

2023 IMPACT REPORT



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



Dear Partners and Supporters:

We are pleased to present the Michigan Israel Business Accelerator's (MIBA) annual report for 2023, which contains highlights of our organization's performance, as well as stories of impact from across the Michigan-Israel innovation ecosystems. This transformative year was marked by collaboration, growth, resilience, and a prevailing sense of hope, making it the most impactful year in the MIBA's six-year history.

Our commitment to uniting a growing community of Israeli and Michigan innovators addressing our state's challenges remained at the forefront of our work. Throughout the year, we facilitated visits for 37 leaders to Israel, hosted 15 Israeli companies in Michigan, welcomed 86 Michigan leaders to experience Israeli innovations, and connected 1,218 Israeli and Michigan companies, generating over \$7 million in economic activity for Michigan.

The standout moment was our launch of The Elevator in June, the first coworking space in the U.S. designed to help Israeli startups and companies scale. Subsequently, six Israeli tech companies partnered with The Elevator to scale in Michigan, transforming our community space into a bustling hub that welcomed over 350 individuals through coworking and events by the year's end. The surging demand from Israeli innovators led us to expand our teams in both Israel and Michigan.

In response to the events of October 7th, the MIBA pivoted to maximize our impact. We coordinated efforts to align Israel's needs with Michigan businesses' support, collaborating on military and infrastructure requirements. We offered our community of supporters webinar updates, incorporating insights into Israel's business landscape from government leadership. With the MIBA's annual Taste of

Two Nations event postponed, our supporters redirected contributions totaling \$15,000 to Magen David Adom, Israel's national emergency medical, disaster, ambulance and blood bank service. Continuing in the Israeli spirit, we persevered with business activities by hosting Israeli companies in Michigan, actively contributing to ongoing efforts to support Israel's economy.

Reflecting on six years of fostering connections between Michigan and Israeli businesses for economic development, we recognize that our impact would not have been achieved without our valuable partnerships. Thank you to our forward-thinking ecosystem partners for collaborating with us to move groundbreaking innovations and economic development forward. And a special thank you to our Board of Directors and supporters for believing in our mission.

As extraordinary as this past year has been, we are confident that 2024 will present even more news to celebrate as Michigan-Israel partnerships continue to advance innovation and economic prosperity across both regions.

In partnership,

Scott Hiipakka

CEO

Michigan Israel Business Accelerator

Matt Elliott

Board Chair

President, Bank of America Michigan

About The MIBA

The MIBA is the state of Michigan's lead for **international trade** between **Michigan & Israel** to drive **economic prosperity & job creation**

The Michigan Israel Business Accelerator (MIBA) is a nonprofit and nongovernmental economic development organization committed to fostering partnerships between Israeli and Michigan businesses. The MIBA's purpose is to create economic opportunities and drive job creation through collaboration and innovation.

Established in 2017, the MIBA emerged as a prominent connector within Michigan's economic development ecosystem, with a specialization in facilitating trade and partnerships through delegations and programming.

In 2023, the MIBA broadened its reach and established The Elevator, the first-of-its-kind landing zone in the U.S. exclusively for Israeli startups and companies. With a dedicated focus on fostering connections between Israeli businesses and Michigan enterprises, The Elevator aims to accelerate Israeli business expansions in Michigan.



- 2024**
Programming & team continue to grow to meet the needs of Israeli businesses looking to scale in the U.S. Exciting times are ahead for the MIBA!
- 2023**
The Elevator launches as the first U.S. landing zone dedicated to Israeli startups & companies, expanding the MIBA's reach and contributing to a remarkable \$7M in economic growth in Michigan.
- 2019**
The MIBA defines its mission, vision, values and success metrics while mobilizing a team to support the mission.
- 2017**
The MIBA is established as an economic development organization supported by the State of Michigan. The MIBB agrees to sunset and transfer all assets to the new entity. This initiative emerged in direct response to the state leaders of Michigan and Israel emphasizing coordinated economic development policies to facilitate the exchange of innovative technologies and products.
- 2007**
The Michigan Israel Business Bridge (MIBB) is created as an initiative by the Jewish community to explore deeper business connections between Michigan and Israel.

Thank You to our Board of Directors

The MIBA's Board of Directors is tasked with offering guidance and facilitating connections to strengthen the ties between Michigan and Israeli businesses, thereby promoting economic growth. Comprising leaders from various sectors, including industry, nonprofits, and government, the Board has played a pivotal role in fostering the rapid growth of our organization. We extend our sincere appreciation to all Board Members for their expertise and support.



Regine Beauboeuf
Senior VP
HNTB
Detroit, MI



Brad Comment
Senior VP
The Right Place, Inc.
Grand Rapids, MI



Matt Elliott
President
Bank of America
Michigan



Quentin Messer, Jr.
CEO
Michigan Economic
Development Corporation
Lansing, MI



Justin Robinson
Executive VP
Detroit Regional Partnership
Detroit, MI



Howard Ungerleider
President & CEO (Retired)
Dow
Midland, MI



Gahl Berkooz
Head of Digital and AI
Capgemini Invent
Detroit, MI



Mark Davidoff
President & CEO
The Fisher Group
Detroit, MI



Beth Gotthelf
Attorney
Butzel Long
Detroit, MI



Lisa Prasad
VP & CIO
Henry Ford Health
Detroit, MI



Tony Tomczak
VP
DTE Energy
Detroit, MI



Evan Weiner
President & CEO
Edw. C. Levy Companies
Dearborn, MI



Beth Chappell
President & CEO (Retired)
Detroit Economic Club
Detroit, MI



Mike Dergis
Founder & Partner
Sigred Group
Ann Arbor, MI



James Meeks
Founder & Partner
Rapids Venture
Grand Rapids, MI



Brian Rich
Senior VP
Consumers Energy
Jackson, MI



Alyssa Tracey
Director
Michigan Economic
Development Corporation
Lansing, MI



Larry Wolfe
Director
ALW Strategies
Troy, MI

Welcome New Board Members...



Tony Tomczak
VP
DTE Energy



Alyssa Tracey
Director
Michigan Economic
Development Corporation

Thank You for Your Service...

Thanks to Steve Ambrose, Fred Molnar & Tony Willis for their service on our Board of Directors as their tenures conclude. Their commitment and years of contribution have made a lasting impact on the MIBA, propelling our efforts in supporting Michigan's economic growth.



Steve Ambrose
Board Member
2020 to 2023
VP & CIO
DTE Energy



Tony Willis
Board Member
2021 to 2023
CEDO
Lansing Economic
Area Partnership



Fred Molnar
Board Member
2021 to 2023
Senior VP (Retired)
Michigan Economic
Development
Corporation





Reflecting on the MIBA's trajectory from its inception as an economic development entity six years ago to now playing a pivotal role in establishing Michigan as a key partner for scaling Israeli innovation, it's gratifying to witness the fruition of our vision. As the founding Board Chair who was part of initiating this journey, I am proud to see the lasting impact and global influence that has stemmed from our commitment to fostering collaborations between Michigan and Israel. Looking ahead, I am optimistic about the continued growth and success that will further solidify Michigan's position at the forefront of innovative partnerships with Israel.

Mark Davidoff

President & CEO
The Fisher Group
MIBA Founding Board Chair

Thank you to our generous supporters who make our impact possible...



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



PES THE PAUL E. SINGER FOUNDATION



CRIMSON



HNTB



- Erica Battle
- Regine Beauboeuf
- Gahl Berkooz
- Jeanne Broad
- Mark Brucki
- Beth Chappell
- Arlynn Dailey
- Steve DeAngelis
- Mike Dergis
- Frank Domanico
- Margie Dunn & Mark Davidoff
- Darryl Elmouchi
- Beth Gotthelf
- Pete Grabowski
- Ron Hadi
- Jerry Kooiman
- Jennette Kotila
- Moty Lev

- Patrick Lindsey
- James Meeks
- Max Mittleman
- Faye Nelson
- Peracchio & Company
- Ora Pescovitz
- Susan Pinkwater
- Lisa Prasad
- Stephen Rapundalo
- Jessica Robinson
- Dan Ryan
- Michael & Elaine Serling
- Lloyd Silberman
- Ron Sollish
- Jason Vazzano
- Beverly Watts
- Larry Wolfe
- Adam Zupke

Focus Areas: Michigan & Israel's Shared Strengths

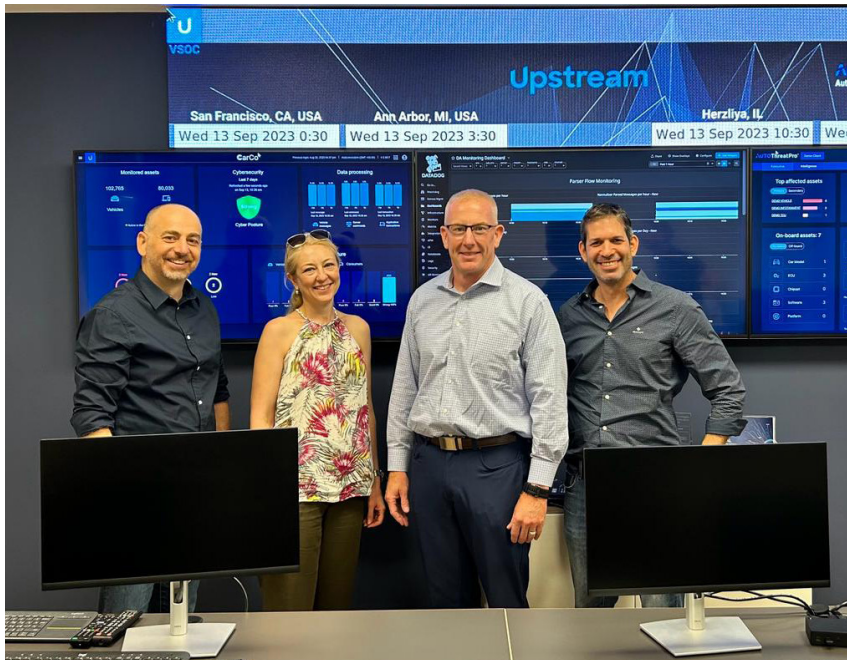


Michigan-Israel Stories of Impact

Israeli Companies Choosing Michigan

As an economic development organization dedicated to fostering partnerships between Michigan and Israel, we take pride in every win, recognizing that successful collaborations are the result of collective efforts from stakeholders across the innovation ecosystem.

A Case in Point: Our engagement with Electreon began in 2020 when we learned about their in-road charging for electric vehicles. Fast forward to 2022, our mobility delegation facilitated the visit of Michigan's mobility leaders to Israel, where they experienced Electreon's groundbreaking inductive charging system firsthand. Today, the combined efforts of many key partners within Michigan's innovation ecosystem have been instrumental in making this innovative Israeli technology a reality in Michigan, the first of its kind in the United States!



2023

Upstream - opens Ann Arbor office with 7 employees

Fullpath - names Detroit a hiring hub and adds one additional employee

UVeye - hires first Michigan-based employee to manage OEM relationship

Electreon - announces first engineering project leader position in Michigan to support growing activity

2022

GuardKnox - adds engineering team, bringing product development to the U.S.

2021

Questar - hires 3 Michigan employees to service local customers

Fullpath - adds 2 Michigan-based employees to manage auto OEM clients

2020

GuardKnox - opens Michigan office and hires 2 to focus on sales

2019

Adasky - hires General Manager to oversee North American operations

Visionary Israeli Companies Redefining Possibilities



GuardKnox is an AutoTech company developing products that address the key challenges in the new generation of vehicle architecture and that enable the software-defined vehicle.

In 2020, this Israeli firm identified Michigan as the ideal place to open the headquarters for its U.S. wholly owned subsidiary, knowing that the major decision-makers in the automotive market are found here in the Detroit area. After finding success on the sales front, GuardKnox doubled-down on the Detroit area, expanding their team by tapping into Michigan's talent base, adding an engineering team to develop their solutions here as well.

GuardKnox is a prime example of how an Israeli company found a second home in Michigan by starting small and growing over time.

"Michigan has proven to have everything the GuardKnox team needs for success. Any Israeli company that aspires to succeed in the U.S. should consider reaching out to the MIBA team sooner rather than later," said Moshe Shlissel, CEO & Co Founder, GuardKnox Cyber Technologies.





Bridging the Gap Between Virtual and Physical Worlds for Enhanced Efficiency and Precision in Production Lines



SkillReal USA
opens in Michigan



20

jobs created



\$400K+

in incentives and grants

Dec. 2023

SkillReal announces partnership with Northstar Vision to create SkillReal USA, pledging to hire 20 employees in Michigan aided by an incentive package from the state.

Oct. 2023

NorthStar Vision announces strategic investment in SkillReal.

June 2023

SkillReal CEO visits Michigan to meet with investors.

March 2023

SkillReal visits Detroit area to meet with potential customers and the 14.0 Accelerator, including Livonia-based Northstar Vision.

Jan. 2023

The MIBA has initial introductory call with SkillReal, who visits Michigan two weeks later.



electreon
Charging the way forward

Paving the Road to Carbon Neutrality and Universal EV Charging Access for Everyone

\$1.9M 
pilot to create first electrified road in the U.S.

5-Year 
agreement with MDOT to create infrastructure framework

1 local job created 

May - Sept. 2022

The MIBA, MDOT, and the state of Michigan re-engaged Electreon during a Mobility Trade Delegation to Israel, eventually resulting in a 5-year agreement to establish a framework for scaling nationwide.

Nov. 2020 - Dec. 2021

Electreon grows their Connections across Michigan's mobility ecosystem.

Dec. 2023

Electreon, MDOT, and the City of Detroit complete installation of the nation's first public EV-charging roadway at the Michigan Central innovation district in Detroit. Electreon announces the addition of its first Michigan-based employee.

Feb. 2022

Electreon announces \$1.9M pilot project with the Michigan Department of Transportation (MDOT) to construct the first public wireless in-road charging system in the U.S.

Nov. 2020

The MIBA connects with Electreon to learn about their technology.



MIBA is truly paving our way into the relevant ecosystem in Michigan. We have experienced pinpoint door opening into potential business partners and a continuous process of escorting the activity towards collaboration. For an early-stage Israeli startup, MIBA is saving enormous time and effort. Equally important...It is really a pleasure to work with the MIBA's professional and dedicated team.

Moshe Meyassed
CEO & Co-Founder
LumaFlo

Programs & Services

When Israeli companies choose to relocate and expand in Michigan, they benefit from the MIBA's subject matter experts, business connections, and our network of partners in state, regional, and local government. This collaborative effort aims to accelerate their growth opportunities and facilitate a successful transition to Michigan. Through the MIBA's comprehensive programs and services, we strive to optimize the success of each company.

The Elevator

The only landing zone in the U.S. dedicated to supporting the growth of Israeli companies, offering:



Access to Michigan organizations to scale technologies.



Free dedicated office space and a U.S. address to facilitate business operations.



Deliberate, relevant B2B and B2G meetings that connect communities to drive business opportunities.

Matchmaking

At the heart of the MIBA is our curated B2B and B2G matchmaking, where we connect Israeli and Michigan companies based on compatibility and shared synergies.

Trade Delegations

Since 2018, the MIBA has brought over 150 Michigan delegates to Israel. Beyond planning deliberate B2B and B2G meetings, the MIBA prioritizes immersing delegates in the culture, history, and geopolitics of Israel, enhancing understanding of the innovation ecosystem.

Delegation Sponsorship

In late 2023, the MIBA initiated a Delegation Sponsorship Program with the William Davidson Foundation to boost representation of diverse companies in our Israel delegations. This sponsorship covers registration and partial airfare for revenue-generating startups in Southeast Michigan aligned with the delegation sector. A sponsorship was granted to a Women in Mobility delegate, though their trip slated for late October was postponed.



Health Tech Delegation 2023 visiting the Shimon Peres Innovation Center in Tel Aviv



The delegation provided a remarkable opportunity to experience the innovation, entrepreneurship and collaborative opportunities that are available by connecting with the high-tech, AI, venture and medical industries in Israel. The Michigan Israel Business Accelerator did a phenomenal job of bridging the economic, research, and cultural opportunities in Michigan with those in Israel. Furthermore, new collaborative relationships between Michigan healthcare institutions, foundations, companies, educational institutions and venture firms were created. It is remarkable how much was accomplished in a mere five days!

Ora Hirsch Pescovitz, M.D.

President
Oakland University
MIBA HealthTech Delegate 2023



The value of this trip in terms of promoting effective connections between the Israeli and Michigan business ecosystems cannot be overstated. MIBA is thoughtful about the entire experience helping participants understand Israel's culture and history. This translates to a more constructive approach for future business relationships and makes connecting easier.

Kevin Bopp

CEO
Park Rite
MIBA Mobility Delegate 2023



Programs Showcasing Israeli Tech

Connecting Communities Series



A blend of in-person and virtual networking and educational events showcasing innovative Israeli solutions addressing Michigan's challenges.



Experience Innovation hosts quarterly sector-focused events where four to five Israeli companies are invited to pitch their solutions to Michigan-based companies.

Spotlight on Innovation



Two to three innovative Israeli technologies are highlighted in the MIBA's monthly newsletter.



Services to Support Expanding to Michigan

Consulting services for ecosystem navigation that support B2B and B2G sales opportunities, partnerships, overall expansion efforts and connections to:



Marketing and public relations experts



Customized market research



Legal experts for assistance in addressing federal, state, and local regulatory and compliance requirements



Support staff recruiters



Financial and accounting support

2023 In Review

Community Impact



Connected

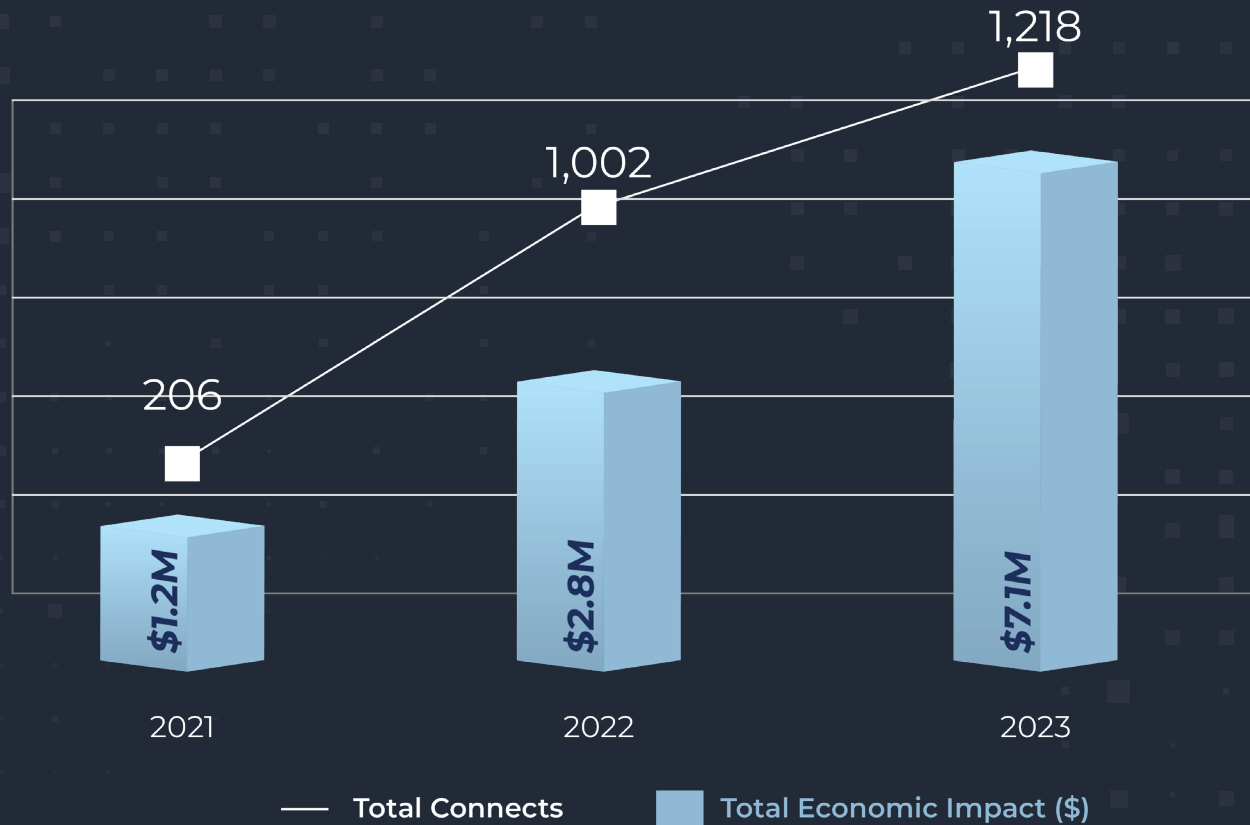
1,218

Israeli & Michigan
companies

Generated

\$7.2M

in economic activity
for Michigan



Community Engagement Through Educational and Networking Events



86

Michigan leaders experienced Israeli innovations

★ 137 ★

Guests joined in commemorating hope and light at the Menorah in the D (Detroit) Community Event



79

Community members engaged in an Executive Briefing conducted by the Consul General of Israel to the Midwest following October 7th



Trade Delegations

Facilitating partnerships between Israeli companies and Michigan businesses to tackle the challenges facing Michigan, while also fostering exchanges by bringing Michigan's leaders to Israel as ambassadors of our state.

February 2023

HealthTech Delegation to Israel

Co-Chaired by

Tina Freese-Decker
President & CEO
Corewell Health

Bob Riney

President & CEO
Henry Ford Health

672 Connects

made between Michigan HealthTech Delegates and Israeli companies

5 days 16 health ecosystem leaders



Met with Israel's former Ministry of Health Director-General who led their COVID response



Consulted with former Deputy Director of Israel's second largest HMO

Visited Magen **David Adom's National Medical Dispatch Center** to learn about their citizen training in pre-paramedic response

Explored **Tel Aviv Sourasky Medical Center (Ichilov)**, the world's largest emergency center, and examined technology that reduces medical treatment wait times

May 2023

Mobility Delegation to Israel

Co-Chaired by

Justin Robinson
SVP, Business Development
Detroit Regional Partnership

Kathryn Snorrason

Vice President & Deputy Chief Mobility Officer
Michigan Office of Future Mobility and Electrification

311 Connects

made between Michigan Mobility Delegates and Israeli companies

5 days 16 mobility ecosystem leaders

Attended **EcoMotion Conference**, where Michigan's influential presence was showcased through a state-themed booth, solidifying its position as the unrivaled global hub of mobility and a leader in the ongoing mobility and electrification revolution

Met with 3 leading mobility venture capital organizations



Visited Electreon's campus to experience the electrified road technology firsthand

June 2023

Mobility Delegation to Michigan

140 Connects

made between Israeli Mobility Delegates and Michigan companies



Co-Chaired by the MIBA and the Israel Economic Mission to the Midwest

8 Israeli Companies

exhibited their technologies at the AutoTech conference in Detroit

Explored **Newlab** at Michigan Central, Michigan's newest hub of mobility innovation

Met with **Stellantis' Global Head of Digital Product Management** and **Northstar Vision's leadership** to learn about navigating the U.S. Automotive landscape



Participated in a matchmaking session, sponsored with the **Consulate General of Israel to the Midwest**, to foster connections and potential collaborations between Israelis and Michigan partners



The Launch of The Elevator

On June 9th, 2023, “The Elevator,” the first and only landing zone in the U.S. dedicated to aiding Israeli startups and companies scale, was officially introduced by Mark Davidoff (Founding Board Member of the MIBA), Matt Elliott (Board Chair and President of Bank of America Michigan), and Quentin Messer, Jr. (President and CEO of the Michigan Economic Development Corporation). This launch signifies a substantial step toward the MIBA’s vision of positioning Michigan as the leading partner for Israeli innovation in the U.S.

Visitors to The Elevator in 2023

Our community space has evolved into a **bustling hub**, welcoming **361 individuals** through coworking and events by the year’s end. The **surging demand** from Israeli innovators led us to **double** our teams in Israel and Michigan.





Leveraging The Elevator

Fullpath is a leading automotive customer data and experience platform, having built a marketing automation solution for auto dealerships that automates and optimizes customer touch points throughout the life of a customer.

Fullpath became one of the MIBA's charter members of The Elevator, signing on as a partner when it opened in June. This gave Fullpath a place for their two Michigan-based employees to meet regularly in person for the first time. The resulting improvement in team dynamics and productivity spurred Fullpath to institute two changes: 1) they named Detroit one of their worldwide hubs and 2) they declared that new hires going forward must be hired in one of their hubs.

As a result of their Elevator experience, Fullpath has already added one additional team member in the Detroit area and opens the way for more Michigan jobs to be created.



MIBA is such an incredible resource for Fullpath. We've been able to grow our talent in the Detroit area, co-host events with the MIBA team to boost positioning, and create a sense of community all the way from Israel. We feel more connected to our peers and local clients, and we couldn't be more grateful for this partnership.

Ilana Shabtay
VP Marketing
Fullpath



Michigan stands with Israeli Tech, **No Matter What!**

MIBA@MichiganIsrael.com

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