



Tel Aviv's Urban Tech Living Lab & Open Innovation



Tel Aviv - Yafa

50 km²

450,000 residents

1,700 startups (3,700 in Greater Tel Aviv)

World's Smartest city 2014

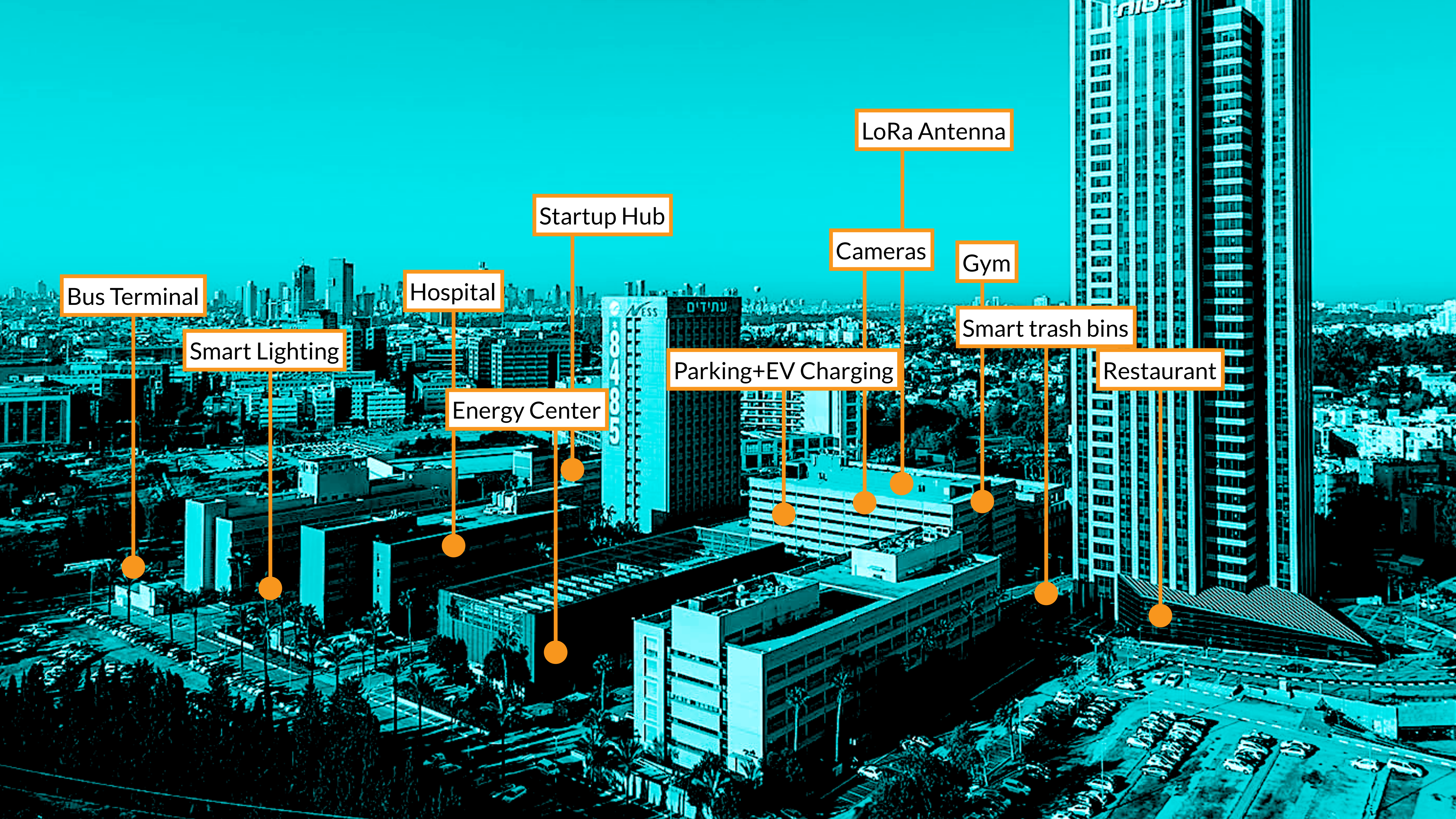
(at the Barcelona Expo thanks to project DigiTel)



TEL AVIV







Bus Terminal

Smart Lighting

Hospital

Energy Center

Startup Hub

Parking+EV Charging

Cameras

LoRa Antenna

Gym

Smart trash bins

Restaurant

Open Innovation Program

Identifying strategic challenges across the board.

Incubating startups towards commercialisation.

+150 applicants in 8 months.



Corporate Partnerships

Access to Living Lab for R&D and showcasing

Access to key decision makers

Access to entire Israeli ecosystem

Our Partners:



City Partnerships

Discussion on challenges and solutions

Sharing data, joint R&D, grants

Startup soft landing

Our Partners:



MOSCOW
AGENCY OF
INNOVATIONS



Why should startups focus on cities?

Timing

Money

Openness



Why should startups NOT focus on cities?

Sometimes city is just enabler/regulator. Not client.

“Piggybacking” GTM.

Speed and Money.

