



DIPLOMATIC INSTITUTE
YOUR PRIVILEGES, OUR HONOR

Diplomatic Institute's Academic Programs Seminars, Lectures, Workshops and Online Courses

The Diplomatic Institute is composed of three divisions:

1. **Diplomacy:** Serving the diplomatic community in Israel. We are the trusted advisors of most of the embassies, in the professional and personal needs. Every quarter we are celebrating a seminar of exposure to the Israeli society, in a variety of fields: Cyber, HLS, Defense, Innovation, Trade, Agriculture and Investments.
2. **Biz Dev:** assisting firms, organizations and local authorities in the international presence, penetration to new markets, production expansion and diversification as well as scouting of technologies, innovations and companies.
3. **Academic:** Conducting courses, seminars, lectures and workshops in Israel and abroad, including 1X1 mentoring to executives in the fields of: Leadership, Employment, Entrepreneurship, Marketing, Sales and Business Development, Glocalization, Competitive Intelligence, Branding, Customer Loyalty, Business Models, Adaptation of R&D models, Diplomatic programs, smart agriculture, Innovation in the traditional industries (Industry4.0), National and Regional Compositeness and Creation of Ecosystems of Innovation.

The Diplomatic Institute has been selected by several international bodies as a partner: The Israeli Ministry of Foreign Affairs, The Israeli Ministry of Economy and Industry, The Israel Export Institute, The Israeli Innovation Authority, the Costa Rican Export Agency – ProComer, Cambridge Institute of Spain, the Diplomatic Academy of Romania, the World Business Angel Investment Forum, the World economic Forum, The City of Petach Tikva, The Young Ambassadors School, the City of Tecpan, Guatemala, The Cyberpark of Santo Domingo, the Technological Institute of Las Americas, Ariel University, the Federation of Bi-National Chamber of Commerce and many more.

Programs are available at any length and delivery mode (Face to face, virtual, pre-recorded, with supporting materials).

In the following pages, I will reveal some of the most popular programs.

Sincerely yours,



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Building Innovation Ecosystems, by Connecting: Government | Industry | Capital | Academy | Entrepreneurs Centered around Local Islands of Excellency Value Offer

Especially for Nations and Municipalities, striving to boost the local startups arena, we created a vibrant ecosystem, interconnecting and motivating all stakeholders: Public & Private sectors, Universities, Investors & Entrepreneurs, maximizing National resources, excellency, needs and human capital.

Service Summary

- ✓ An open dialog with the National decision-makers, designers the country's future.
- ✓ A mapping of startups, needs and expertise, assessing National vision's gaps.
- ✓ Scouting partners and celebrating matchmaking events with our global network.
- ✓ Accelerating the startups from Challenges to PoC with in a 90 days program.
- ✓ Training and Capacity Building of the local accelerator leaders.

Acceleration Methodology

Our starting point is in your local **Island of Excellency** – what your people and industries are doing best!

Around this Island, we will build the whole ecosystem.

The concept is to bring to the board the 5 powers:

- Startups:** Young startups with an idea or product.
Industry: Opening the factories, knowhow and challenges.
Academy: Granting access to labs, professionals and IP.
Capital: Financing the Ecosystem and the Startups.
Gov: Facilitating location, connectivity and legal frame.



Growing at your pace

Not all cultures share the same speed of execution, literacy and readiness. Therefore, our ecosystem is very modular, flexible and adaptable.

You can start and stop at any stage, focus on the most feasible sectors and grow the ecosystem at your own pace and budget. The levels of the ecosystem are:

- ✓ Bootcamp: Recorded entrepreneurship course, for self-study, or tutoring.
- ✓ Incubate: 90 days hands-on program, taking startups from Ideation to Prototype.
- ✓ Accelerate: 90 days accelerated program, from Prototype to MVP.
- ✓ Globalize: Flying internationally, setting soft-landing abroad, obtaining grants.
- ✓ Finance: Connecting to Investors, vendors and partners' network.



Scouting & Acceleration – In-Company Framework

Introducing innovation to an existing industry or company is a complex process.

In some cases, the acceleration process is inside a company, with its facilities and sponsorships.

In such cases, the startups will focus the solutions to be developed on the challenges of the hosting corporation.

Based on our global experience, we developed a workflow divide it to the following phases:

1. **Corporate challenge:** The Industry shall list its challenges: Manufacturing, Supply Chain, Leadership, Financial, Sales and Marketing. Our mutual discussions shall dictate the scope of the collaboration, selection the right companies' profiles that fit to their challenges.
2. **Scouting:** Once we understood the challenges in this phase, we shall elaborate a Project Description Document, in order to align the collaboration expectations and the budget for scouting and acceleration program.
3. **Evaluation:**
 - 3.1 Preliminary evaluation – we would scout the relevant startup companies, share the information, obtain the preliminary feedback from **the Corporation**. The process includes a videoconference between the Corporation and the startups.
 - 3.2 Upon the pre-selection of companies, the selected startups shall send additional information, in order to include them in the Acceleration program.
4. **Acceleration program:** selected startups are committing to:
 - 4.1 Collaborate with Diplomatic Institute and local partner.
 - 4.2 Cooperate with **the Corporation's** needs and challenges.
 - 4.3 Declare and commit to participate in the project, subject to the terms.
 - 4.4 Participate virtually in all sessions, according to the Project scope and other restrains.
5. **Demo day:** After the acceleration, we'll promote graduates within our Global Network.

Examples:

Mining cluster is asking for the following solutions:	Several startups presented to the project and came with the following solutions:
Improve the use of the security drones to other missions	Drones will have more sophisticated payload camaras, that by spectrographic analysis, can detect the content of the inventory and calculate its value
Have real-time detection and prompt repair of remote machinery	IoT devices are to be placed in strategic locations and inform about breakage or abnormal behavior, based on big-data.
Replace the manual washout of sediments	Placement of drip irrigation net, with the optimal dose of dissolving chemicals.



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A Nation without Intellectual Property - is doomed to misery! The Educational and Vocational Approach

The creation of intellectual property is a long process, deeply connected to the national research and development culture.

To reach that level, we must strengthen our educational systems in:

1. **Kindergarten:** with civic and moral studies
2. **Elementary and College:** emphasis on English and STEM (Science, Technology, Engineering and Mathematics)
3. **Vocational:** create an intermediate layer between the worker and the engineer, through vocational education and short careers.
4. **Creativity:** this is how engineers are freed from the Micro-Management of daily and repetitive activities.
5. **Research and Development:** the time is dedicated to R&D and creation of Intellectual Property.
6. **Higher education in ICT:** send highly committed professionals with expertise and experience to obtain PhDs. in systems, technology and communication.
7. **Promotion of Entrepreneurship:** With a core of PhD. In technology, we can disseminate knowledge nationally through Entrepreneur Training Centers.
8. **Entrepreneur Training Centers:** they will have 5 stages:
 - 8.1. Startup School: fostering entrepreneurial thinking
 - 8.2. Incubator: From Ideation Process to PoC - Proof of Concept
 - 8.3. Accelerator: From PoC to Prototype
 - 8.4. Validation: Attracting clients and Investors, piloting in real-life environment
 - 8.5. Glocalization: Scale-up from to global sales, including business models.
9. **Upscaling the industry:**
 - 9.1. From Cutting Board to Keyboard
 - 9.2. From Data Entry to Data Analysis
 - 9.3. From Simple BPO to Web Design
 - 9.4. From Coffee & Sugar to Super-Food
10. **Government Commitment:** Of course, such a philosophy must be strategic for the Nation or Region and, therefore - be part of the Governor's commitment.

The Diplomatic Institute successfully creating Innovation Ecosystems worldwide.



3rd World:
Resource Oriented

2nd World:
Efficiency Oriented

1st World:
Innovation Oriented

AgroTec innovation center in Nigeria

Presentation of some focal points in building the ArgoTec Innovation Center in Nigeria.

Outcome and Understandings

Basic Assumptions:

1. To build the innovation center around agriculture and technology.
2. To focus on Startups from Agritec sector serving the people of Nigeria.

Preliminary Phase

In order to understand the current situation, we will perform an in-depth survey of the following:

1. Major economic engines of the Nigeria agriculture. Initially we are looking at fruits, vegetables, seeds, packaging and aquaculture.
2. Map Agro-related research centers, including university-based research, national research institute, private R&D activities, private and public sectors that could finance and support the innovation in Agritec sector.
3. Identify Excellency Islands in the agricultural sector in Nigeria that can attract foreign startups to build their operation in Nigeria and investor to invest in Agritec.

Challenges

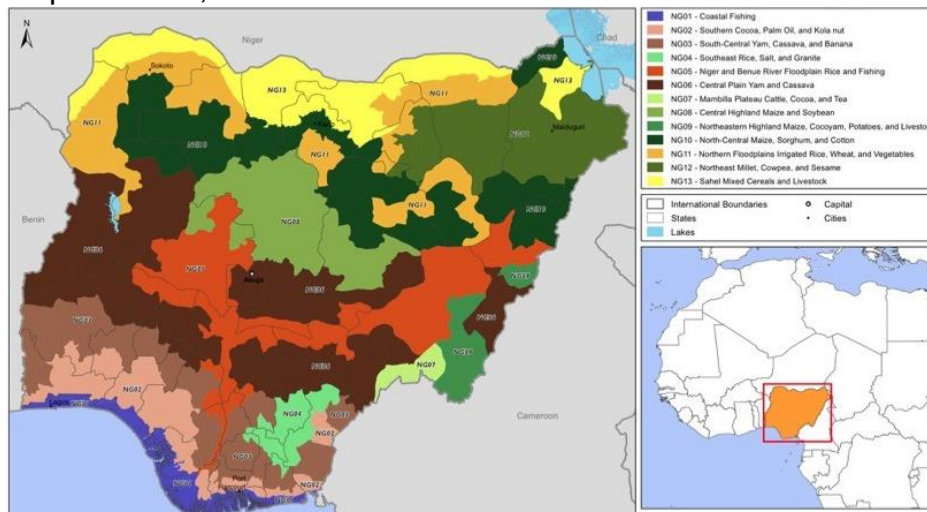
We shall also survey the agricultural challenges of Nigeria.

We recommend the creation of a landing page or even a Google Form distributed among key players of the Agro sector.

They will be able to describe challenges, pains and needs.

For example:

- transportation (time to market, transportation availability, quality of roads),
- packaging (types, shelf life, cost),
- electricity (cost of pumping water, irrigation),
- crop illnesses, etc.





Initial Brainstorming – Open Innovation

Prior to this stage, a locally assigned partner and GVI shall sign the Collaboration Agreement and the Government shall allocate the funds for the execution.

In our session, we placed the following optional anchors for an Agrotec Center:

1. **Technification** of the agriculture: usage of machinery and more advanced technologies
2. **Industrialization** of the production: packaging, food processing
3. Increase local value-added: improve Nigeria offering of higher value added, with better sale price.
4. **Precision agriculture** and farming management concepts based on observing, measuring and responding to inter and intra-field variability in crops.
5. **Scouting**: Based on the challenges, GVI shall scout technologies and solution providers from Nigeria and Israel.
6. **Eye in the Sky**: Deployment of advanced GIS / Satellite / UAV / Drone technologies for mapping, surveying, humidity, harvesting and plagues detection.
7. **Food Security**: reach to a full safe supply chain from the seed to the plate.
8. **Super-Food**: identification of products with higher nutritional values.

Examples

1. the Interamerican Development Bank sponsored and provided grants for:
 - a. Guarana-based energy drink in Brazil
 - b. Energy bar based on the Argentinian Mate herbs.
2. In the border town between Dominican Republic and Haiti, we helped single-mothers banana growers in:
 - a. Create a cooperative to improve bargaining power, when buying and selling
 - b. Eliminating the intermediaries
 - c. Sell directly to Banana Chiquita and Dole
 - d. obtain “Green Banana” certification for Europe
 - e. Industrialize the production of derivatives: Puree, dehydrated, flakes, shredded, frozen, frozen puree and banana flour.
3. Introduction of Andes Wisdom to Europe: a super drink based on a combination of muscat grapes, apple peeling and chicory.
4. Assisting the Indian tribe Embera-Embera in:
 - a. reaching from hard-to-get jungle to the towns,
 - b. stopped selling to supermarket, at low price and long credit period
 - c. shifting to selling to delicatessen and premium restaurants at a better price and conditions
 - d. Exposure of the production in social networks and direct sales



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Preliminary Evaluation

1. During this process, the Diplomatic Institute will evaluate each project according to our methodology to determine which startups will be admitted to the first batch of the incubator / accelerator program.
2. This evaluation would be done by professional committees, bringing their expertise from Nigeria and Israeli sector. These committees will grade each venture and determine which sectors each startup can work with in Nigeria.
3. Upon receiving a commitment from the Agrotec sector in Nigeria to work with the startups and fund the acceleration program that includes PoC/pilot, we will announce which startups will participate in the acceleration program.

Acceleration program

1. The acceleration program lasts 3-6 months, helping entrepreneurs to learn how to build a startup from ideation to MVP.
2. As part of the training program, mentors Israel & Nigeria will help the entrepreneurs relate all that they learn to their venture to prepare them for fundraising and market entry.
3. Acceleration would be primarily done from Nigeria's accelerator facilities.
4. The accelerator program should be financed by public and private sectors from Nigeria and especially from the Agrotec sector, which will gain from the acceleration program, as well as from the solutions it brings to market.
5. After evaluating each startup, we will estimate the cost of the acceleration program.

Demo day and investment event

1. A special event will be held after the Acceleration program by us with the intention of introducing startups to investors from Nigeria, both private and public, from Agrotec sectors and we will be inviting partners from Israel and global market.
2. The main objective of the event is to help startups integrate their solution into the Nigeria Agritech sector or build a company that shall serve that sector

Executing the project

This document explains the framework of the Diplomatic Institute's methodology for starting collaboration in the Agrotec sector.

In order to successfully execute this project, the Nigerian Government shall commit to comply with this Framework, including allocation of the funds for our services.



Programs, Lectures and Seminars

<p>DreamPloyment - Targeting your dream job</p>	<p>My flagship book. Job-hunting methodology, based on Competitive Intelligence and Business Development tools, aiming toward targeting the future boss directly.</p>
<p>The Customer-Oriented Entrepreneur</p>	<p>How to move from Product-Centered Vision to a Customer-Focused Strategy. Based on my book in the same name.</p>
<p>The Brand called "ME" - Personal Branding</p>	<p>Personal brand recognition building, based on your unique set of intellectual assets and passions.</p>
<p>Competitive Intelligence - Milking Google</p>	<p>Practical course on data gathering for market research, leads generation, competitive intelligence and penetration to new markets. The program is aimed toward converting data into an Actionable Intelligence for Decision makers.</p>
<p>Customer Loyalty Model AEIOUX</p>	<p>My unique customer ranking model, that dictates the most appropriate attention to be given to each client, according to his revenue generation potential.</p>
<p>Implementation of military grade models in business</p>	<p>Designed originally for retired military officers, now available for the general public, teaching how to implement, modify and adapt the Israeli Defense Forces strategies and technics in modern business and operations.</p>
<p>International Sales, Marketing and Business Development</p>	<p>The complete guide for international sales teams and global entrepreneurs, starting from the market research, lead-generation, negotiation, up-sale, down-sale, cross-sale to sales channel management. Applicable to all products, services and territories, with many case studies.</p>
<p>Navigating in Turbulent Waters: Crisis Management and Business Continuity</p>	<p>Understanding the blessing in any crisis and converting it from Crisis to Opportunity. A program built on experience in managing, mitigating and overcoming challenges. Including a business continuity strategy, during and after the crisis.</p>
<p>Tropicalization of the Israeli R&D Model</p>	<p>Adaptation of the successful Israeli Research and Development Model to other culture, by creating an innovation ecosystem. Great for States, Municipalities and sectors, wishing to innovate or boost current innovation structure.</p>
<p>National Competitiveness, based on the World Economic Forum models</p>	<p>Winning the Competitive Race is a challenging task for nations and regions. In this practical workshop, we will cover the most problematic pillars and build the strategy to boost the Global ranking, by focusing of the National Islands of excellency.</p>
<p>MARCOM - the Art of Storytelling and Action-Driven Marketing Communication</p>	<p>Modern Marketing Communication is no longer about features and shiny Power Point presentation, but more in addressing clients' pains and needs, delivering the decision-making knowledgebase in a story-like format. Mastering the art of storytelling is a must in the business arena.</p>





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