

INDIA ISRAEL

INNOVATION BRIDGE PROGRAM UPDATE



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India - Israel Innovation Bridge 1.0

Background

The Hon'ble Prime Ministers of India and Israel launched the India - Israel Innovation Bridge on 6th July 2017 at Dan Hotel, Tel Aviv, Israel. This is a tech platform to facilitate bilateral co-operation between Indian and Israeli Startups, tech hubs, corporations and other key innovation ecosystem players (<https://www.startupindia.gov.in/content/sih/en/startup-scheme/international/innovation-challenge.html>). The Innovation Bridge is housed in the Startup India Portal, a one stop shop web platform for the Startup Ecosystem of India.

The platform is envisaged to host a new initiative every year. In 2017-18, this had taken the shape of a bilateral innovation challenge calling on Israeli and Indian startups to combine forces to develop solutions for critical problems in the field of agriculture, water and digital health. Within each of these areas, two problems statements were identified.

Program Ownership

- The India-Israel Innovation Bridge is a joint initiative of the Israel Innovation Authority and the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Govt. of India.
- All cost associated with Indian Startups will be borne by DIPP and cost associated with Israeli Startup will be borne by Israel Innovation Authority.
- The program is jointly managed by Invest India (on behalf of DIPP) and Israel Innovation Authority.

Problem Statements

Digital Health

- Solutions for real-time health monitoring, home care, remote care, periodic counseling and advice on health management for NCDs (Non-Communicable Disease)
- Solutions Innovative, inclusive, low cost diagnostics and predictive solutions in rural areas

Agriculture

- Solution for reducing post-harvest loss and improve market linkages
- Affordable easy-to-use solutions to enhance agricultural productivity and increase farmers' earnings

Water

- Low energy and cost effective sustainable solutions for wastewater treatment/ desalination/ recycling or purifying large water sources and surface water
- Innovative and affordable solutions that produce potable drinking water at point of use in both rural and urban areas

Selection of Startups

Winners from both India and Israel were chosen by a jury consisting of Israel Innovation Authority, Incubation Partners (iCreate and T-Hub), and Industry Experts.

Support to Winners

Indian Winners were selected across two tiers.

Tier I Winners

India Innovators

Funding - INR 5.00 Lakh

Mentorship & exposure to Corporate & Investor Partners
Working space for 6 months in the partner Incubator (iCreate/T-Hub)
All-expense paid invites to Co-creation Summits in India & Israel

Tier II Winners

Additional 12 winners from India were selected and awarded a cash prize of INR 2 lakhs and invites to Co-creation Summits in India & Israel (self-funded).

As part of the challenge, Indian and Israeli startups were given an opportunity to participate in a 5-day long market access program, referred to as Co-Creation Summit in India & Israel. The summit provided both Indian and Israeli innovators access to a range of Indian field experts, representatives from Corporate Partners, Government officials, and other partners. Along with meetings and focused mentorship sessions, there are field visits for the innovators, to help them get a more hands on experience. As part of the Co-creation Summit, the winners have been felicitated by the Hon'ble Prime Minister of India, Shri Narendra Modi and Prime Minister of Israel, Mr. Benjamin Netanyahu at iCreate, Ahmedabad, on 17th Jan 2018.

Impact Assessment: India - Israel Innovation Bridge 1.0

The call for applications (Indian side) remained open from 10th September - 12th November 2017. Over **665** applications have been received from Indian innovators and startups for the challenge.

Given below is the sector wise breakup of applications received from India:

Digital Health	311	Agriculture	217	Water	137
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Program Model

The Online Grand Challenge Model was successful in inviting solutions to the defined problem statements from India as well as Israel.

Program Objectives

The program was envisioned to connect the startup ecosystems of India & Israel, wherein startups from both countries were to combine forces to develop solutions for critical problems in the field of agriculture, water and digital health. Though the program was able to identify good startups that catered to the selected problem statements, the winners from the two countries did not work together in any tangible way. The reasons for the same are as follows,

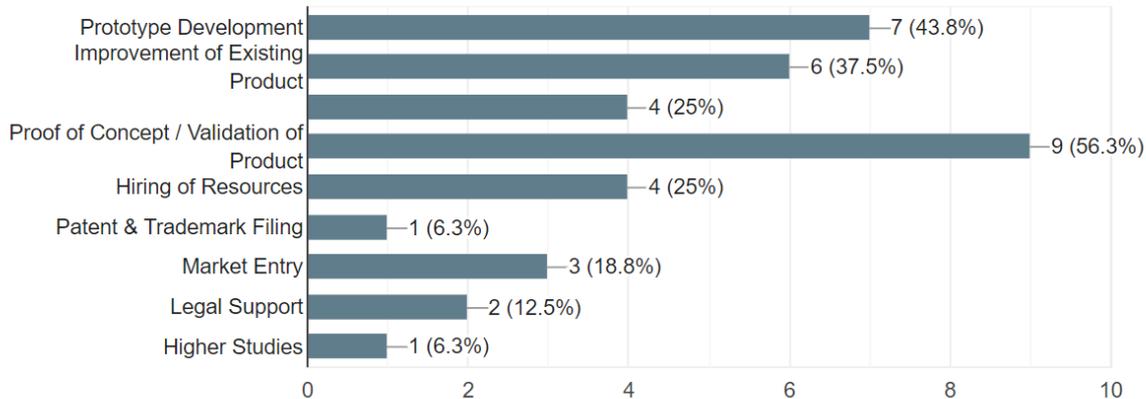
- Apart from Co-creation Summits, there was not much opportunity for the startups to interact with each other
- The stage of Indian winners was ideation/validation, while the Israeli winners were at early traction/scaling stages. This created a mismatch in their lifecycles and limited the scope of collaboration between them

Incentives Offered

A lot of winners have suggested that piloting support should be added to the offerings. Here is detailed feedback on how to improve the current offerings.

Cash Prize

Here is how the winners utilized the cash prize offered under the program,



94% of the winners have recommended that the prize money should be increased in value. Majority of the winners (56%) have suggested that the amount should be closer to INR 15 lakh.

Incubation

There were 6 incubation offers for winners under the program. These were offered to the six Tier 1 winners initially and were then offered to Tier 2 winners or backup winners in case the Tier 1 winners chose not to accept the offer.

1. Only two Tier 1 winners accepted the incubation offers
2. Out of the six accepted incubation offers, only five went on to relocate to the incubator for availing the incubation offer
3. Most incubated teams spent less than 4 months at the incubator (6 months was offered)

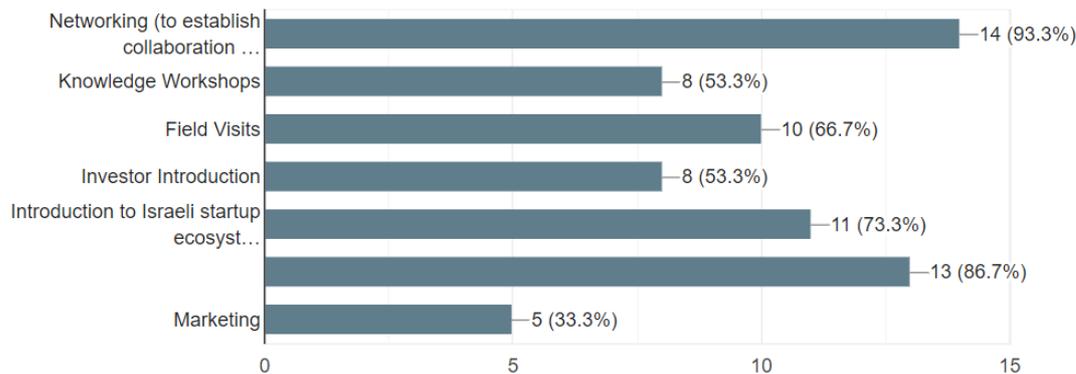
The reasons cited for not accepting or underutilizing the incubation offer are as follows,

- Relocation of business not possible
- Already incubated elsewhere
- Lack of existing resources to send team members for incubation
- Lack of confidence on incubation program offering

It is seen that the incubation offers under the program went underutilized. This can also be co-related to the early stage of the winners.

Co-Creation Summit

16 teams attended the Indian Co-Creation Summit, while 7 teams attended the Israeli Co-creation Summit. Here are the benefits cited by the winners by attending the same,



100% of the winners shared that they were satisfied with the Summits (both Indian as well as Israeli editions)

Pure Paani	"We connected with some great start-ups with whom we are now partnering. I learned valuable advice from the field visits and the knowledge workshops."
Oceo Water	"It is important to understand mutual cultures to work in the right direction."
Revy Environmental Solutions (Vanita Prasad)	"Could see the Israeli waste water treatment technologies in real operation by visiting some of their plants. Also, could start our discussions with selected Israeli companies for business collaboration."
Innov4Sight Health & Biomedical Systems	"We've identified some of the best research, tech and business partners in Israel, all of who can benefit from strong actionable strategic partnership."

Indirect Benefits

Winners tell us that the program has also impacted them indirectly,

Jagadeesh B Henjarappa	"Indirectly helped us reach various markets in Karnataka and Gujarat."
Amber Warehouse Solutions	"Media Visibility is one of the key features that this initiative has provided us, there are various angel investors who contacted us for the future funding rounds. Not only this but the credibility from this platform helped us to establish the contacts with the government organisation like FCI."
Bioscan Research	"We have found an industrial design firm and a medical centre whom we are currently communicating with to sign a preliminary agreement for product design and conducting clinical validation study respectively."
Innotech Interventions	"The selection to the program gave us the much required credibility and recognition. We could leverage this award to our advantage to get the commitment for the next phase of funds from our funding agencies. The new team that joined us was greatly motivated and this helped us a lot."

Testimonials

Oceo Water	"It has been an excellent coordination by the team and looking forward for next phase of the initiative. Continue the Initiative every year on the same themes."
Jagadeesh B Henjarappa	"We give 5 Stars to the team for their initiative and team work, very much satisfied with the way the program is scheduled and conducted."

Stithi Innovation (Ujjwal Bhardwaj)	“It was a very wonderful experience for me to work with Invest India and participate in co-creation summit. I met so many mentors investors and field experts and got a photo opportunity with 2 PMs on a single stage. Indo-Israel Innovation challenge came as a very big achievement for our team and it will give us a boost in our startup journey.”
Vignesh Ravichandran	“The program was excellent - the questions asked helped us analyze the problem statement better, aiding in the development of a proper solution. The team was courteous and very understanding of early stage startups. The merit of the program was fully realized when big agro corporations evinced interest in our solution.”
Innov4Sight Health and Biomedical Systems	“A very committed team which included Utkarsh and Palak who supported us all the time.”
Revy Environmental Solutions (Vanita Prasad)	“It was a well organised international program which opened doors for international collaboration for startups like us. Kudos to Invest India team for this initiative and its organised management.”