



IAC

ISRAELI
AMERICAN
COUNCIL

איתנים
EITANIM

ISRAELI AMERICAN AND
JEWISH AMERICAN TEENS
CONNECT THROUGH PASSION
FOR ISRAELI INNOVATION



Click to play



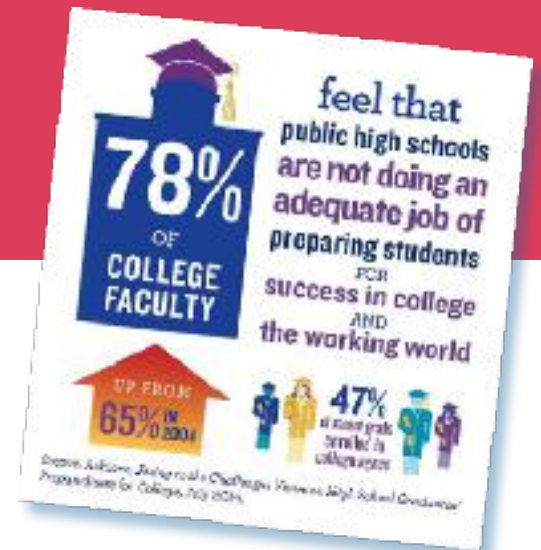
CHALLENGES

THE PEW REPORT FINDINGS

- Growing gap between Jewish American **teenager and Israel and Jewish identity**
- Disconnected **Israeli American teenagers from the Jewish American** community

THINGS TO KNOW ABOUT GENERATION Z

- 61% would rather be an **entrepreneur** than employee
- 72% high-schoolers would like to **start business** some day
- 75% want to convert **hobbies to full time jobs**
- Attention span of **8 seconds**
- Prefer **storytelling and visual displays**
- Communicate amongst themselves mostly through texting and multiple social-media outlets





IAC EITANIM

is a first-of-its-kind cutting-edge leadership and entrepreneurship program, connecting Israeli and Jewish American teenagers, with the goal to strengthen their Jewish identity, connection to Israel, and ignite their “Israeliness”.

Led by Israeli-American mentors who are leaders in their industry, this unique Project Based Learning program develops creativity, self-learning & teamwork skills through real world challenges.

OUR GOALS



Strengthening connection to **Jewish identity; community activism** and **Israel**



Connecting Israeli and Jewish American teenagers




Develop **soft skills** through **project based learning** and innovative educational tools



Promotes **leadership** and innovative thinking

ISRAEL EDUCATION & ENGAGEMENT



- Israel **innovation & entrepreneurship**
 - **Pro-Israel** Activities on campus
 - Leadership & Community/Social **activism**
 - **Civil diplomacy**
 - Israel **geo-political** situation
 - **Heritage and “Moreshet”**
- 



DANIEL EFRAIM
IAC EITANIM

“

It's a leadership experience that delves into different modern topics, like computer science, marketing, branding — and many things that majorly impact the world today..

We also learn how to creatively solve problems by embracing our Israeliness”



HOW WE DO IT

10

MONTHLY PROJECT BASED LEARNING SESSIONS

- General opening session
- 3 task blocks of 3 sessions each
- **Mentors** from the community
- **Israel related** topics
- Set of soft **skills**

GROUP SIZE AND DEMOGRAPHICS



50%
JEWISH
AMERICANS

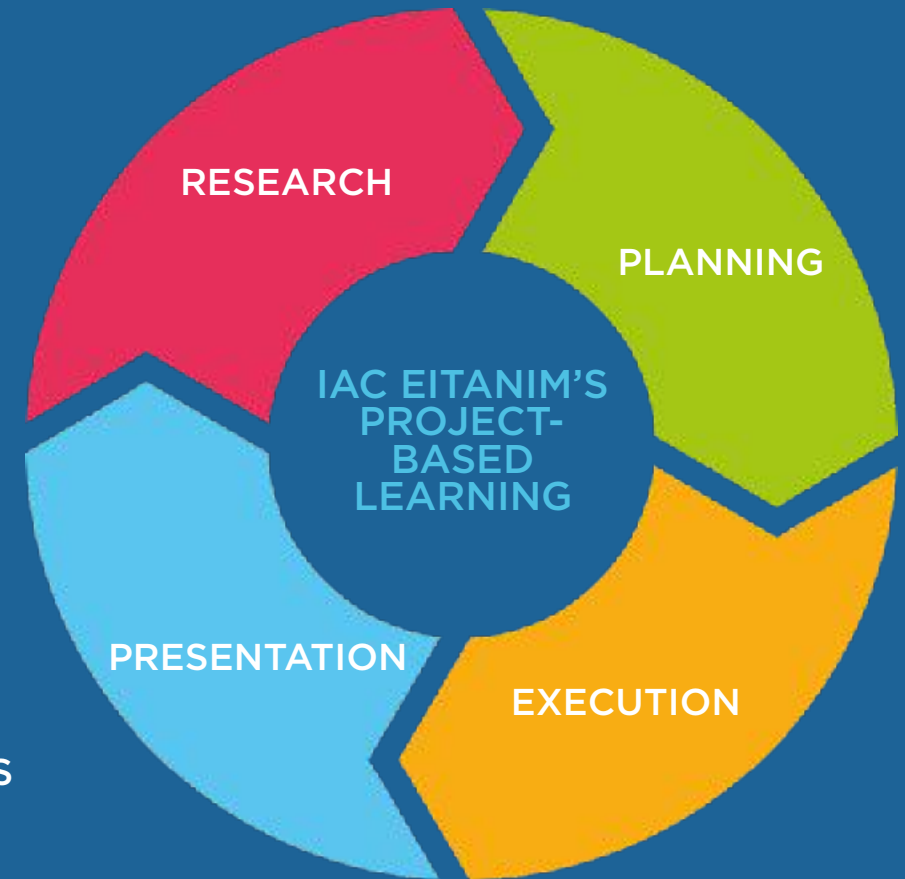
50%
ISRAELI-
AMERICANS



25-30
MEMBERS PER GROUP



50% MALE
50% FEMALE





PARTICIPANTS



LOCATIONS



50%
ISRAELI-AMERICANS

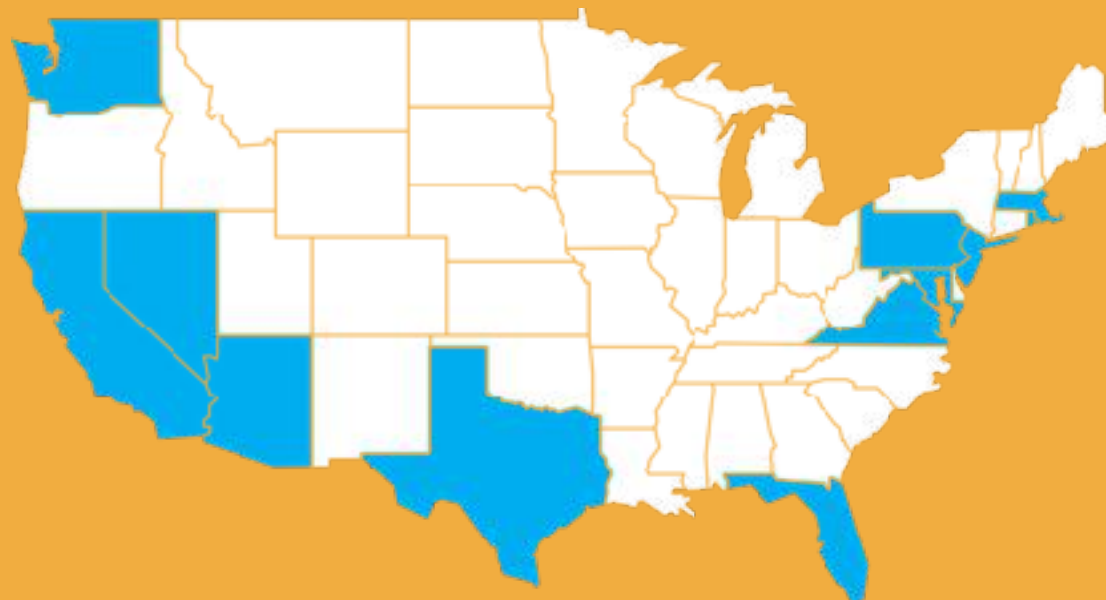
50%
JEWISH AMERICANS

2016

BOSTON
LAS VEGAS
LOS ANGELES
NEW JERSEY
PALO ALTO
SEATTLE
WASHINGTON, D.C.

2017

BERGEN COUNTY
BOSTON
DALLAS
FLORIDA
LAS VEGAS
LOS ANGELES
NEW JERSEY
NEW YORK
PHILADELPHIA
PHOENIX
SAN DIEGO
SEATTLE
PALO ALTO
WASHINGTON, D.C.



2016 PILOT

140 STUDENTS | 7 LOCATIONS | 6 STATES
45% JEWISH-AMERICAN | 55% ISRAELI-AMERICAN

88%

Indicated that the activities they participated in were **well designed and creative.**

90%

indicated the program increased and strengthened their **knowledge about Israeli innovation**, technology, and entrepreneurship.

70%

indicated that the program made them **better prepared to advocate for Israel.**

55%

indicated that the program increased and **strengthened their connection to the Israeli/Jewish community.**



SUMMER INNOVATION HACKATHONS

Bringing together **Israeli and Jewish Americans** from across the nation for a weeklong innovation seminar. Receiving a team task, the students develop their leadership and other **soft skills** while strengthening their **Jewish identity and connection to Israel**. Facilitated and **mentored** by Israeli and Jewish American entrepreneurs.





THE LEGACY BEHIND THE NAME EITANIM

Major Eitan Balachsan was the esteemed commander of Sayeret Tzanchanim — the Paratroopers Commando Unit in the Israel Defense Forces. Eitan, a son of local farmers who helped found Moshav Ramot Naphtali near the Lebanese border, where he grew up. I had the unique privilege to be one of Eitan's officers in his unit and to serve firsthand with a courageous, inspiring and promising young leader. Tragically, Eitan was killed in Lebanon (1999) while bravely leading us in his last mission. His legacy as a leader and a role model permeated the hearts and souls of thousands of young Israelis and continues to impact them until this very day.

“

IAC EITANIM honors Eitan's legacy; his enduring connection to Israel, commitment to education and strive for leadership.”

SHOHAM NICOLET, IAC CO-FOUNDER & CEO

IAC EITANIM MENTORS



IFTACH WIZEL
Boston
CoFounder,
FOX WIZEL Marketing
Mentor & Consultant



**OFFIR
GUTELZON**
Silicon Valley
Founder and CEO
at Keepy



RINAT ARIELY
Philadelphia
Global Health Economist
at Teva Pharmaceuticals



CRAIG WEISS
Phoenix
Founder, President & CEO
of Aladdin Dreamer Inc.



**YONATAN
WINETRAUB**
Silicon Valley
Co-Founder of Space IL



YISHAI COHEN
Silicon Vally
Head of Customer
Success at
BlazeMeter



DAVID SHIMONI
Boston
President and GM
at Mformation Software
Technologies



RINA LEVY
New York
Advisory Board Member
at Podium Technologies



AMIR SHEVAT
Silicon Valley
Director of Developer
Relations at Slack



JONATHAN FINE
Las Vegas
President and CEO
of Fine Entertainment



GURI STARK
San Diego
CEO at CorTechs
Labs Inc.



**JONATHAN
CONRICUS**
New York
IDF Officer, UN Headquarters



DROR IRONI
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Regional VP
at EFI Global



**HANOCH
RABINOVITZ**
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Global Marketing, Google



ZOHAR RAZ
Seattle
SharePoint Group
Program Manager,
Office 365, Microsoft



RONEN OFEK
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Program and Product
Management Leader
at D+H



UDI MUKADY
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Chairman & CEO,
Co-Founder at
CyberArk Software, Inc.



BRAD HOWARD
Las Vegas
President & Founder
Trend nation



NATALIE WELLS
Seattle
Group Program
Manager, Developer
Division at Microsoft



DIN LAPIDOT
Florida
Americas Director
of Field Marketing at Ellucian

IAC EITANIM TEAM

IAC STAFF



TALI BRAUMAN
Director of IAC Eitanim



TOMER LIPSKI
IAC Eitanim Manager



ORIT MITZNER
National Director of Programs

ADVISORS



SHOHAM NICOLET
PBL & Ed Tech Expert
IAC Co-Founder & CEO



YASMIN LUKATZ
Executive Director, ICON
Mentor at Stanford
Business School



TAMAR FUHRMANN
Education Researcher,
Post-Doc, Stanford

2016-17 TIMELINE

Sep 23-24 2016
Mentor-Staff Training
IAC KENES, DC

Winter 2017
Interactive
weekends

October-June
10 Monthly interactive
workshops

Summer 2017
Innovation
Week-Ha-thon

WHAT'S NEXT?

- Scaling
- Eitanim 2.0: activating Eitanim Alumni in the community
- Private and public schools that have 10 Israeli-Americans or more
- Parallel groups in Israel