

Asper Center Newsletter Vol 2 – A fantastic annual Asper lecture and more...

Dear Gail, Moe, and friends of The Asper Center for Entrepreneurship and Innovation

I am writing to update you with some additional events going on at the Asper Center. Once again, our center is reaching out and affecting students, researchers, and the broader business community.

Most prominently, we had our annual Asper lecture. This December, we were fortunate to host Professor Thomas Hellmann from Oxford University. He was with us for two days. The first day consisted of a visit with some of the key members of Jerusalem's entrepreneurial ecosystem. The day was organized by Dr. Shai Harel and both he and I accompanied Prof. Hellmann, who is setting up an entrepreneurship center at Oxford. We may have a great opportunity for potential collaborations here.

The second day consisted of individual on-campus meetings between Professor Hellman and faculty and students. The day culminated with his talk on the ways in which governments help and hinder entrepreneurship. In his talk, titled "Entrepreneurship policy: A hopeless cause?" Professor Hellmann surveyed and integrated his years of research to present a varied and interesting set of findings about positive and less positive impacts of policy-related interventions. The auditorium was full and the audience was very engaged. It was very enriching to host such a prominent thinker.

Another highlight of this evening, and one introduced by Moe Levy, was acknowledging excellent graduates of the Startup Science Innovation program. Specifically, we mentioned the presence of the 2nd cohort's six graduates in the audience and presented awards to the two recipients of the Jim Blum competition for entrepreneurship education. I believe that linking both events did much to show that the Asper center is a leader in innovation-related activities in our school.

Here are some pictures from the event:



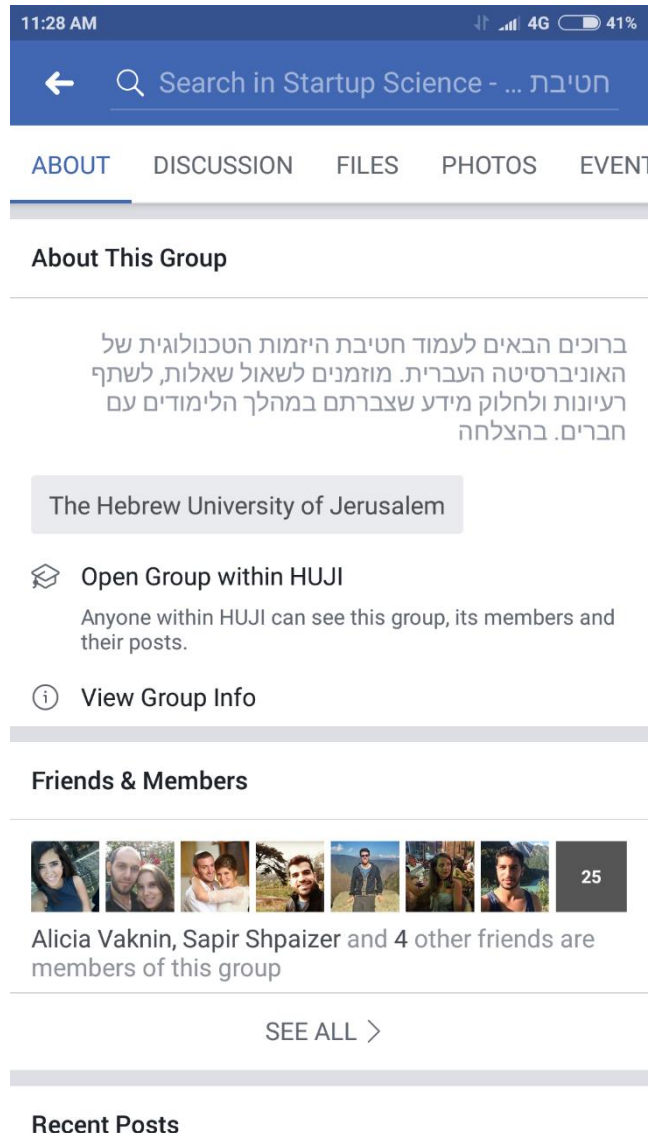
For students, *we began another year in the BioDesign seminar*. This is a special course that brings together business students, engineering students, and medical students to develop a prototype for a medical device. This year, the course has 6 MBA students, 5 Bio-Engineering PhD students, 6 Physicians, and we have added 4 Law postgraduate students. The participants are divided to 4 groups and one new thing this year is that the program has a part time entrepreneur in residence who is a Biomedical Engineer and Data Scientist. He is helping the groups in their work.

More specifically, the groups are now in the early stages of the process and are working on identifying unmet clinical needs and prioritizing them based on various parameters such as their commercial potential, regulatory burden, the likelihood they will be resolved with a technology based product, and the potential ease of adoption such a product could have.

We are also happy to highlight that one of the business students in the BioDesign program is an alumni of one of the most exciting HUstart activities, the Trans-Disciplinary program (TIP). This student decided to stay in Israel as a result of his experience at TIP and is now enrolled in the international MBA program of the Business School and studying Biodesign as part of his MBA requirements.



Students in the Startup Science Innovation minor have also been active. They launched a Facebook page where they post updates about on-campus entrepreneurial events and share their experiences from the program and courses. Overall, the Startup Science Innovation minor garners a lot of attention. In recent months, we hosted two visits from foreign universities (from Denmark & China) that were interested in hearing about the program.



On the broader business community front, we hosted Alon Mordechai and Eyal Haskel, two MBA graduates who are lawyers specializing in the field of digital currencies. This is very uncharted territory for many of us at the business school. The auditorium was beyond packed and many questions were asked. Bottom line: am I going to run and buy bitcoin? Probably not quite yet....

Here are some snaps from the field:



Additionally, we hosted Mooly Eden, Chairman of the Trustees of The University of Haifa and the former president of Intel, Israel. His talk was attended by about 120 MBA students and business school alumni as well as several faculty members. He was introduced by the Dean, Zvi Wiener, and the University's incoming CEO Yishay Frenkel.

In his talk, Mooly discussed today's rapid pace of technological change. He made two important points here. The first was about his personal rationale towards hiring those who are comfortable with change. The ongoing pace of technological change goes against people's natural tendency to make changes. In his view, this is a serious concern: people who cannot change and renew may quickly find themselves irrelevant. At the same time, those comfortable with change are better able to drive through new ideas with persistence.

Mooly's second point was related to a more societal concern. Ongoing technological developments suggest that within several decades entire professions, such as drivers or brokers, will cease to exist. What does this mean for us a society and how can we balance progress with its costs? Certainly thought provoking....



For researchers, we had our second organization studies seminar for the year. This seminar allows us to create bridges between our scholarly community and scholars from outside Israel. We see it as a fundamental part of our research activities as it enables us to relate to organizations and innovation from a variety of theoretical lenses: strategy, entrepreneurship, organization theory, sociology of organizations, to name a few. In our second meeting, we hosted Professor Francois-Xavier De Vaujany (Dauphine University, Paris). Francois introduced a novel

methodology he uses to research entrepreneurial ecosystems and also had a separate session with our PhD students where he presented a methodological approach in which he specializes and offered feedback to their work. This was a great opportunity to enrich our methodological toolkit.



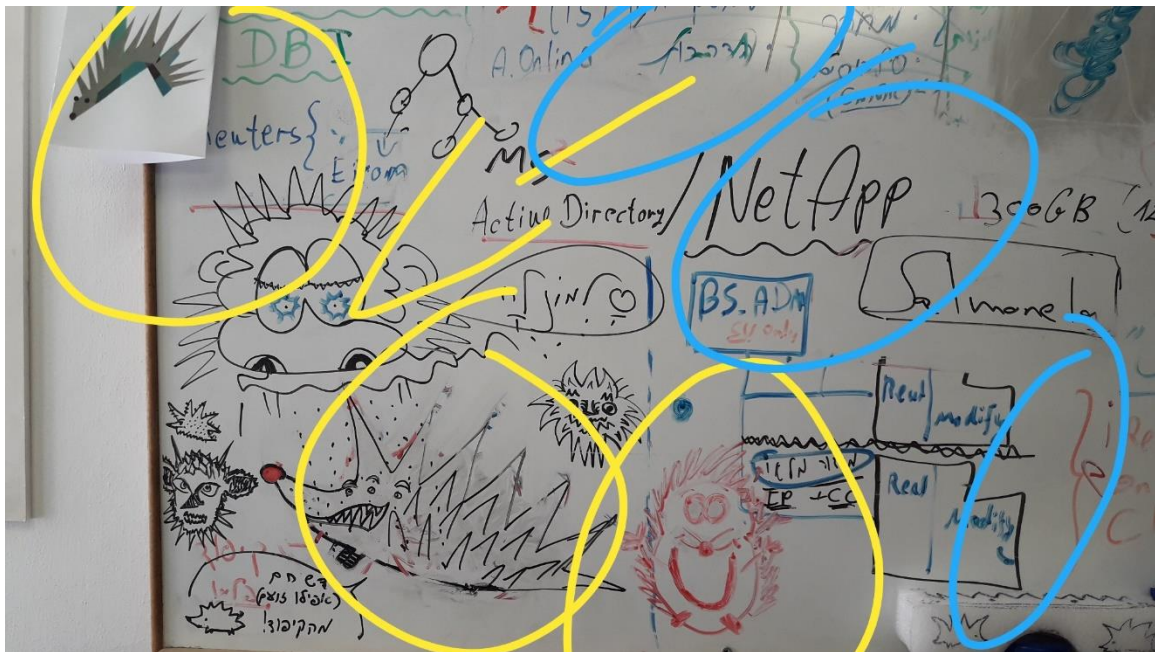
And as I promised last time, I want to take you “behind the scenes” and introduce some of the people who support all these activities. This time, I want to introduce the computing unit of the business school, which includes Amihud Friedman, Naor Mukari, and Manya Soibelman.

The computing unit provides technical support for everything connected to software and hardware, developing and designing websites (mainly Manya), unique databases, trials, servers, data security, computers purchases, etc. Basically, these are wizards that do everything you could possibly imagine. I asked them to write something that would help you get to know them a bit and this is what they wanted to share:

“What is special about our small team is its humor and the special relationship we have with each other, as well as with the rest of the employees and lecturers. Of course, if one of us is gone for an hour, his or her absence is sorely felt. For example, when we leave for vacation we must hide our mobile phones (so that we cannot be located and

be reached) because everyone needs us for urgent problems such as computers which cannot be turned on... because the cable has been disconnected from the electric socket...

As you can see on our whiteboard, Manya is a great illustrator and her contribution has included turning the hedgehog into our trademark. Her illustrations are highlighted in yellow, and the other circles are there to show you we also do a lot of serious tecky stuff..."



That's all for this time! I hope this newsletter conveys our excitement about everything we have going on! And again, we really appreciate your support and it is central to us being able to conduct these wonderful activities and to retain this vibrancy. Thank you! Please feel free to contact me with any questions or feedback. We are off to our semester break, and the second semester resumes in mid-March. ***Stay tuned!***

Sincerely,

Micki Eisenman, Director, the Asper Center for Entrepreneurship and Innovation

Zvi Wiener, Dean, Jerusalem School of Business Administration