



Multinational Corporations in Israel

According to IVC Online, there are currently **300+ multinational corporations with some kind of presence in Israel** – and their exposure to the Israeli high-tech ecosystem ranges from local R&D centers to acceleration programs, tech incubators or hubs, VC investments, and M&As.

Microsoft Israel R&D Center / Microsoft Ventures:

MS Israel R&D Center is one of MS's 3 global development centers. The Center concentrates on areas such as big data and business intelligence, cloud, machine learning, and personalization. MS's original R&D operation in Israel was founded in 1991, but the scope was significantly increased in 2006 when the Israel R&D Center was established. The Center is in 2 locations: Herzliya and Haifa. The Center also serves as an anchor to VCs and the startup community, facilitating technology and business cooperation between the industry and MS's product groups. The **MS Ventures Accelerator**, located at Herzliya, is a 4-month program aimed at helping out early stage startups in areas such as Cloud, Internet and Mobile. MS provides workspace, mentors, and other tools needed to create a successful startup. It may also help with fund raising. MS does not take any equity from the startups nor ask for rent or privileges.



Google R&D Center / Google Campus TLV:

Google opened its R&D Center in Israel in 2006. It currently has 2 locations: Tel Aviv and Haifa. Some research areas include: search, analytics, applications, infrastructure software, and special projects such as advanced computer vision technologies. **Google Campus TLV** is a program that offers (i) space for developers and entrepreneurs to attend and organize events with speakers, mentors and other entrepreneurs; (ii) a "hack space" and device library to develop and test new ideas; and (iii) "Google Launchpad", a 2-week boot camp for early stage startups helping with subjects including user interface, product strategy & technology, marketing, business development, etc. Today, 10 accelerators are engaged in the "Google Launchpad" program with ~400 startups.

The Bridge by Coca-Cola:

The Bridge is an **incubator program** for Israeli startups. The selected companies go through a 6-month program that includes commercial guidance, marketing training, access to business mentors, etc. To be selected, the startup needs to have a product that matches the needs of Coca-Cola and its partners. If successful, the startup enters into a license agreement with Coca-Cola and its partners. Coca-Cola gets no equity in the startup nor has any intellectual property over the products. Coca-Cola only seeks to have the 1st-mover advantage in having access to new technologies that could either generate more revenue or save costs.



Citi Technology Innovation Center:

Citi **Innovation Center** was established in 2011 in Tel Aviv with the goal of developing innovations that would keep Citi's dominant position as a global leader in Banking. Currently, the focus is on mobile apps, security, data intelligence, risk engines, among others. In 2013, Citi expanded its activities and included an **accelerator program** for Israeli startups in the field of financial technologies (FinTech). Every project that Citi develops is rolled out globally, which means that innovations are spread out across the globe.

