



**MICHIGAN  
ISRAEL** BUSINESS  
ACCELERATOR

HYUNDAI  
CRADLE PoC Center

Stage Street



# 2022 INNOVATION REPORT





## Table of Contents

- 3** Letter from the CEO & Board Chair
- 4** Who We Are
- 5** Our Focus Sectors
- 6** Our Supporters and Fundraiser
- 8** Achievements by the Numbers
- 10** MIBA 2022 Awards Ceremony
- 11** How We Do It
- 12** MIBA 2022 Trade Missions
- 14** Success Story Highlight
- 15** Top Achievements

**MIBA Executive Committee****Matt Elliott**

MIBA Board Chair  
Michigan Market President  
and Sustainability Executive  
Bank of America

**Mike Dergis**

MIBA Treasurer  
Founder & Partner  
Sigred Solutions

**Beth Chappell**

MIBA Secretary  
Detroit Economic Club -  
Retired

**MIBA Board of Directors****Steven Ambrose**

Vice President and Chief  
Information Officer  
DTE Energy

**Regine Beauboeuf**

Senior Vice President/Director  
of Infrastructure and Mobility  
Equity  
HNTB

**Gahl Berkooz**

President, Americas, and  
Chief Strategy Officer  
Cognata

**Brad Comment**

Senior Vice President, Investor  
Relations  
The Right Place, Inc.

**Mark Davidoff**

Chief Executive Officer  
The Fisher Group

**Beth Gotthelf**

Director of Innovation &  
External Relations  
Butzel

**James Meeks**

Co-Founder, Managing Partner  
Rapids Venture

**Quentin Messer**

Chief Executive Officer  
Michigan Economic  
Development Corporation

**Fredrick Molnar**

Vice President of  
Entrepreneurship  
and Innovation  
Michigan Economic

Development Corporation

**Faye Nelson**

Director of Michigan Programs  
W.K Kellogg Foundation

**Lisa Prasad**

Vice President and Chief  
Innovation Officer  
Henry Ford Health

**Brian F. Rich**

Senior Vice President of  
CMS Energy Corporation &  
Consumers Energy Company  
CMS Energy

**Justin Robinson**

Vice President of  
Business Attraction  
Detroit Regional Partnership

**Howard Ungerleider**

President and Chief  
Financial Officer  
Dow

**Evan Weiner**

President & CEO  
Edward C. Levy Co.

**Tony Willis**

Chief Equity Development  
Officer

Lansing Economic  
Area Partnership

**Lawrence Wolfe**

Managing Director  
ALW Strategies

**Michigan Israel Business  
Accelerator Foundation  
Board of Directors****Matt Elliott**

MIBA Board Chair  
Michigan Market President  
and Sustainability Executive  
Bank of America

**Mike Dergis**

MIBA Treasurer  
Founder and Partner  
Sigred Solutions

**Beth Chappell**

MIBA Secretary  
Detroit Economic Club -  
Retired

## To our Innovation Partners & Stakeholders,

2022 marked the Michigan Israel Business Accelerator's (MIBA) return to in-person programming after a two-year hiatus due to COVID. During this timeframe, we learned to be agile and leverage technology to develop connections between our Israeli and Michigan partners. This agility resulted in a 135% increase in collaborations in Michigan yielding almost \$2.9 million in economic activity for the state of Michigan.

While we continue to leverage virtual platforms, this year reminded us that there is no substitute for human connection. For the MIBA, 2022's return to in-person programming was paralleled by increased connections, innovation, and continued growth. Two delegations to Israel brought renewed progress to our mission of "Accelerating Michigan's economic growth, one Israeli Innovation at a time." Not only do our missions allow delegation participants to experience Israeli history, culture, and innovation, they also allow our delegates to gain first-hand access to technologies that can address their own business goals. Our March 2022 Defense Mission and May 2022 Mobility Mission to Israel, each with tailored itineraries to the industry-specific interests of 25 delegates from Michigan, resulted in over 500 connections and 52 active collaborations. One such collaboration resulted in Israeli-based Electreon signing a five-year agreement to develop and implement the United States' first scalable in-road electric vehicle charging network in Detroit.

This year's Innovation Report provides an overview of the MIBA's activities and overall outcomes for our funders, stakeholders, and ecosystem partners. On behalf of the MIBA's Board of Directors and staff, thank you for your continued support and partnership with our organization. Your support allows us to continue our role as the state's lead partner for promoting commerce and industry partnerships between Israel and Michigan. We sincerely appreciate your commitment to the MIBA and look forward to continuing our work with you.

### In partnership,


**Scott Hiipakka**

Chief Executive Officer


**Matt Elliott**

Chair of the Board



### Our Goal

Creating bilateral economic partnerships that create jobs in Michigan



### Our Mission

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



### Our Vision

Positioning Michigan as the premier partner for Israeli innovation in the U.S.



### Our Services

- Import and export services
- Trade delegations to and from Israel
- B2B and B2G Matchmaking
- Customized market research
- Consulting services

## Who We Are

The Michigan Israel Business Accelerator is a 501c(3) and 501c(6) nonprofit economic development organization that generates economic growth opportunities between Michigan and Israeli companies, expands job creation and supports bilateral trade. The MIBA is funded by the state of Michigan, philanthropic partners and corporate sponsors committed to accelerating Michigan's innovative ecosystem through Israeli business connections.

Our suite of services is designed to educate, inform and empower organizations from Michigan and Israel with the ultimate goal of creating long-lasting collaborations that drive economic value. Matchmaking — both business-to-business and business-to-government— is the critical component of our services. We plan and execute trade missions and highly curated visits both to and from Israel, where we expose leaders to business opportunities in the ecosystem. We assist Israeli companies with importing their products and services to Michigan by facilitating quality and relevant connections. We are also the state's appointed lead export partner to Israel, helping Michigan companies identify and connect with potential customers and partners in Israel.

### Donate to Our Mission and...

**Connect, collaborate, and innovate** with Michigan and Israeli companies through our networking events and our inbound/outbound trade missions

**Discover** Israeli technologies to enhance your company to the next level

**Access** our Michigan and Israeli network to gain new business opportunities



## At the MIBA, we concentrate on **six focus areas** that align with the shared strengths of the Michigan and Israeli innovation ecosystems

### Mobility

- Michigan is home to 16 Original Equipment Manufacturer (OEM) headquarters and tech centers, 375 Research & Development centers, and 61 of the top 100 auto suppliers.
- Michigan has the highest mechanical and industrial engineering concentration of talent, over four times higher than the national average.
- Michigan has the most extensive network of autonomous vehicle and mobility testing infrastructure in the U.S. with the nation's friendliest laws for testing self-driving cars.

### Defense

- Michigan is home to the Detroit Arsenal-U.S. Army Tank-Automotive Armaments Command (TACOM) which manages the Army's ground equipment supply chain and constitutes about 60 percent of the Army's total equipment.
- Michigan is home to the Ground Vehicle Systems Center (GVSC), the U.S. Armed Forces' research and development facility for advanced technology on ground systems.

### Food & Agricultural Technology

- Michigan is the most diverse agricultural state in the U.S. with a reliable source of water.
- Michigan is No. 1 in production of 20 different commodities including blueberries, tart cherries and three kinds of dry beans.

### Health Technology

- Michigan ranks in the top 10 for the number of medical device technology business locations in the U.S.
- Michigan's University Research Corridor (URC) is the No. 1 cluster for undergraduate and advanced degrees in medicine and biological science.

### Advanced Manufacturing / Industry 4.0

- Michigan is home to the U.S.'s first Industry 4.0 accelerator program.
- Manufacturing makes up 20 percent of Michigan's Gross Domestic Product.

### Sustainability Technology

- Michigan aims to increase their recycling rate to 45 percent through the efforts of the Michigan Department of Environment, Great Lakes, and Energy (EGLE).
- The C3 Accelerator is committed to bringing innovative technologies to Michigan and connecting them with partners, customers, and grants.



## Our Supporters and Fundraiser

Our 2022 fundraising goal was to continue diversifying our funding. To this end, we are proud that the MIBA's second-annual "Taste of Two Nations" wine tasting fundraiser and innovator recognition ceremony saw a 13% increase in revenue over 2021. Additionally, we are grateful for continued support from our funders, donors and members —particularly as we start a new chapter in our strategic plan that includes establishing a flagship Israeli innovation center in downtown Detroit in 2023.

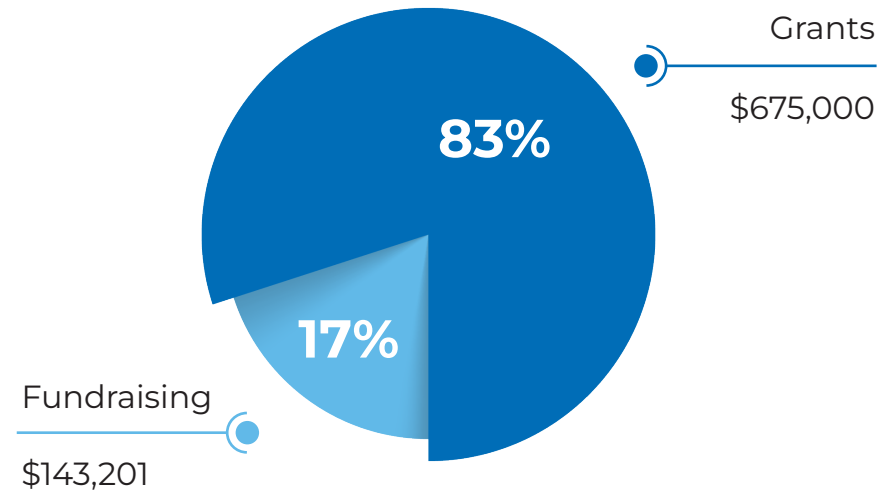
The support from our funders, corporate sponsors, donors and members is instrumental in the MIBA's ability to build bilateral economic partnerships and advance innovation collaboration between Michigan and Israel.

**For more information** on becoming a corporate partner or donor, visit our website or send us an email.

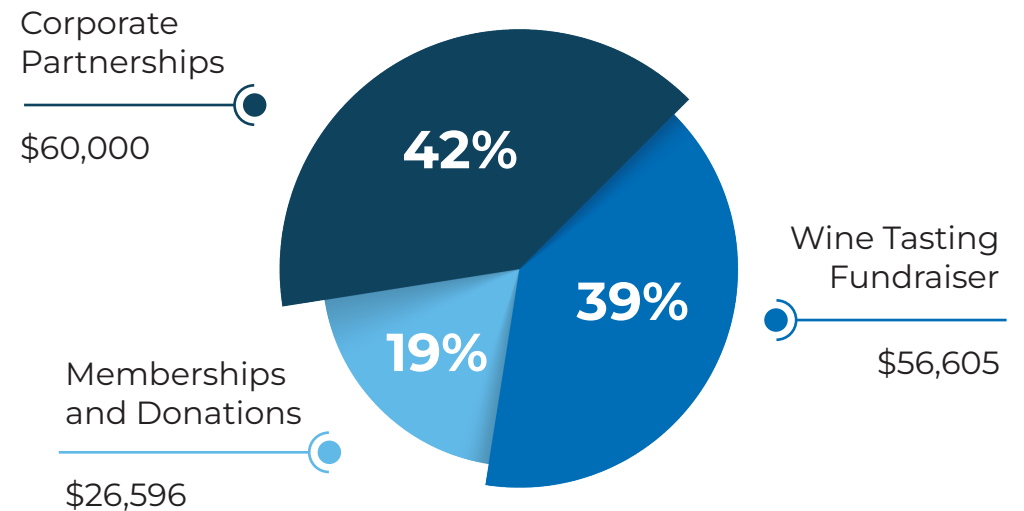
✉ or email [join@michiganisrael.com](mailto:join@michiganisrael.com)

🌐 visit our website [michiganisrael.com/get-involved](http://michiganisrael.com/get-involved)

### 2022 Funding



### 2022 Fundraising Sources



**Our Supporters**



**MICHIGAN ECONOMIC**  
DEVELOPMENT CORPORATION

**PES** THE  
PAUL E. SINGER  
FOUNDATION

 *William Davidson*  
WILLIAM DAVIDSON FOUNDATION

**Corporate Sponsors**

**BANK OF AMERICA** 

**Consumers Energy**  
*Count on Us*<sup>®</sup>

SINCE 1918  
**EVW**  
SOLUTIONS FOR  
YOUR ENVIRONMENT<sup>®</sup>

**DTE** Foundation

**Our Members & Donors**

**Platinum \$10,000**

TD Industrial Coverings

**Gold \$5,000**

Beth Chappell

City of Southfield

Dakkota Integrated Systems

Huntington Bank

Mark Davidoff

PVS Chemicals

**Silver \$1,000**

ALW Strategies

Butzel

Defense Corridor Center for Collaboration and Synergy

Dell Technologies

HNTB

HNTB Transportation

JetCo Solutions

LSI Solutions

LucidCoast

Michael B. Seerling

Mort Crim Communications Inc

Oakland County Economic Development

Peracchio & Company

Regine Beauboeuf

Sigred Solutions

Spectrum Health

**Individual Donors**

Evan Weiner

Faye Nelson

Lisa Prasad

Sharon Newman

Stan Meretsky

Tony Willis

# Achievements by the Numbers:

## BUSINESS DEVELOPMENT



**201**  
New Connects

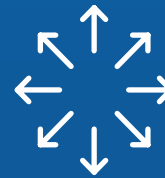


**1,002**  
Connections  
Created

**23** Confirmed  
Collaborations

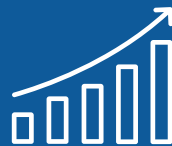


**\$47M**  
In active opportunities  
in our pipeline



**1** ISRAELI  
ORGANIZATION  
expanded into Michigan

**2** JOBS CREATED  
in Michigan



**3** Import/export deals

**5** Companies accepted into a  
Michigan development program

**\$2,871,000**

in economic activity  
- a 135% increase over 2021!

**14** Israeli companies running  
pilots in Michigan



MISSION TRIPS

Michigan business leaders spend a week in Israel, experiencing Israeli culture and innovation.



**2** mission trips to Israel



**533** connections made

**52** collaboration opportunities created



**25** delegates from 23 organizations



**9.7** approval rating of MIBA delegations (out of 10)

PROGRAMMING AND ENGAGEMENT

Webinars

Visit the MIBA YouTube channel to see past webinars  
[www.youtube.com/@MIBA\\_Innovation](http://www.youtube.com/@MIBA_Innovation)



**1** Defense Market Webinar



**3** Experience Innovation Webinars Executed

**5** speakers representing Michigan, U.S. Embassy to Israel, and Israel Ministry of Defense

**41** Attendees

**13** Israeli innovations showcased

**324** Connections

Spotlight on Innovation

Highlighting two Israeli innovations per monthly MIBA newsletter

Visit our blog to view past Spotlights on Innovation  
[www.michiganisrael.com/news](http://www.michiganisrael.com/news)



**20** Israeli companies showcased



Spotlight on INNOVATION



# MIBA 2022 Awards Ceremony

In 2022, the MIBA hosted our second annual “Taste of Two Nations” wine tasting and innovator recognition ceremony at the Townsend Hotel in Birmingham, Michigan. This event provides the opportunity for the MIBA to highlight our partners across the state who play an essential role in accelerating Michigan’s innovative ecosystem. “Taste of Two Nations” is a wonderful opportunity to reconnect with colleagues, develop new friendships, recognize our supporters and explore wine from Israel, Michigan and around the world!



Credit: Patrick Gloria, DBusiness Magazine.  
Image: Beth Chappell, Anthony Tomczak, Regine Beauboeuf



Credit: Patrick Gloria, DBusiness Magazine. Image: Beth Chappell, Dan Radomski, Regine Beauboeuf

## 2022 Award Recipients:

### Collaboration Innovator of the Year

**Dan Radomski accepted on behalf of Centrepolis Accelerator at Lawrence Technological University**

Recognizing extraordinary contributions by an individual or organization toward expanding Michigan’s innovation ecosystem through the development of collaborative partnerships.

### Ideation Innovator of the Year

**Anthony Tomczak accepted on behalf of DTE Energy**

Recognizing extraordinary contributions by an individual or organization toward expanding Michigan’s innovation ecosystem through the formation and advancement of novel ideas and concepts.

### Implementation Innovator of the Year

**Trevor Pawl accepted on behalf of Michigan Economic Development Corporation**

Recognizing extraordinary contributions by an individual or organization toward expanding Michigan’s innovation ecosystem through embracing and leading implementation strategies.

### Thank you to our 2022 Donors and Sponsors

#### Patron Sponsor:

Bank of America

#### Partner Sponsors:

American Axle & Manufacturing

Detroit Regional Partnership

Huntington Bank

HNTB

Margie Dunn & Mark Davidoff

#### Supporter Sponsors:

Beth Chappell

Simon Group Holdings

Flag Star Bank

City of Southfield

Peracchio & Company

Andi & Larry Wolfe

Sigred Solutions

Credit: Patrick Gloria, DBusiness Magazine.  
Image: Regine-Beauboeuf-Trevor-Pawl-Beth-Chappell



# How We Do It

We continue to leverage a strategic approach to building partnerships between Michigan and Israel that is simple yet effective: The “3 C’s.” We **CONNECT** to facilitate **CONNECTIONS** that will ultimately result in **COLLABORATIONS**.

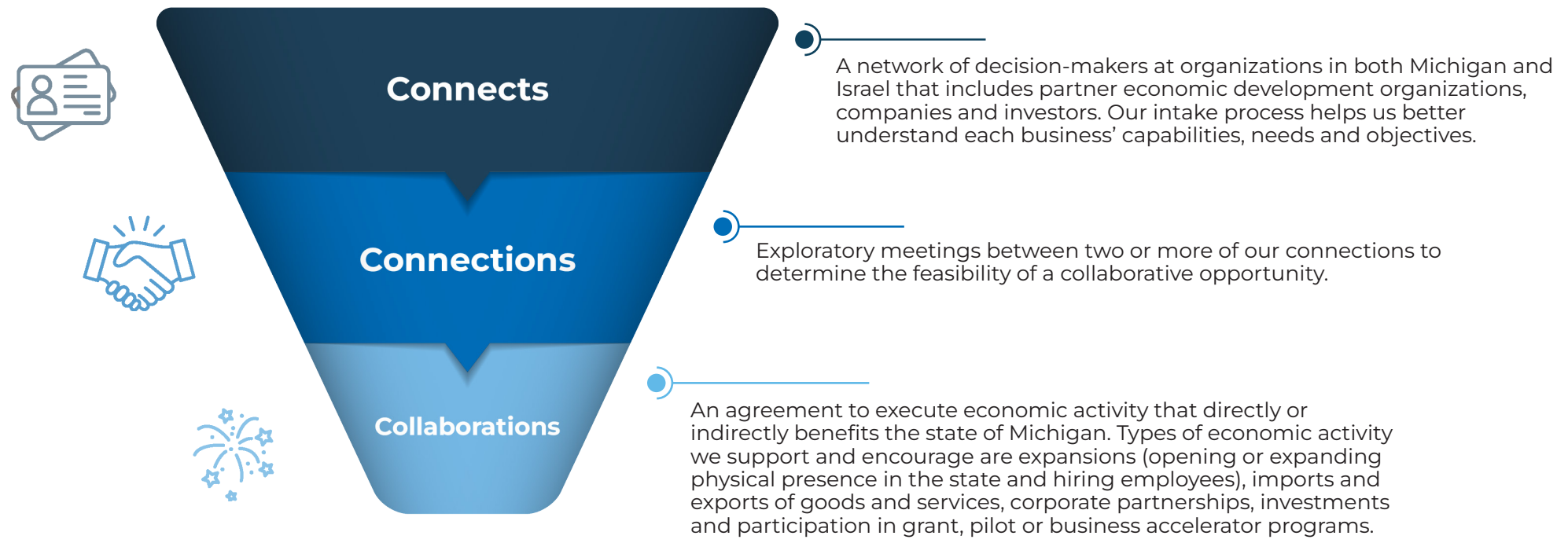
## Goals

Continue to increase both the quantity and quality of our **connects** in Michigan and in Israel.

Create valuable **connections** through effective matchmaking based on a deep understanding of needs, preferences, and capabilities.

Facilitate opportunities for **collaborations** that will result in positive economic outcomes for Michigan.

## The MIBA Business Development Pipeline



# 2022 Michigan Israel Defense Delegation

The MIBA returned to Israel in 2022, taking its first delegation in over two years after COVID-19 restricted international travel. Fourteen Michigan business leaders spent a week immersed in the Israeli defense ecosystem. The delegates met with leaders of Israel's 'Big 3' defense companies, connected with companies at Israel's largest defense conference and met one-on-one with defense companies during Business to Business (B2B) matchmaking meetings coordinated by the Israel Ministry of Defense's SIBAT division.

The MIBA delegation itinerary includes cultural and educational experiences, making this a life-changing trip both personally and professionally for all delegates.

After two years of teleconference meetings, the power of face-to-face interactions was on full display during this trip. **263 business connections were made and 25 collaboration opportunities were created during and in the weeks following the mission.**

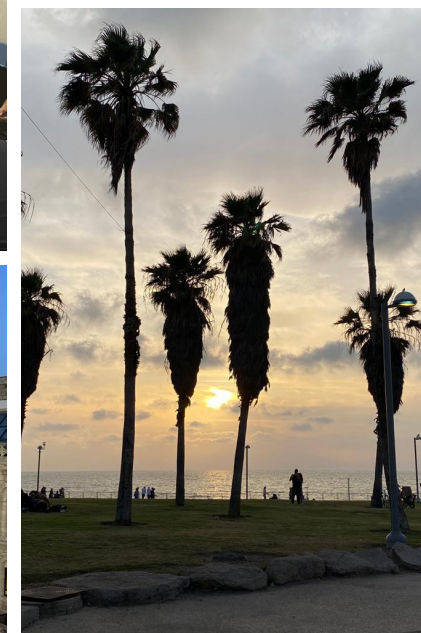
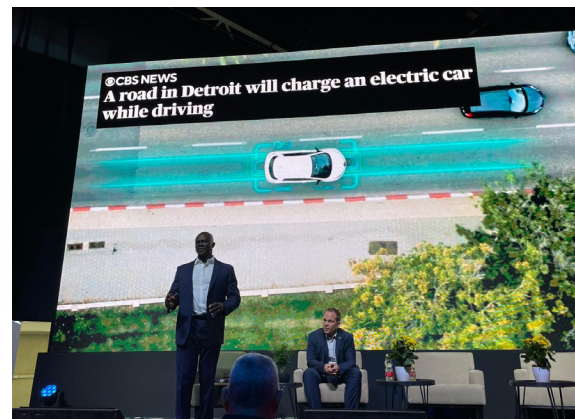


# 2022 Michigan Israel EcoMotion Delegation

Just two short months after the defense trade mission, the MIBA returned to Israel, bringing 11 Michigan mobility leaders. Co-chaired by Michigan's Chief Mobility Officer Trevor Pawl and Michigan Department of Transportation Director Paul Ajegba, the delegation experienced first-hand the advanced innovations of the Israeli smart mobility ecosystem.

The cornerstone of this trip was the EcoMotion Smart Mobility Conference, Israel's largest conference dedicated to showcasing mobility solutions. Both Trevor Pawl and Paul Ajegba were featured speakers and panelists at the conference and Michigan Economic Development Corporation hosted an exhibit, bringing attention to Michigan's leadership position in the future of mobility. In addition to the conference, the Michigan delegates shared thought leadership with the Israel Ministry of Transportation and made visits to innovative companies like Electreon Wireless and Via Transportation.

**The mobility delegation resulted in more than 270 connections being created that led to 27 collaboration opportunities.** And almost as importantly, excursions like the walking tour of Jerusalem, the culinary tour of Jaffa, and a visit to the Yad Vashem Holocaust Museum made for a well-rounded, meaningful experience for all.



# Success Story Highlight: Electreon Wireless

The MIBA's biggest success story of 2023 came in the form of a growing partnership between Michigan and Israeli smart mobility firm, Electreon.

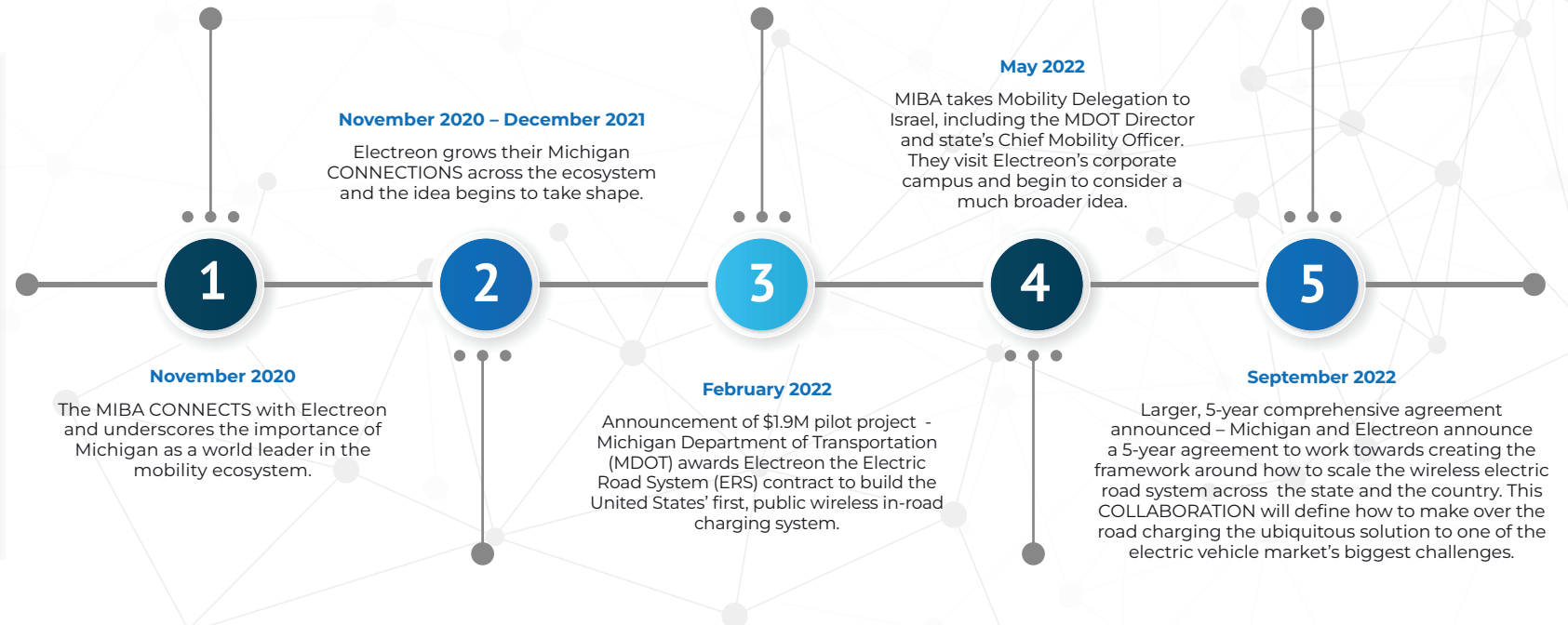
Electreon Wireless is tackling one of the most challenging problems preventing widespread adoption of electric vehicles: the need for fast, reliable charging. Their solution? Create a system where vehicles get charged wirelessly while in motion or stationary! This technology allows for smaller, lighter, and less expensive batteries as well.

The MIBA first met Electreon in November, 2020. After months of discussions, Electreon and the State of Michigan announced a \$1.9 million pilot project that will bring the country's first electrified road to Detroit.

While in Israel for the EcoMotion Mission Trip, a Michigan delegation that included representatives from the state of Michigan, the delegation visited the campus of Electreon, igniting discussions on how to expand project opportunities.

As a direct result of those discussions, last September, Electreon and the State of Michigan announced a much broader five-year agreement that will set the blueprint for scaling this technology in Michigan and the U.S. This new agreement will tap into government, engineering, construction, and supply chain resources to set the policy and regulatory framework needed for widespread and large-scale deployment.

What started as a simple CONNECT over 2 years ago is a great example of how a kernel of an idea can expand into a multi-year, comprehensive COLLABORATION that can have industry-changing consequences.



# Top Achievements in 2022

- ☆ Facilitated \$2.9M in economic activity for the state of Michigan, a 135% increase over 2021
- ☆ Created over 1,000 high quality business connections within our Michigan and Israel networks
- ☆ Hosted 2 mission trips to Israel, exposing 25 Michigan business leaders to Israeli culture, innovation and business opportunities for a once-in-a-lifetime experience
- ☆ Held 3 Experience Innovation webinars, allowing 14 different companies to showcase their technology to a wide-ranging Michigan audience, creating 324 connections
- ☆ Organized an “Israel Defense Market” webinar to help Michigan defense companies understand how to do business with Israel
- ☆ Formed new partnerships with Michigan business ecosystem partners to extend our reach and impact: MichBIO, the leading Health and Biosciences Association in the state and; the Defense Corridor Center for Collaboration and Synergy, a leading force in the Michigan defense ecosystem



## Coming soon!

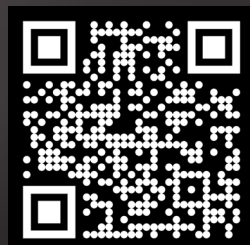
2023 will see the opening of the **Michigan Israel Innovation Center** - a new collaborative partnership and innovation “landing zone” in downtown Detroit that will welcome Israeli companies to Michigan! Keep an eye out for announcements in the first half of the year.





Your **PARTNER** in **INNOVATION**

השותף שלך לחדשנות



[www.michiganisrael.com](http://www.michiganisrael.com)