



FLORIDA-ISRAEL
business accelerator

FIBA LAUNCH PROGRAM 2020

LAUNCH YOUR STARTUP SUCCESSFULLY IN THE US



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**Hillsborough
County Florida**



Connecting high-potential Israeli startups to its carefully curated support network in Florida and beyond.

FIBA leverages its strong network of corporate executives, investors, government leaders and dedicated advisors from both the Florida Jewish community and the greater business community to provide market knowledge and validation, and access to investors and large corporations necessary to grow their companies in the US.

WHY YOU SHOULD APPLY TO FIBA LAUNCH

Exclusive access to customers and capital partners:

- Meet with prospective customers in major US companies and corporations
- Receive real-time guidance on sales efforts and strategy
- Connect with a vast network of engaged investors across Florida and the US
- Meet with relevant government agencies

Marketable and monetizable knowledge:

- One-on-one coaching to refine US Go-To-Market strategy
- Gain individualized assessment of the sales process in the US
- Customize investor and customer presentations for a US audience
- Learn the best practices of penetrating the US market (and what not to do)

Infrastructure and support in the US:

- Build a powerful and personal network in the US within a short period of time
- Find the right talent to grow your team and avoid costly mistakes
- Identify strategic partners and providers
- Use central office space during visits to Tampa
- Enjoy a “home away from” home environment with a welcoming Jewish and Israeli community

Our program focuses on 2 verticals that align with the Florida economy:

- ▶ **Health & Wellness:** digital health, health monitoring tech, medical devices
 - Ranked the **#1** destination for retirement, and with the nation’s **second-largest** medical device manufacturing industry and **third-largest** pharmaceuticals manufacturing industry, Florida is the place to be for this vertical
- ▶ **Urban-tech:** technology for the real estate industry, innovative construction solutions, smart city technologies
 - Florida is the nation’s **third most populous** state and growing. Currently in the midst of a building boom, the real estate industry accounted for **\$227.3 billion or 21.9%** of the gross state product in 2018

The FIBA Launch Program is separated into 2 key components:

Validation

Test your technology and go-to-market plan in one of the best U.S. test markets with relevant and knowledgeable experts.

Receive market and domain knowledge through an assigned team of executive level mentors, subject-matter-experts and qualified sales professionals. Prepare and practice for customer and investor meetings and get real-time validation and feedback from corporate executives looking for innovative solutions.

Immersion

Immerse yourself in a new market and receive access to investors, customers and partners.

Upon satisfactory completion of Company Validation, you will return to Florida for an intense week filled with customer and investor introductions. FIBA will facilitate one-on-one meetings and pitch opportunities and curated networking events across Florida, including Miami, Ft Lauderdale, Orlando and Tampa Bay, attended by investors, customers and influencers interested in Israeli innovation.

TERMS:

- No upfront fees
- Equity free
- Success fee only, % of revenue and/or finder's fee (sliding scale based on amount raised).

HEALTH & WELLNESS + URBAN-TECH PARTNERS

Some of our corporate partners include:

Advent Health	Tampa Bay Lightning	Nielsen
BayCare	Tampa General Hospital	Port Tampa Bay
Exos	The Villages Health	Publix
GuideWell Innovation	USF Health	Redstone
Mission Health	Beck	RMC Property Group
Moffitt Cancer Center	CBRE	SOFWERX
Orlando Magic	Feldman Equities	SOCOM
Symphony	Florida Power & Light	Tampa International Airport
Tampa Bay Rays	Jabil	TECO
Tampa Bay Rowdies	Kimmins	City of Tampa
Tampa Bay Buccaneers	Lennar	City of St. Pete

Companies accepted to the FIBA Launch Program will be required to spend 2 weeks in Tampa, Florida (located on the west coast of Florida), and an additional week traveling around the state with the FIBA team and other companies.



FIBA Launch Dates

Health & Wellness Cohort

5-6 companies

Validation phase: **January 20 – 29, 2020**

Industry immersion phase: **March 2 – 9, 2020**

Urban Tech Cohort

5-6 companies

Validation phase: **February 3 – 12, 2020**

Industry immersion phase: **March 2 – 9, 2020**

HOW TO APPLY

Submit an application on the FIBA website

<http://www.fiba.io/apply/>

If you want to learn more or have questions,
contact FIBA's representative in Israel:

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Apply Now

Applications for FIBA 2020 Launch will be accepted through September 15th and November 15th, 2019.

fiba.io/apply-to-fiba/

FIBA has introduced 30 Israeli companies to Tampa Bay since its inaugural cohort in 2017. Some notable successes include:

StemRad raised \$6 million from Tampa investors led by Tampa Bay Lightning Chairman, Jeff Vinik.

Tampa General Hospital is collaborating with **StemRad** on the development of a product to protect medical staff from harmful gamma radiation.

UC-Care raised \$1 million from Tampa investors in collaboration with Florida Funders.

WeissBeberger was acquired by Anheuser-Busch InBev, the world's largest beer brewer.

The City of St. Petersburg is working with **EConcrete** to build an ecological seawall that will support sea life growth while strengthening infrastructure.

WishFarms, the largest commercial grower of strawberries in Florida, piloted **Tevatronic's** sensors to help reduce water and fertilizer usage while increasing yield.

The Hillsborough County Sheriff's Office tested **GlobeKeeper's** secured communications solution to enhance security at a concert in Raymond James Stadium.

QinFlow piloted its portable blood and fluid warmer at ShandsCair and Tampa General Hospital air ambulance service.

WiseShelf was invited to participate in an exclusive pitch event to internal business leaders and stakeholders searching for innovative solutions.

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“ FIBA is like having a partner in the US who will always open doors for you and help you make progress at every stage.”

— Yaniv Shneiderman, Founder of BlazePod

“ The FIBA team presented us business opportunities that completely changed our go-to-market strategy in the U.S.”

— Bob Reish, Operations Manager at WeissBerger

“ The magic of FIBA is the commitment of the community to help the startups. You come to the US and immediately feel at home. If you are looking for a smoother start in the US, FIBA could save you priceless time.”

— Shalom Nakdimon, Wiseshelf, Founder & CEO

FIBA in the News

“FIBA has a specific goal of encouraging the establishment of tech operations in the Tampa area. The hands-on program works with startups looking to solve problems for industries that are well established in the Tampa area such as defense, logistics, and real estate.”

— CTech by Calcalist, February 2019

“Tampa’s business climate and welcoming atmosphere makes it is an ideal place for the company to enter the US market. Each representative [of the FIBA 2018 program] said they were eager to start doing business in Tampa Bay, and are considering opening offices here.”

— Tampa Bay Times, March 2018

“My support for the Israeli companies stems from the fact that I believe that these companies can create many qualitative jobs and develop the state’s high tech. The FIBA project and the Jewish community will contribute both to the local and the Israeli economy.”

— Governor Rick Scott, The Times of Israel, December 2017

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