



Creating Strategic Partnerships & Leveraging Non-Dilutive Funding through the BIRD Foundation

February 20, 2024 | 10:30 am - 11:30 am

IATI & BIRD Foundation are pleased to present:
Funding Opportunities Available for Innovative U.S. - Israel R&D Projects

The webinar will focus on ways and methods to create U.S. - Israel strategic partnerships through the **BIRD Foundation** and share the experiences of BIRD grantees

 *Connecting Israel's Tech EcoSystem*



Agenda:

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| 10:30 AM | Welcoming remarks by Leeat Sokol, IATI |
| 10:35 AM | BIRD Foundation funding opportunities
Ms. Limor Nakar-Vincent, Deputy Executive Director, BIRD Foundation |
| 10:50 AM | Discussion with BIRD Foundation grantees:
Mr. Adam Tabor, Co-Founder and COO, Kitov Systems
Dr. Hanne Volpin, Co-Founder and CTO, Celleste-Bio Ltd |
| 11:15 | Q&A |



BIRD Foundation

BIRD = Binational Industrial Research and Development

Joint fund, established in 1977 as a joint initiative between the US and Israeli governments

Mission

To stimulate, promote and support joint (non-defense) industrial R&D of mutual benefit to Israel and the United States

Funding

Income from interest earned on \$110 million endowment grant and from repayments from successful BIRD projects



BIRD – Performance Summary

1977-2022*

- **\$390M*** granted for joint development of innovative technologies and products
- At least the same amount invested by the private sector of both countries, through cost-sharing
- **1051** projects between U.S. and Israeli companies approved
- **\$116M*** repayments from successful projects
- **~\$10B** in sales generated directly and indirectly by BIRD-sponsored activities

*Since inception, main BIRD program

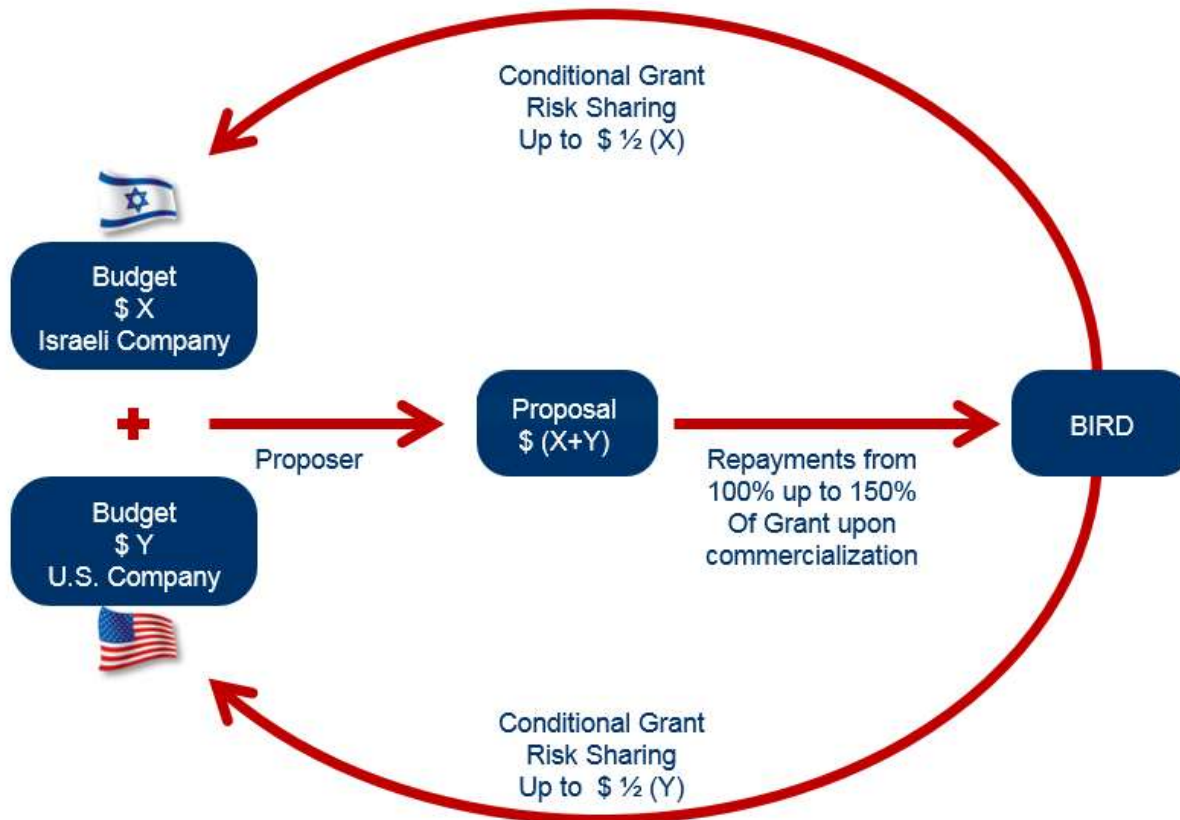


BIRD's Approach in a Nutshell

- BIRD helps in finding strategic partners (“matchmaking”)
- BIRD offers conditional grants for joint development on a risk sharing basis (private sector cost-share)
- BIRD funds **up to 50%** of each company’s R&D expenses associated with the joint project
- BIRD claims **repayments** as royalties only if commercial revenues are generated from the project



The BIRD Model



- The BIRD Foundation offers conditional grants on a risk-sharing basis
- The Foundation funds up to **50%** of each company's R&D expenses associated with the project
- Maximum conditional grant= **\$1.5M**
- **Every dollar invested by the governments yields at least \$2 of activity through private sector cost-sharing**

Repayments Schedule

(Based on Revenue)

Years from Project Completion	% of the grant to be repaid
1	100%
2	113%
3	125%
4	138%
5 & Beyond	150%

Maximum repayment obligation: 150%

Repayment rate: 5% of Sales

Semiannual repayments, indexed to CPI-U

Repayments of Milestone Projects

- Repayments are made to the Foundation under the following conditions: (i) upon the achievement of milestones, (ii) based on gross sales, and/or (iii) in connection with any repayment event.
- Repayments will occur upon the achievement of milestones and based on gross sales, as follows: Upon reaching a milestone, []% of the conditional grant paid to the Proposer linked to the Index by the Foundation will become immediately repayable, and the outstanding balance of the conditional grant will be derived from repayments from gross sales.

The BIRD Submitting Process

(two Cycles per year)*

	Cycle I	Cycle II
Executive Summaries	March	September
Final Proposal	April	October
Proposal Evaluation Evaluators appointed by NIST & the Israel Innovation Authority		
Decisions At the Board of Governor's Meeting	June	December

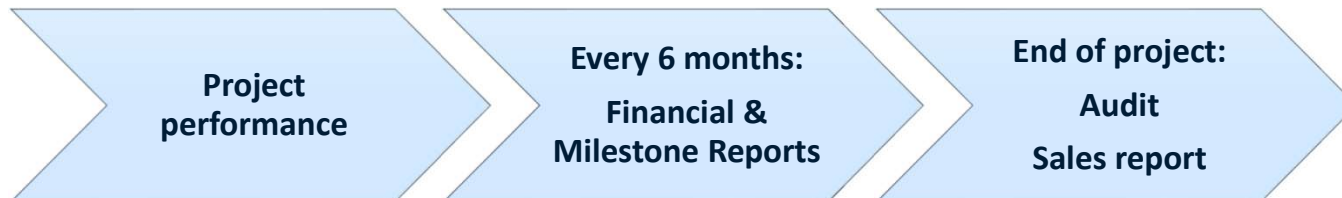
* For the exact dates of the upcoming cycle see www.birdf.com

Once Project is Awarded...

Company to Company Agreement

Financial Due Diligence

Cooperation and Project Funding Agreement





ACCELERATING GROWTH THROUGH U.S. - ISRAEL STRATEGIC PARTNERSHIPS

BIRD Foundation Call for Proposals

To be considered, a project proposal should include:

- R&D cooperation between two, unrelated companies, one registered in the U.S. and the other in Israel. The companies should jointly apply for BIRD support
- Research and development topics that include but are not limited to: Advanced Manufacturing, Agrotechnology, Cleantech and Environment, Communications, Construction Tech, Electronics, FinTech, Gas, Homeland Security and Cyber Security, Life Sciences and Bio-Convergence, Software, etc.
- A jointly developed technology or product(s) that shows considerable innovation
- A proposed project that demonstrates significant commercial potential

BIRD funds up to 50% of the R&D costs associated with the joint project.

The maximum conditional grant per project is up to US \$1 million; the BIRD Board of Governors may exercise its discretion to increase the award up to US \$1.5 million for exceptional proposals*

*contingent on the quality of the proposal and available funding.

BIRD – 2024 First Cycle

Timetable & Deadlines

Executive Summary

March 7, 2024

Final Proposal

April 19, 2024

Decisions

June 2024

***The BIRD Board of Governors may exercise its discretion to increase the award up to \$1.5M for exceptional proposals (contingent on the quality of the proposal and available funding)**

Gas Technologies



Nortec a leading worldwide manufacturer and distributor of comprehensive custom made solutions for identification and traceability in harsh environments.



GTI is an independent not-for-profit organization serving research, development, and training needs of the natural gas industry and energy markets for over seventy years.

Project title: Advanced Barcoding Solution for Underground Asset Lifecycle Tracking



Joint development product: Automating the process of documenting new pipe installations and old pipe replacements using mobile geospatial technology

Energy Efficiency



EcoPlant Technological Innovation has developed a SaaS solution that connects to air compressors' controllers and pipeline sensors to continuously monitor, control, and optimize the entire system. EcoPlant is an energy-saving platform that connects directly to any industrial control equipment installed on machines, sensors, etc.



Atlas Machine and Supply is a 4th generation distributor and service provider of industrial air compressors and related products. Specializes in the engineering, manufacturing, repair and supply of industrial machinery solutions. The company has over 200 employees, working in 9 locations throughout Midwest USA, and has been providing service to over 3,000 customers throughout North America.

Project title: Novel Solution to Optimize Compressed Air Energy Efficiency and Quality for the Food & Beverages Industrial Sector



EcoPlant remote equipment viability and control

Joint development product: Development of a novel solution to optimize energy efficiency and improve the quality of compressed air systems for the food & beverage industry.

The screenshot shows a news article on the CTECH website. The header includes the CTECH logo and navigation links: 24/7, Buzz, Startups, VC, @work, Innovation, and Opinions. Below the header, it says 'by CALCALIST' and 'Homepage > Startups'. The main headline is 'U.S. giant Ingersoll Rand acquiring Israeli startup Ecoplant for \$50 million'. A red arrow points to the Twitter share icon. The sub-headline reads: 'The Israeli startup leverages IoT tech and predictive analytics to automatically control air compressor systems in factories to improve energy efficiency, system reliability, and off-site productivity'. The author is 'Meir Orbach' and the date is '15:28, 13.06.23'. At the bottom, there are tags: 'Ecoplant', 'Ingersoll Rand', and 'Acquisition'.

- ▶ Ecoplant, a BIRD Energy grantee, was acquired by the American company Ingersoll.
- ▶ Following the acquisition, Ingersoll will establish a center in Israel that will employ approximately 100 people by 2024.



InSightec is the pioneer and global leader in MR guided Focused Ultrasound (MRgFUS) technology with the mission to transform it into a clinically viable technology.



Focused Ultrasound Foundation adopts "Focused ultrasound" - an early-stage, non-invasive therapeutic technology that could transform the treatment of many medical disorders by serving as an alternative to surgery and radiation.

Project title: Non-Invasive Brain Surgery for Movement Disorders



Patient with ExAblate Neuro helmet after treatment (<http://www.insightec.com/>)

Joint development product: clinical study to evaluate the efficacy and safety of treatment using the ExAblate Neuro in medication-refractory essential tremor patients.

Medical Devices



Notal Vision is a patient-centric ophthalmic remote monitoring services provider extending retinal disease monitoring from the clinic to the home. The company offers diagnostic solutions for the early detection and frequent monitoring of age-related macular degeneration (AMD).



Carl Zeiss Ophthalmic Systems, Humphrey Division, offers complete solutions to diagnose and treat ophthalmic diseases. In the field of microsurgery the company provides innovative visualization solutions.

Project title: AMD Home Monitoring Device



ForseeHome[®] AMD Monitor

Joint development product: a home monitoring device for AMD (Age-related Macular Degeneration) patients.

Collaborations with Hospitals - Examples

GrayMatters Health and the **McLean Hospital Corporation (Belmont, MA)** to develop personalized self neuro-modulation therapy for major depression disorder using clinical biomarkers.



FAQ's



Should we meet with a member of the BIRD staff before submitting an Executive Summary?

It is highly recommended to speak with a member of the BIRD staff before submitting an Executive Summary.

What is the amount of funding that BIRD provides?

BIRD provides conditional grants of up to \$1.5 million via direct cost sharing of up to 50 percent of project costs.

How should the joint budget be allocated between the parties?

BIRD stipulates that the cost division must be no less than 30%-70% between the parties.

What kind of ownership should the applying companies have?

Ownership of the companies can be private or public. The project partners should not be related companies.

Can a proposal be submitted if there is an existing IIA grant?

A project cannot receive both BIRD funding and a grant from the Israel Innovation Authority. Applying to BIRD and the IIA at the same time for the same project is not recommended.

BIRD's Evaluation Criteria:



- Innovation (Technology)
- Synergy between companies
- Market opportunity
- Go to market strategy / commercialization



Programs Managed by the BIRD Foundation (1)

BIRD Energy – Since 2009



The banner features logos for the Ministry of Energy, Israel Innovation Authority, BIRD, and the U.S. Department of Energy. The central text reads: "AN OPPORTUNITY TO SUBMIT U.S. - ISRAEL JOINT ENERGY PROPOSALS". The background image shows a landscape with solar panels in the foreground and wind turbines in the distance under a blue sky.

“BIRD Energy” is the implementation of a cooperation agreement between The U.S. Department of Energy (DOE), the Israel Ministry of Energy, jointly with the Israel Innovation Authority and the BIRD Foundation. This program develops innovation through U.S.- Israel cooperation on a range of clean energy technologies, including renewable energy, energy efficiency, natural gas, and energy-water technologies.

U.S.- Israel Energy Center – Since 2019



The banner features logos for the Ministry of Energy, Israel Innovation Authority, BIRD, and the U.S. Department of Energy. The central text reads: "U.S. - ISRAEL ENERGY CENTER FUNDING OPPORTUNITY FOR U.S. - ISRAEL COOPERATION IN ENERGY AND WATER TECHNOLOGIES". The background image shows an industrial energy facility with wind turbines and power lines.

The U.S. and Israel, through the **U.S. Department of Energy (DOE)**, the **Israel Ministry of Energy (MoE)** and the **Israel Innovation Authority (IIA)**, have established the **U.S.-Israel Center of Excellence in Energy, Engineering and Water Technology (the “Energy Center”)**. The purpose of the Energy Center is to accelerate development and deployment of critical and innovative technologies in the areas of Fossil Fuels, Energy Storage, Cyber Security for Energy Infrastructure, Energy-Water Nexus.

Programs Managed by the BIRD Foundation (2)

BIRD HLS – Since 2016



**BIRD HLS
CALL FOR PROPOSALS**

Homeland Security Technologies

The BIRD Homeland Security (HLS) program is a **joint initiative funded by the U.S. Department of Homeland Security (DHS) Science and Technology Directorate (S&T) and the Israel Ministry of Public Security (MOPS)** to develop advanced technologies for the homeland security mission. The BIRD HLS program seeks solutions in first responder technology areas such as perimeter protection, wearable technology, situational awareness and more.

BIRD Cyber – Since 2022



**U.S.-Israel
Cybersecurity Initiative**

Advanced Cybersecurity Applications

BIRD Cyber program was established by **The U.S. Department of Homeland Security (DHS) and the Israel National Cyber Directorate (INCD)** to promote collaboration on cybersecurity and emerging technologies aimed at enhancing the cyber resilience of critical infrastructure and economies of both countries by harnessing the innovation and ingenuity of the Israeli and the American technology sectors.

BIRD's Activity Generates 10 Major Benefits

Company-Level Benefits

- 1** 'Risk Sharing' Grant
- 2** Improved Partnerships
- 3** Access to Innovative Technology
- 4** 'Stamp of Approval'
- 5** Improved Core Capabilities
- 6** Better Access to Markets

National-Level Benefits

- 7** Promoting Relations between U.S. & IL Companies
- 8** Strengthening Government R&D Collaboration
- 9** Channeling R&D Investments into U.S.-IL
- 10** Economic Benefits Sales, Jobs, Funds

Thank you!



Limor Nakar-Vincent, Deputy Executive Director for
Business Development and BIRD Energy

BIRD Foundation

limorn@birdf.com

Tel: 03-6988315