



**MICHIGAN
ISRAEL** BUSINESS
ACCELERATOR

2020 INNOVATION REPORT

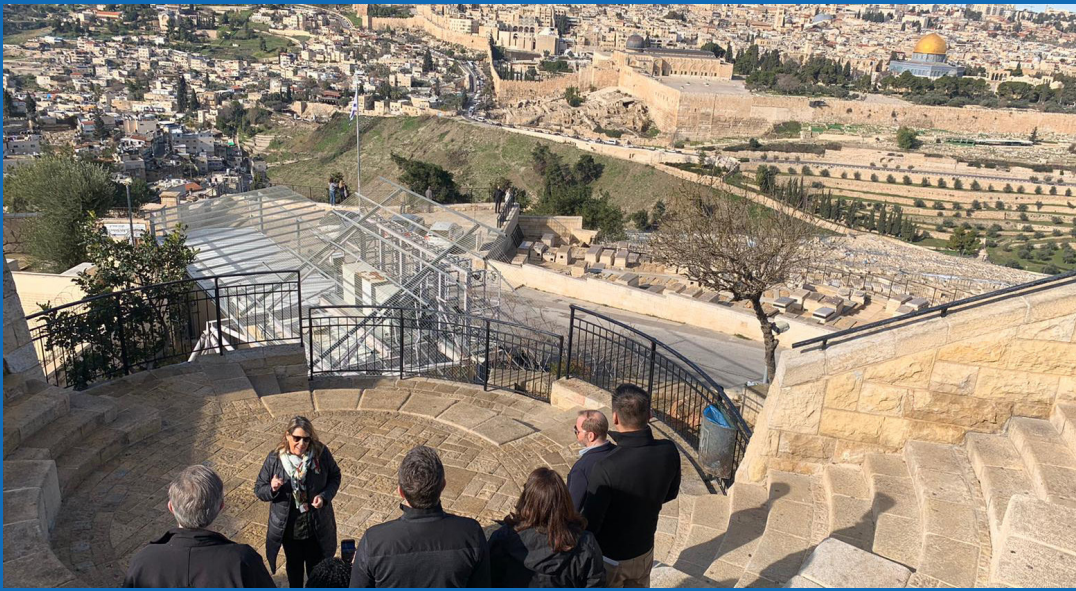


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To our innovation partners and stakeholders,

For the Michigan Israel Business Accelerator (MIBA), 2020 was a year of **innovation, opportunity, and advancement**. Despite the economic uncertainty brought on by the global pandemic, we continued to **advance Michigan's innovation ecosystem** and build meaningful **collaborations** between **Michigan** and **Israeli** businesses. Where others saw setbacks, we saw opportunities!

Throughout the year, we reinforced the value of building **global partnerships** between **Michigan** and **Israel**. While 2020 was not without its setbacks, we are proud of the many accomplishments from the past year and the impact we drove in the **innovation ecosystem**. Like so many others, we relied on technology to drive our **business development** across the **Mobility, Defense, Cybersecurity,**

Food/AgTech, and **Health/Life Science** industries. Prior to the travel restrictions imposed by COVID-19, we hosted **13 Michigan** companies on two trade delegations to Israel, including both the **CyberTech** and **Industry 4.0** Conferences. Over the course of the year, through collaborative efforts with our partners, the MIBA served over **400 companies**, helped **create jobs**, and set the conditions for significant **partnerships** in 2021 and beyond!

On behalf of our **Board of Directors and staff**, we are thankful for the support received from our partners, donors, and community in 2020. We look forward to continuing our mission to advance Michigan's innovation ecosystem through Israeli connections as we strive to **position Michigan as the premier partner for Israeli innovation**.

In partnership,



Scott Hiipakka
Chief Executive Officer



Matt Elliott
Chair of the Board

How we do it

We understand the importance of implementing operational and financial practices to meet our fiduciary responsibility to our funders, donors and community, as well as setting a standard of excellence for our organization. Despite the unprecedented circumstances of 2020, we continued to drive efficient and effective operations by combining people, process and technology to achieve our organizational goals and objectives.

Throughout the year, **we accomplished key milestones** including incorporating a **business development pipeline model** to support efficiencies in building partnership opportunities between **Michigan** and **Israeli businesses**; streamlining **reporting** and **communications** with key stakeholders to promote **accountability** and **transparency**; completing our fiscal year **2019 audit**; and taking an in-depth review of our **financial position**.



Our Goal

Creating bilateral economic partnerships that create jobs in Michigan!



Our Mission

Advancing Michigan's innovation ecosystem, one Israeli connection at a time



Our Vision

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

MIBA focuses on **five strategic industry sectors** that align with the strengths of both the Michigan and Israeli ecosystems.

Mobility

- 1st in mobility-related patents, with **2,583 patents** awarded during past 5 years
- 1st nationally with the **most mechanical** and **industrial engineers** in the country
- 61 of North America's **top 100 auto suppliers** are headquartered in the state

Food & Agricultural Technology

- **2nd largest industry** in Michigan– employs more than 1 million people
- 2nd **most diverse agricultural state** in the country
- Contributes **\$104.7 billion** annually to **Michigan's economy**

Cybersecurity & Artificial Intelligence

- Leader in advanced manufacturing, automotive & defense cybersecurity R&D

Health & Life Sciences

- More than **14,000 manufacturing facilities** across the state
- Home to **600 bioscience companies**, academic research centers and clinical institution

Defense

- Ranks **1st in military vehicle production** in the U.S.
- 155,000 defense-related jobs



Our Funders & Supporters

Although COVID-19 slowed down our fundraising efforts including in-person fundraising events and trade delegations, we continued to work towards diversifying our revenue. In 2020, we **relaunched the MIBA membership program** with improved levels and benefits to our members. In addition, we developed a **corporate partnership model** that enables us to engage in **strategic collaborations** that uniquely align **our mission** to the objectives of building partnerships. These **strategic initiatives** provide an **opportunity to connect businesses** that will **build collaborations** through our many incentives and events.

The **support** from our **funders, donors** and **members** is instrumental in building bilateral **economic partnerships** and **advancing innovation** opportunities between **Michigan** and **Israel**.

For more information on becoming a member, a corporate partner, or to make a donation



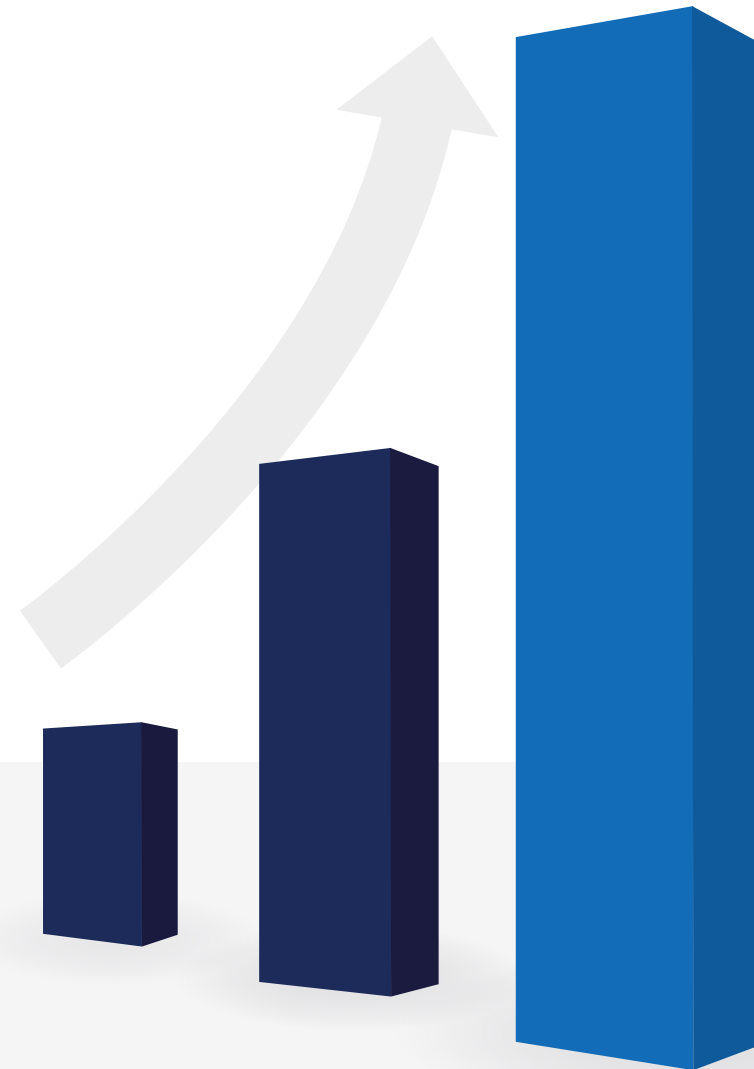
visit our website
www.michiganisrael.com



or email
join@michiganisrael.com



\$107,680
TOTAL AMOUNT RAISED



Our Funders



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



RALPH C. WILSON, JR.
FOUNDATION

Our Supporters

Consulate General of Israel to the Midwest

Steven Ambrose, DTE Energy

Steve DeAngelis, Rebuild Group

Mike Dergis, Sigred Solutions

Matt Elliott, Bank of America

Phillip Wm. Fisher, Phillip Wm. Fisher Fund

Tavi Fulkerson, The Fulkerson Group

Keith Glendon, LucidCoast

Rochelle Katz-Freeman, City of Southfield

Jennette Smith Kotila, MCCI (Mort Crim Communications)

Michael and Patricia Levine, Michael and Patricia Levine Fund

Hannan Lis, Lis Ventures

James Meeks, Rapids Venture

Stan Meretsky, McCullough Corporation

Mark Milgrom

Faye Nelson, W.K. Kellogg Foundation

Chuck Newman

John Perracchio, Perracchio and Company

Rick Portwood, Display Group

Michael B. Serling

Diane Smith, ChoiceTel/ChoiceCyber

Gary Torgow, TCF Bank

W.K. Kellogg Foundation, W.K. Kellogg Foundation

Evan Weiner, Edward C. Levy Co.

Larry Wolfe, ALW Strategies, LLC

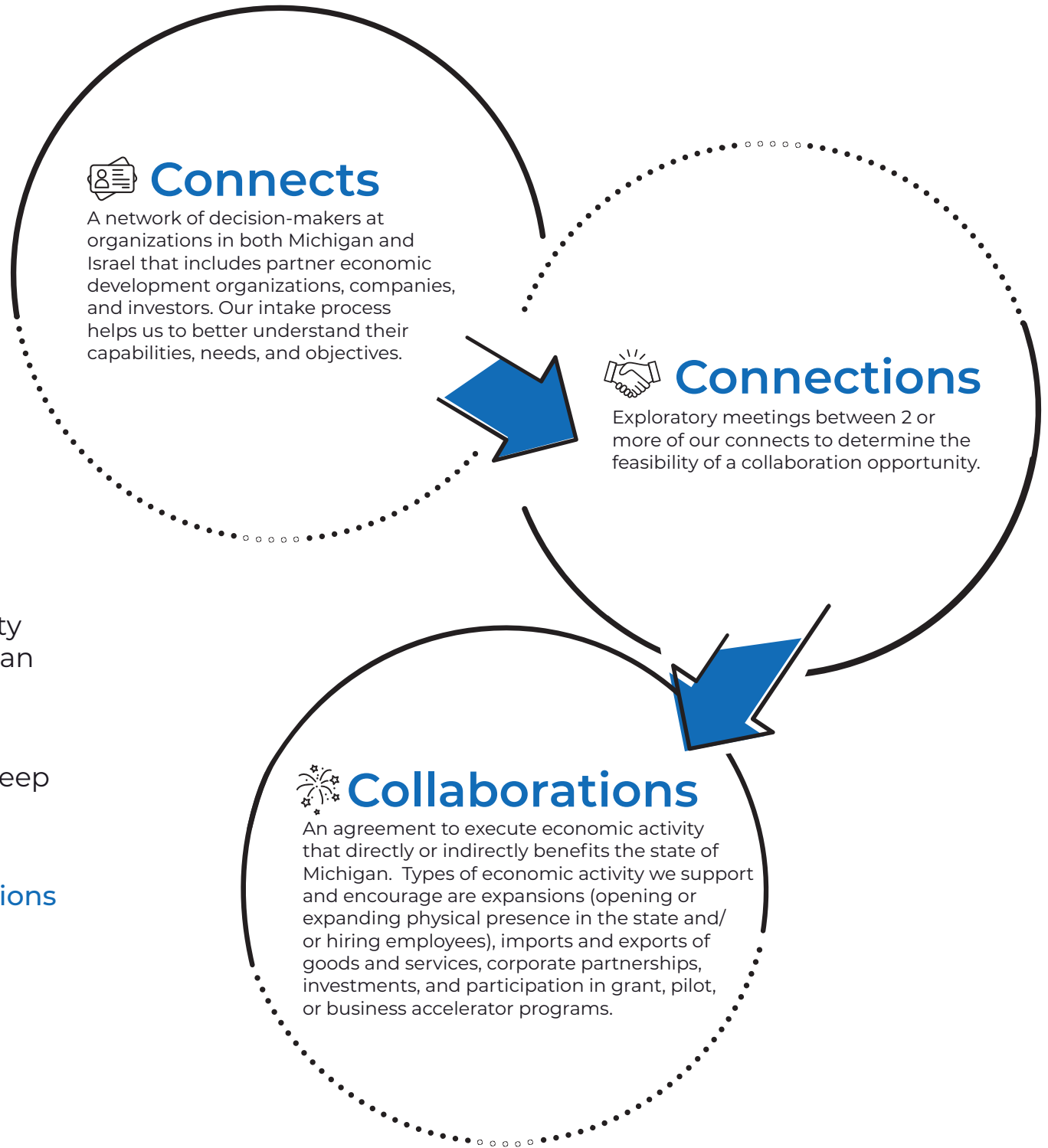
Our Approach

The MIBA Business Development Pipeline

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.

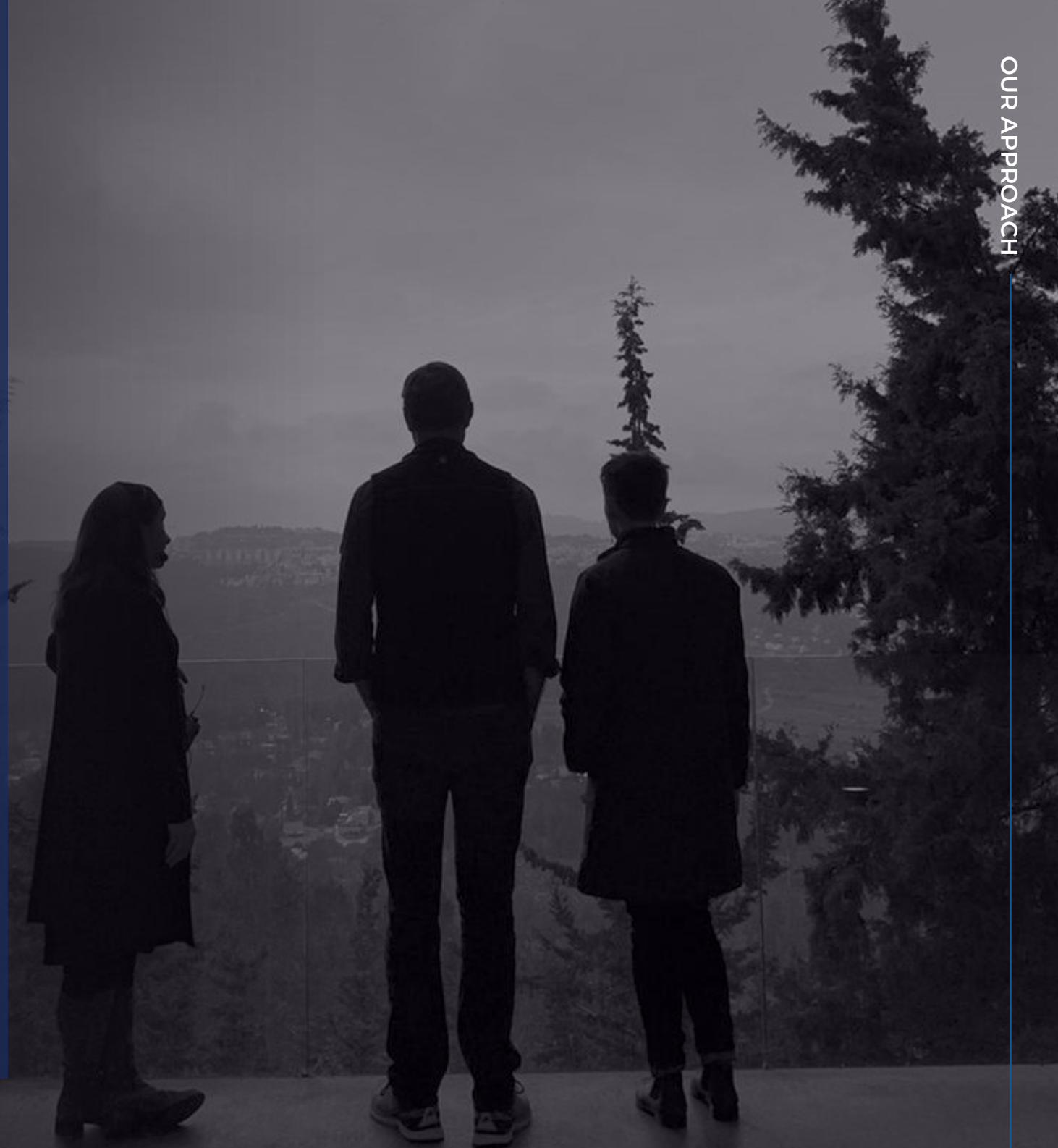


This approach proved very effective in 2020:

Our **268 Connects** resulted in **54 Connections**, of which resulted in **7 successful Collaborations** by the end of the year.

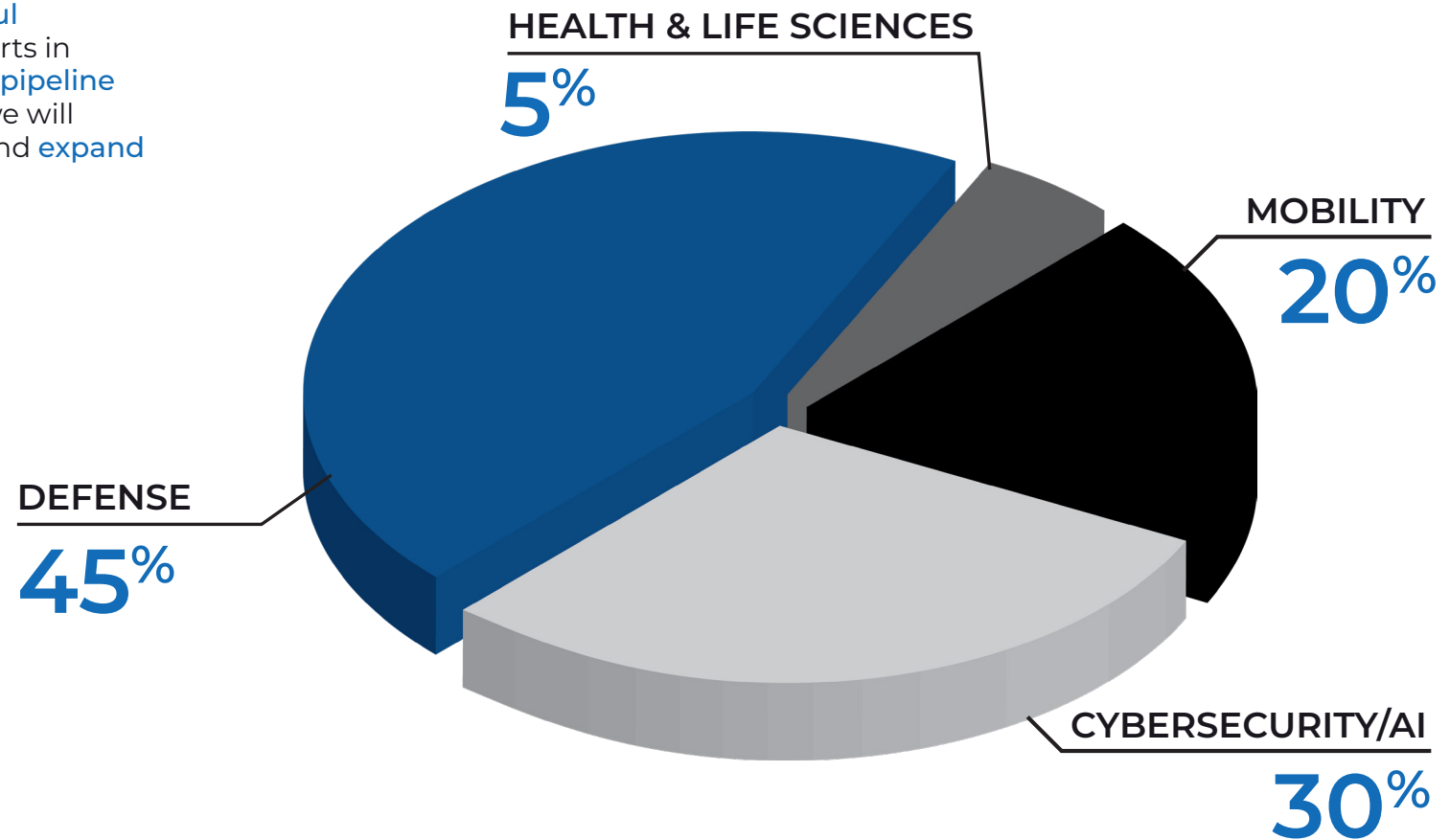
These collaborations:

- Created **4 jobs**
- Attracted **5 Israeli companies** to the Michigan ecosystem
- Helped **2 Michigan companies** gain exposure to a major player in their industry
- Over a **300% increase of Foreign Direct Investment** into Michigan

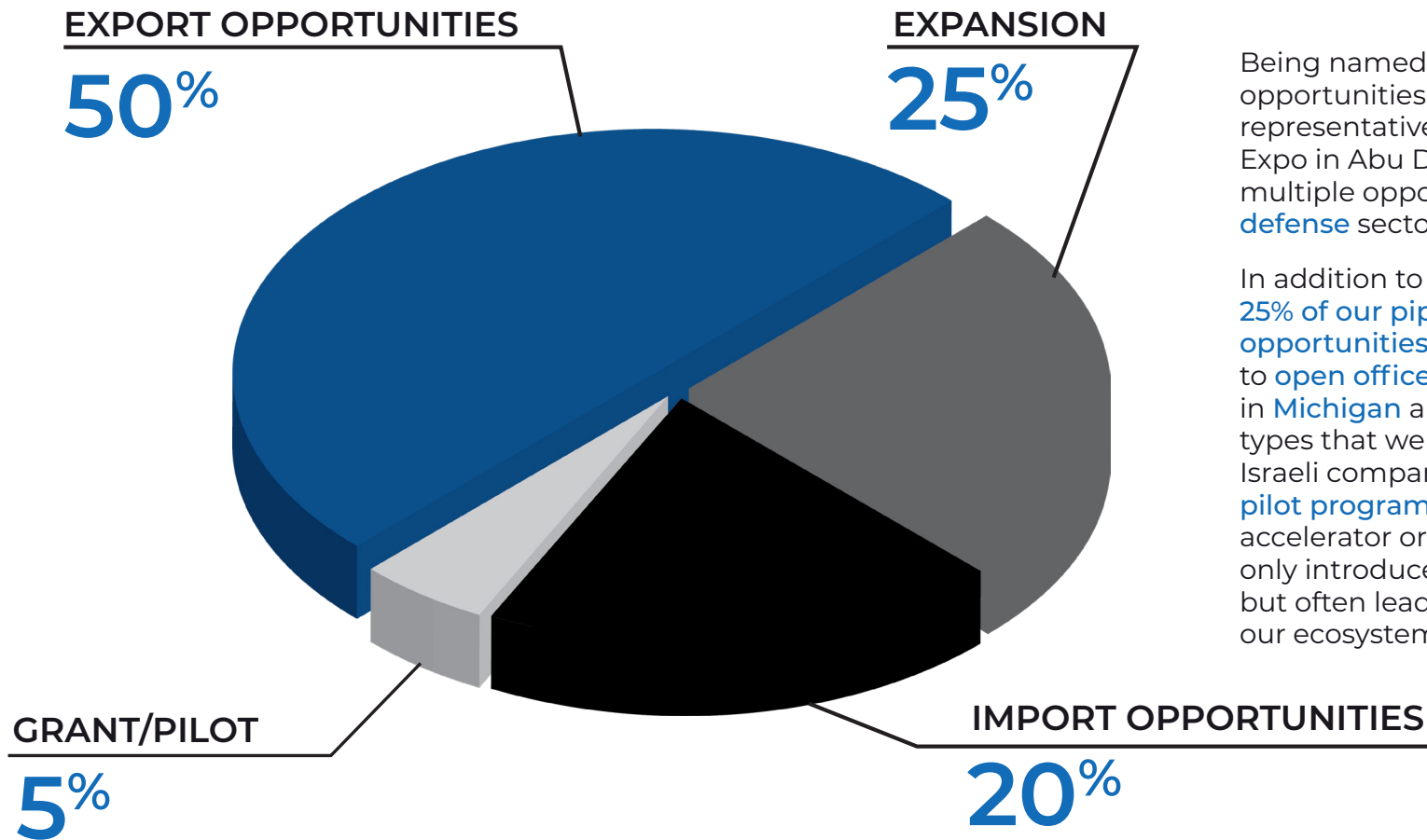


Our Pipeline

Beyond the **7 successful collaborations**, our efforts in 2020 produced a large **pipeline of opportunities** that we will continue to **cultivate** and **expand** in 2021.



Collaborations by Sector



Collaborations by Outcome Type

Being named as MEDC's **lead** for export opportunities to **Israel** and as Michigan's representative at the International Defense Expo in Abu Dhabi in early 2021 helped identify multiple opportunities for **exports** in the **defense** sector.

In addition to **export** and **import** opportunities, **25% of our pipeline** consisted of **expansion opportunities** where companies are looking to **open offices** or **manufacturing facilities** in **Michigan** and **create jobs**. Other outcome types that we support and track include Israeli companies applying for **grants** and **pilot programs** as well as participation in accelerator or incubator programs, which not only introduce these companies to Michigan but often lead to other opportunities within our ecosystem.

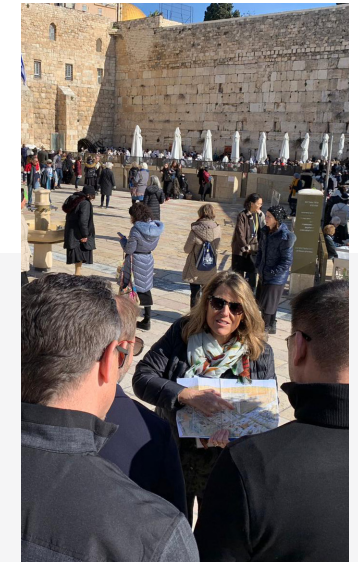
Top Achievements

Worked with **2 Israeli companies** to expand into Michigan and created 4 new jobs.

Introduced **3 Israeli companies** to the Michigan ecosystem – 2 through Michigan-based accelerator programs and 1 as a recipient of an MEDC grant to pilot their technology in Michigan.

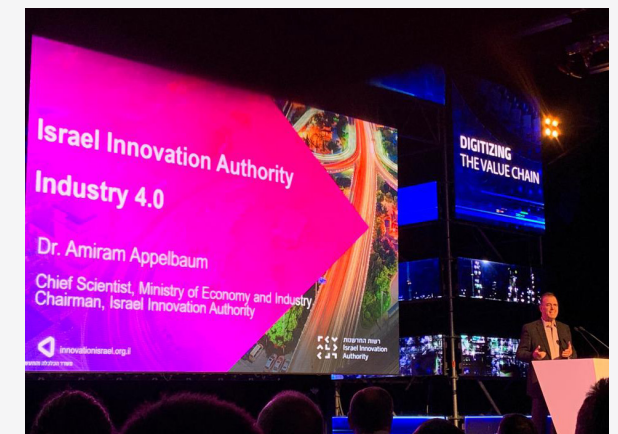
Facilitated an additional **54 successful connections** between Israeli and Michigan organizations.

Completed **2 trade delegations to Israel** prior to the pandemic, introducing **13 Michigan business leaders to Israeli innovation** in the **cybersecurity** and **Industry 4.0** sectors.



This trip was hands down, professionally and personally, paradigm-shifting. It was one of the most powerful experiences I have ever had. I am still processing through all the opportunities and moments I had.

Justine Burdette, The Right Place
2020 Industry 4.0 Delegation Participant



Leveraged the startupMICHIGAN.com platform to connect **2 Michigan MedHealth startups** to a major health system, resulting in their acceptance into their co-development program.

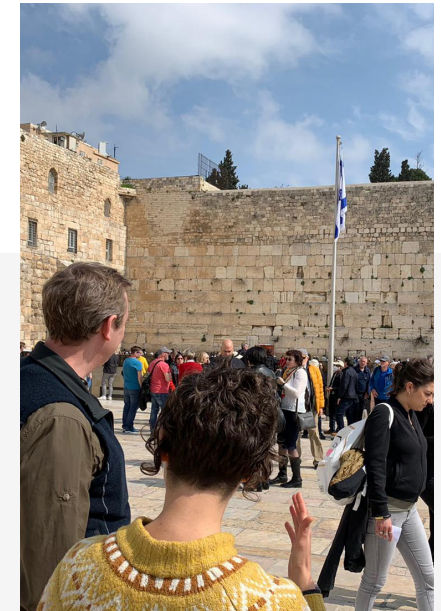
Completed **2 major online events** for almost **300 attendees** in our Innovation vs Corona series that exposed **Israeli innovation** and the role **MIBA** can play to **advance Michigan's innovation ecosystem**.

Convened **2 sector-based working groups** led by prominent **industry leaders** to bring together participants from around the state to identify gaps and opportunities and evaluate solution providers.



Having traveled throughout the world in many varied business and personal contexts; I can say that this delegation experience, the insight and the connections made, and most of all the exceptional people it brought together was far and away **one of the most powerful international experiences I've had.**

Keith Glendon, CEO, LucidCoast,
2020 Cybertech Delegation Participant



The MIBA team was simply outstanding at putting together an impactful delegation trip that brought insight and opportunity to the group. Thank you!

Steven Ambrose, DTE Energy CIO
2020 Cybertech Delegation Participant

Achievements by the Numbers:

BUSINESS DEVELOPMENT

 **268**
Connects


 **54**
Connections

7 official export
companies
in our pipeline

6 Defense
companies

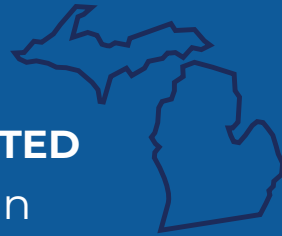
7 Health and Life
Science companies

Named by MEDC as the official state of Michigan
Israel trade export office

 **7** Confirmed
Collaborations
with **20** more in
pipeline

**2 ISRAELI
COMPANIES**
expanded into
Michigan


**4 JOBS
CREATED**
in Michigan



STARTUPMICHIGAN.COM

42% INCREASE 
in the number of profiles in the
platform to **842**

 **153** Profiles claimed,
an **87% increase**

2 Michigan
Medhealth 
Startups selected to
participate in incubator program

2020 TRADE DELEGATIONS TO ISRAEL *(Cybertech and Industry 4.0)*



2 Completed delegations

13

Participants

22

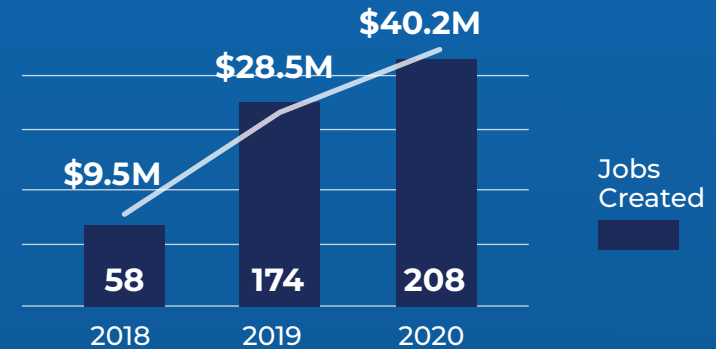
B2B meetings



ISRAELI INVESTMENT IN MICHIGAN ON THE RISE

323%

Increase in FDI over 2018



Source: FDIMarkets.com - measures the total economic benefit to Michigan and includes the multiplier effect of their spending in Michigan

INNOVATION VS. CORONA EVENTS

Convening conversations to move Michigan forward!



300+

Registered participants

2 WORKING GROUPS



1

Health & Life Sciences

2

Cybersecurity & Artificial Intelligence

53

Working group participants





Michigan Israel Business Accelerator

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