Productivity Analysis, IIE Transactions, Omega and Operations Research.

CEO, Paymaxs

Eitan LINKER joined Paymaxs in 2010, bringing over 15 years of experience in value-added services in the Telco field and a solid global network of highly influential contacts. He was previously CEO of Emoze, a leading push email company where he closed strategic deals with Samsung and Nokia, among other companies. He also served as senior director at Amdocs LTD, where he was instrumental in the highly successful $275 million USD acquisition of the digital firm Qpass.

Eitan holds an MBA and has a keen understanding of the global mobile market and a track record of bringing impressive revenue growth.

CEO, Markitect Ltd.

Hans SHAKUR is an Entrepreneur, a Digital Marketing and Media Strategist, a Mobile VAS and Content Solutions Expert, and a Business Catalyst (Middle East Oriented). Mr. Shakur is the founder and CEO at Markitect Ltd, a leading Mobile Services and Content Solutions Provider focused on Arab and Islamic Cultures (Active since 2000), and the owner at Protosight, a Cyprus-Based Digital Products Company.

Mr. Shakur's professional experience includes Business Management, Start-Up Ventures, Marketing and Advertising, Online Strategy, Digital Media, Mobile VAS and Social Networks, all Middle East oriented.

CEO, Fring

Avi SHECHTER joined Fring from venture capitalist firm Veritas in 2006. He is responsible for launching the service and overall strategic direction. At Veritas, Avi was responsible for identifying investment opportunities for the fund and generation of deal-flow.

Prior to Veritas, Avi was a vice-president at AOL where he co-managed instant messaging pioneer ICQ and oversaw its growth from 12m to 150m customers and supervised the company's international growth.

Co-Author, "Israel Start-Up Nation"

Saul SINGER is the co-author, with Dan Senor, of the best-selling book, "Start-Up Nation: The Story of Israel's Economic Miracle." He is a former Editorial Page Editor and columnist at the Jerusalem Post.

Singer has briefed visiting executives from or spoken at the Israeli head-quarters of companies such as: Johnson & Johnson, Proctor & Gamble, Xerox, Mars, General Electric, IBM, AT&T, Alcatel Lucent, Medtronic, Microsoft, and Dupont.

VC / Entrepreneur

Yossi VARDI is one of Israel's early entrepreneurs. For 41 years, he co-founded and helped build over 70 high-tech companies. Among them Tekem, one of Israel's first software houses, Israel Chemicals (Chairman 71-74), Alon Energy, Granite Hacarmel, International lasers Technologies, among others.

Co-founder, Magma Venture Partners

Yahal ZILKA co-founded Magma Venture Partners and has been a co-Managing Partner of Magma for the last twelve years. Magma is considered a leading early stage Venture Capital Fund in the Information Communication Technology (ICT) space. Together with his partner, Yahal has placed Magma in the last few years as a major player in the New Media space. As Chairman and Acting CEO of the Fund's portfolio company Phonetic Systems, Yahal led Magma I's first exit.

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*Israel Scouting &
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Roseline KALIFA is in charge of scouting and partership with Israel in France Telecom Group. She studies and expertises companies for many departements of France Telecom Group (e-health, Contents, Innovation, R&D...). She represents FT group as an expert in collaboration between a large French company and Israeli companies, in many international meetings (Germany/Israel Innovation Day, US Kinernet...).

She is also in charge of Bethlehem project, a french digital educational project.

*Business
Development
Manager
Orange Institute*

Romeo MACHADO is currently in charge of the Business Development of the Orange Institute, a global think tank operating in Europe, Asia and the United States. Romeo has more than ten years experience in the field of marketing and communications.

Romeo received a Master degree in Marketing & Communication Strategies and Brand Management from the La Sorbonne (CELSA - School of Higher Studies in the Information and Communication Sciences) with distinction. Romeo speaks French, English, Spanish & Portuguese and has worked in France and Spain.

*Vice-President
of Strategy
Orange Labs
Silicon Valley*

Mark PLAKIAS manages the Knowledge Transfer function at Orange Labs Silicon Valley, which includes initiatives on innovation best practices and creative services, manages the Labs market intelligence operations, oversees its community outreach efforts, as well as topics relating to communications industry evolution.

Recent research projects have focused on the use of social media in customer care as well as in local search, the changing role of women in tech, and the end of the enterprise as we know it. Mark has served as a Guest Lecturer at New York University Stern School of Business and the Yale School of Organization and Management.

*President of
Orange Institute
CEO of France
Telecom's Orange
Silicon Valley*

Georges NAHON is driving a Silicon Valley based multi-disciplinary team of experts consisting of computer scientists, engineers, sociologists, economists and designers who are developing innovative convergent products services in the areas of wireless, internet, and new television.
He is the co-author of the book "The Second life of Networks" with Didier Lombard, President of France Telecom-Orange. He is also the President of the Orange Institute founded in September 2009.

Mr. Nahon holds a Master in Computer Science & Engineering from the Polytechnic Institute in Nancy (France) and attended a Ph.D. program in Fundamental Electronics at the University of Orsay(France). He is a Director at the board of Directors of the French American Chamber of Commerce, San Francisco Chapter. He holds several patents.

thank you

We would like to thank the representative of Orange in the Start-Up Nation, Roseline Kalifa, for her expert curation, fueled by tireless energy, and deep knowledge of the Israeli tech ecosystem.   And speaking of these properties, which seem to be a national characteristic, we want to express our deep appreciation to Yossi Vardi for his generosity, creativity, enthusiasm, and hospitality. His connectivity to everything happening in Tel Aviv during our frenetic week meant we were able to weave in the content from the DLD Tel Aviv conference in a seamless fashion – those of us who were there remember Yossi bouncing from DLD upstairs down to the Institute conversation and then back up stairs. Speaking of the DLD event, we acknowledge the gracious recognition afforded Orange Institute by the DLD organizers, especially Stephanie Czerny.

And speaking of hosts, we also extend our appreciation to Ambassador Christophe Bigot for opening up the doors of the Residence de France in Israel for our reception.

On the Orange side, we would like to express our appreciation to Jean-Paul Cottet for his thoughtful contribution to the program, and Beatrice Mandine and Nathalie Boulanger for their participation.

As always, it is the eclectic and thoughtful members of the Institute community, both on the faculty side and the participant side, that drive our learning. Here we are encouraged by the 'blur' of these distinctions with participation by faculty of previous immersions, such as Jose-Alain Sahel and Don Dodge.   It is with our members that the global conversation evolves and leads to new discoveries.

Georges Nahon
President of Orange Institute

Orange Institute Silicon Valley

the journey continues

Strategic Imperatives in a Post-IT World:
Inevitable Transformations in Computing and the Web   **2012**

MAR 20–22   How the Big Data-Driven Economy is Provoking Unexpected Connections and Outcomes

Join the conversation as we embrace the inevitable changes that are transforming how we work, visualize, and learn in the connected world. Orange Institute Silicon Valley 2012 will take us into unfamiliar territory occupied by new forces with little regard for the status quo. With a faculty of known and emergent thought leaders, doers, and academics we'll explore such topics as:

New Devices = New Data Opportunities
The trend is for ever-more devices to be connected, the more devices, the more information-based business opportunities. How can the growing array of connected devices add meaning to the realtime flood of information that challenges our ability to keep up? How do we discover what matters in the growing amount of data exhaust we are generating?

The Social Operating System
From Over-the-Top to Over-the-Wall, we are arriving at a new understanding of Social, one that includes connected and shared objects, distributed and discrete slices of ourselves dispersed based on context. Does the contextualization of social interaction inevitably lead to greater fragmentation and complexity? Are self-organizing systems part of the Next Big Thing in Social?

Cloud as Value Engine
The trends of everything-as-a-service means that as information silos crumble and open up, data becomes recombinant to the extreme. Welcome to a world where companies create value by sharing and mixing data in new ways. What new businesses will be created from ad-hoc, realtime parsing of multiple data streams? How can your company repurpose its data warehouses for greater customer intimacy?

Content Aggregation in a Changed Media Landscape
Tablets and the post-PC wave are transforming the way we consume, produce, and share content at scale. Game consoles do TV, and TVs run apps, disrupting distribution models at Internet speed. How will curation, annotation, and even gamification interact and blur? What will the platform providers such as Facebook, Box.net, Google+, and LinkedIn learn from the content we share on them to drive new disruptions in consumer and enterprise content consumption?

Attendance is limited!
Reserve your seat now!

To reserve your seat, **contact us**

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