



ISRAEL
TEL AVIV
STARTUP NATION
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parallelozero

YOUNG WOMAN JOGGING AND TOURISTS
STROLLING ON GORDON BEACH.



YOUTH, START-UPS AND THE CITY THAT "NEVER SLEEPS"

TEL AVIV IS THE CITY THAT NEVER SLEEPS: YOUNG (IT WILL ONLY HAVE ITS 110TH BIRTHDAY IN 2019) AND FOR THE YOUNG. FOR THOSE WITH A YEARNING FOR LIFE, YES, BUT ESPECIALLY THOSE WHO HAVE AN IDEA AND WANT TO PUT IT INTO PRACTICE. IT DOESN'T MATTER WHERE YOU'RE FROM OR WHAT YOUR STORY IS: IN TEL AVIV YOU'LL IMMEDIATELY FIND FERTILE GROUND FOR DEVELOPING AN INTUITION AND TURNING IT INTO... A START-UP. THERE ARE FEW DELAYS AND NEVER ANY QUEUES OR UNANSWERED EMAILS: IN A CITY LIKE THIS, KNOWN AS THE CENTRE OF SILICON WADI (WHICH IN HEBREW MEANS "VALLEY"), YOU CAN CHANCE UPON AN INVESTOR AT A BAR OR DURING A FREE MEETUP THAT YOU CAN REGISTER FOR EVEN 10 MINUTES BEFORE THE START.

THIS HAPPENS AT MINDSPACE, WHICH HAS ALSO BEEN THE HOME TO THE BOOKING.COM OFFICES SINCE EARLY 2018, ON A MONDAY EVENING, WHERE YOU CAN START NETWORKING, DRINKING AND EATING WHILE LISTENING TO THOSE WHO HAVE "IDEAS TO SELL". OR YOU COULD HAVE A LIMITED AMOUNT OF TIME - THE TIME IT TAKES TO "RIDE UP IN A LIFT" - FOR THE SO-CALLED ELEVATOR PITCHES (WHICH ARE NO LONGER THAN FIVE MINUTES) TO TEST YOUR CHANCES AS A START-UPPER.

THIS IS WHERE WE MET FIRDAVS, A 23-YEAR-OLD VENTURE CAPITALIST WHO IS ORIGINALLY FROM TAJIKISTAN AND HAD LIVED IN SAN FRANCISCO FOR YEARS BEFORE COMING TO SILICON WADI TO FIND START-UPS TO BET ON.

OR JUST STROLL A FEW MORE METRES DOWN ROTHSCHILD BOULEVARD, THE "START-UP ROAD" WHERE TEL AVIV WAS BORN, TO ATTEND ANOTHER MEETUP IN THE COWORKING OFFICE URBAN PLACE INSIDE THE SHALOM TOWER. ALWAYS OFFERED FOR FREE, HERE YOUNG PEOPLE CAN FIRST GET TIPS ON HOW TO RUN THEIR BUSINESS AND JUST A FEW HOURS LATER DRESS UP TO CELEBRATE PURIM (A JEWISH HOLIDAY THAT FALLS BETWEEN LATE FEBRUARY AND EARLY MARCH).

DETAIL OF THE ACCELERATOR THEHIVE'S OFFICE,
WHICH IS PART OF THE GVAHIM NETWORK AND
OFFERS A FIVE-MONTH INCUBATION PROGRAM FOR
ASPIRING START-UPERS. ISRAELIS, "RETURNING
CITIZENS" AND IMMIGRANTS CAN PARTICIPATE.



AT THE MEETUPS IN "STARTUP NATION", YOU COULD ALSO MEET FUTURE PARTNERS, JUST LIKE 29-YEAR-OLD SHAI DID AFTER MOVING HERE FROM FRANCE TO FIND WORK, CURRENTLY A RARITY IN EUROPE. HE HAD A FULL-TIME JOB IN ADVERTISING FOR THREE YEARS UNTIL HE GAVE UP EVERYTHING AND, TOGETHER WITH JEREMY, A 25-YEAR-OLD FROM TAHITI, DECIDED TO START HIS OWN BUSINESS.

THE CITY OF TEL AVIV IS ALSO HELPING YOUNG START-UPPERS: FOR A SMALL MONTHLY FEE THEY ARE GIVEN DESKS FOR A FEW MONTHS IN THE COWORKING SPACE CALLED THE LIBRARY AS WELL AS OPPORTUNITIES TO ATTEND MEETINGS, GET ADVICE AND MUCH, MUCH MORE. IN ADDITION, THE ISRAELI MINISTRY OF ECONOMY HAS CREATED THE INNOVATION AUTHORITY FOR TECHNOLOGICAL START-UPS.

THEN THERE ARE THOSE WHO LAUNCHED THEIR START-UP IN A 2-STOREY INDUSTRIAL BUILDING IN THE OLD CITY OF JAFFA AND CONTINUE TO STAY THERE EVEN AFTER RECEIVING THEIR FIRST FUNDING. SUCH AS ITAY, NADAV AND THREE OTHER CO-FOUNDERS WHO GOT TO KNOW EACH OTHER THROUGH A POLITICAL CAMPAIGN AND HAVE COME TO CREATE A TEAM OF 17 PEOPLE.

NOT TO MENTION THAT YOU CAN WORK ANYWHERE IN TEL AVIV THANKS TO AN EXCELLENT WI-FI NETWORK AND ABOVE ALL 14 KM OF BEACH, WHERE ONCE YOU'VE TURNED OFF YOUR COMPUTER, IT'S TIME TO WORK OUT AND ENJOY A PERSONALISED FITNESS PATH (IDEA OF A LOCAL START-UP TOGETHER WITH THE MUNICIPALITY), PLAY BEACH VOLLEYBALL AND PARTY ANY TIME OF THE DAY OR NIGHT.



JEREMY AND SHAY AT THE CITY'S COWORKING OFFICE THE LIBRARY PRESENT THEIR START-UP WATCH AND GIVE DURING A MEETUP. THEY ARE ORIGINALLY FROM TAHITI AND FRANCE; THEY MET FOR THE FIRST TIME DURING ONE OF THE MANY MEETINGS ORGANISED IN THE CITY.



ONE OF THE MEETINGS OF WMN, A COMMUNITY CREATED BY MERAV OREN TO CONNECT WOMEN WHO LEAD START-UPS OR ARE THEIR CO-FOUNDERS. WMN IS BOTH A NETWORK AND A COWORKING SPACE AND IS NOT EXCLUSIVELY FOR WOMEN: MEN CAN JOIN IT AS LONG AS THEY HAVE AT LEAST ONE WOMAN IN THE TEAM LEADING THEIR START-UP.



ENTRANCE TO THE TEL AVIV STOCK EXCHANGE.



TAGLIT INNOVATION CENTER INSIDE THE TEL AVIV STOCK EXCHANGE: SOME AMERICANS LEARN ABOUT PIXTIER, A START-UP THAT HAS CREATED A SOFTWARE PROGRAM THAT AUTOMATICALLY TRANSFORMS A SERIES OF AERIAL PHOTOS INTO 3D DIGITAL MAPS.



START-UPPERS WORKING IN TEL AVIV'S COWORKING OFFICE THE LIBRARY, ONCE MERELY A BOOKSTORE. YOU CAN GET A DESK HERE FOR FOUR MONTHS (PLUS AN ADDITIONAL FOUR) BY PAYING A SMALL FEE.

BOGRASHOV BEACH. FIRDAVS ABDUNAZAROV, A 23-YEAR-OLD INVESTOR, MOVED FROM SILICON VALLEY TO SILICON WADI (AS THE AREA OF TEL AVIV AND ITS SURROUNDINGS WITH A HIGH TECHNOLOGICAL CONCENTRATION IS CALLED) TO LOOK FOR START-UPS TO INVEST IN. FIRDAVS IS FROM TAJIKISTAN AND WORKS FOR ROTHENBERG VENTURES, AN AMERICAN VENTURE CAPITAL COMPANY BASED IN SAN FRANCISCO.





START-UPPERS CELEBRATE PURIM INSIDE THE COWORKING OFFICE URBAN PLACE IN THE CENTRE OF TEL AVIV. EVERY YEAR THE HOLIDAY FALLS ON THE 14TH DAY OF THE HEBREW MONTH OF ADAR (LATE FEBRUARY/EARLY MARCH) AND COMMEMORATES THE SALVATION OF THE JEWISH PEOPLE AT THE MERCY OF THE WICKED HAMAN IN PERSIA.



CHARLES BRONFMAN AUDITORIUM.

SOLDIERS DURING A MEETUP AT MINDSPACE, A BUILDING ON ROTHSCHILD BOULEVARD WHERE SEVERAL COMPANIES ARE BASED ALONG WITH SEVERAL COWORKING OFFICES. THE OBLIGATORY MILITARY SERVICE SERVES AS A PERIOD OF BASIC TRAINING FOR FUTURE START-UPPERS, BECAUSE IT IMMEDIATELY GIVES THEM THE ABILITY TO SOLVE PROBLEMS AND TAKE ON BIG RESPONSIBILITIES, NOT ONLY HELPING THEM TO ACQUIRE HARD SKILLS, BUT ALSO SOFT SKILLS. IT IS NOT UNCOMMON, THEREFORE, TO SEE SOLDIERS PARTICIPATING IN MEETUPS BOTH DURING THEIR THREE-YEAR TERM AND IMMEDIATELY AFTERWARDS WHEN THEY BEGIN TO LAY THE FOUNDATION FOR THEIR FUTURE BUSINESS.





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TWO AMERICAN GIRLS INSIDE THE TAGLIT INNOVATION CENTER TEST THEMSELVES WITH AN INTERACTIVE GAME ABOUT THE ORIGINS OF ISRAELI START-UPS.



A GLIMPSE OF TEL AVIV FINTECH WEEK HELD AT THE STOCK EXCHANGE FROM 5 TO 7 MARCH 2018.

THE TEL AVIV SKYLINE BY NIGHT FROM THE FIFTIETH FLOOR OF THE AZRIELI TOWER. THE TOWER IS NEAR THE SARONA DISTRICT AND IS PART OF THE AZRIELI CENTER WITH SEVERAL OFFICES AND A SHOPPING MALL.



GIRL PHOTOGRAPHING THE SUNSET
FROM THE OLD CITY OF JAFFA.



YOUTH AT SUNSET
ON BOGRASHOV BEACH.



GROUP OF JEWISH AMERICANS AT THE TAGLIT INNOVATION CENTER WITHIN THE TEL AVIV STOCK EXCHANGE. THE PROGRAM OFFERS JEWS FROM ALL OVER THE WORLD A CHANCE TO LEARN ABOUT THE START-UP ECOSYSTEM UP CLOSE AND IS IMPLEMENTED IN PARTNERSHIP WITH THE STOCK EXCHANGE.



TEL-AVIV STOCK EXCHANGE



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Science
Advancing life potential

 Safety & security
Responding to challenges and threats

Iron Dome

Ethic Systems

Cyber

MANO

A TEAM FROM COOL COUSIN,
A START-UP CREATED IN 2016,
AT WORK IN A BAR IN THE
OLD CITY OF JAFFA.



GALILEO GALILEI AND ISAAC NEWTON ON TWO ELECTRICITY BOXES IN REHOVOT, 20 KILOMETRES SOUTH OF TEL AVIV. CALLED THE "CITY OF SCIENCE AND CULTURE", IT IS HOME TO SEVERAL COMPANIES THAT CARRY OUT MEDICAL AND SCIENTIFIC RESEARCH AND WHICH, THANKS TO SUBSTANTIAL FUNDING, HAVE PASSED BEYOND THE START-UP PHASE.



YOUNG MEN WORKING OUT AT ONE OF THE URBAN GYMS SET UP ON THE BEACH IN TEL AVIV. THE GYMS ARE PART OF ONE OF THE PROJECTS THAT THE MUNICIPALITY OF TEL AVIV IS WORKING ON TOGETHER WITH SOME START-UPERS IN ORDER TO GIVE THOSE USING THE GYMS TOOLS FOR TRACKING THEIR OWN PERSONALISED WORKOUTS.



SOME OF THE TEAM MEMBERS OF COOL COUSIN, A START-UP LAUNCHED IN 2016 AND BASED INSIDE A TWO-STOREY WAREHOUSE IN JAFFA. THE TEAM CONSISTS OF 17 PEOPLE, SOME OF WHOM MET DURING A POLITICAL CAMPAIGN.





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PARALLELOZERO, VIA DONATELLO 19/A MILAN - INFO@PARALLELOZERO.COM - WWW.PARALLELOZERO.COM - +39 02 89281630