

**The Bengis Center for Entrepreneurship and Hi-Tech Management  
Guilford Glazer School of Business and Management**

**Highlights of 2010 Activities**

Conferences, workshops & seminars

A total of 120 conferences, workshops and seminars were held throughout the year with approximately 3,400 participants in attendance.

The following are the main topics that were addressed in the conferences, workshops & seminars:

- *How to write a business plan*  
24 lectures and conferences  
990 participants
- *Marketing*  
11 lectures and conferences  
290 participants
- *Gathering business information and using electronic information banks*  
8 workshops  
385 participants
- *Guidelines for starting a business*  
10 lectures and conferences  
315 participants
- *High-tech*  
8 lectures and conferences  
675 participants
- *Miscellaneous topics (social/green entrepreneurship etc.)*  
9 lectures and conferences  
565 participants

Business consulting and mentoring for students and staff

Total of 372 business consulting and coaching sessions

- 247 assessment sessions
- 45 consulting sessions (constituting of second or third meetings)
- Advanced business coaching
  - 20 students were referred to us for 20 hours of expert consulting
  - 3 of the students were referred to us for patent registration
  - 80 student business-plans were examined and feedback was given to the students

### Business information gathering assistance

- 80 personal information-gathering meetings
- 8 lectures on business-information gathering and the use of electronic information banks, 385 participants
- Creating an information bank infrastructure – purchasing the IVC information database

### Competitions

- Business Plan Writing Competition – from Idea to Enterprise Endorsed by the Prof. Rivka Carmi
- The Negev Environmental Entrepreneurship competition
- 4 competitions were held as part of the **Global Entrepreneurship Week 2010** events

### A unique event - Innovation 2010 un-conference

- 500 participants
- The goal was to provide a platform to encourage innovation, stimulate ideas & to interact with the business sector, The guest of honor was Dr. Joseph (Yossi) Vardi, Israel's "Internet guru". The issues addressed were raised by the participants, who took an active part in running both the preparations and the event.

### The Global entrepreneurship week

The center held 8 events during the Entrepreneurship Week including 6 conferences and workshops and two publicity events, in which some 1,000 students took part.

### Educational activities and promotion of research

1. Support of educational activities in the fields of entrepreneurship and high-tech
  - In preliminary stages of development of a collaboration program with the School of Engineering and various faculty members aimed at the promotion of education
  - Facilitation of lectures by guest speakers
  - Hands-on experience in presentations to investors
  - Assistance to students from different programs in information gathering
2. Promotion of research
  - Support of research in the field of entrepreneurship in the Bedouin sector
  - Sending out calls for papers on regional entrepreneurship and innovation
  - A study is underway on local entrepreneurship in collaboration with the MATI business development organization
  - Studies have been initiated in the field of student entrepreneurship.

### Marketing activities

1. Upgrading and operating the center's website – see following link [www.bengis.org](http://www.bengis.org)
  - A new Q&A forum on the center's website.
  - Business profiles.
  - Links to photo galleries.
  - Improvement of the website's English page.

2. Promotional kiosks were put up throughout the campus
  - There was a 45 day period in which the kiosks were active
  - Promotional banners were put up in all campus buildings
  - Marketing activities on the University's website (35 events on the University's home page)
  - Marketing activities on the student web portal
  - Two Facebook groups were established which attracted a total of 1,800 members
  - Promotion of activities via newsletters with full circulation in the university and the center's newsletter lists which include over 1,000 members
  - Wide media coverage including television, press, online newspapers, the university bulletin

### Cooperative projects

1. Support of the local business community
  - Within the framework of student activities, student projects are underway aimed at supporting the business sector
  - During Entrepreneurship Week, kiosks were operated by 32 young entrepreneurs from southern Israel
  - Bengis Center conferences are open to all local business owners.
  - A major conference was held on the topic of entrepreneurship in underprivileged social groups
2. Collaboration with local and national bodies such as MATI Beer Sheva, the Authority for Small and Medium Businesses, the Manufacturers Association of Israel, as well as various business aid foundations

Images from Events



*Innovation2010*



*Innovation2010*



*Innovation2010*



*Innovation2010*



*Innovation2010*



*Young Entrepreneurship in the Negev*

*Business Plan Winners*



*Young Entrepreneurship in the Negev*



*Young Entrepreneurship in the Negev*

*Full Auditorium*



*Young Entrepreneurship in the Negev*



*Young Entrepreneurship in the Negev*



*Young People Doing Business Event*



*Opening Ceremony for Business Plan Writing Competition*



*FreshBiz*



*Guests visiting from Finland*



*Guests visiting Greenbay*