



אוניברסיטת חיפה  
UNIVERSITY OF HAIFA  
جامعة حيفا



## 2024年以色列海法大学暑期线上创新创业项目 企业与可持续发展“从构思到创业”

2024年7月9日-8月1日

以色列作为水资源严重匮乏的国家，其洁净科技领域在全球洁净科技100指数中名列前茅；拥有精良技术与领先科技的企业和多家再生能源企业让以色列成为全球领先的高科技育成摇篮，以“创新国度”的美名享誉国际。以色列海法大学开设暑期线上创新创业项目：企业与可持续发展“从构思到创业”。课程为期一个月，每周二和周四，北京时间19:00-21:00上课。该课程将带你探索与分析以色列在洁净技术和企业可持续发展领域的创新思想和管理方式，包括：IP保护策略、市场需求和潜力评估、商业计划、资金筹集、公司成立、人才体系建立和发展及企业运营等内容。

该课程由以色列著名创新创业教授Kobi Inbar亲自教授，与大家深磋交流。Inbar教授拥有多家创新企业成功经验，是以色列高科技创新企业的佼佼者。本课程囊括了绿色生物技术行业的企业家和高层在各个管理方面和领域（如水处理、农业生物技术、替代能源、环境可持续发展等）面临的挑战，帮助学生充分理解与分析企业管理中的各种关键问题。该项目以英语作为教学语言，课程为2个学分，课程完成后授予课程证书及成绩单。



海法大学是以色列北部最大型的公立综合性研究型大学。学校位于以色列第三大城市海法，坐落在美丽的迦密山山顶，四周森林环绕，从校园俯视可领略到地中海迷人壮丽的景色。

海法大学为国际公认的、引领世界研究的学府，拥有崇高威望的教授团体。同时，海法大学也是以色列社会的缩影，在校园里，你会与犹太人、穆斯林、基督教徒、德鲁兹人、贝多因人、巴哈伊教信徒以及来自世界各地的学生一起学习，在互动过程中体验文化多样性、种族多样性，相互了解、相互尊重。在海法大学，你不仅能得到学术的成长，更能开拓个人的社交能力，外语能力及文化感知能力。

#### **申请要求：**

- 1) 欢迎年满18周岁以上的学生报名。
- 2) 良好的英语水平
- 3) 大学已有成绩单：平均分75分以上或四分制的GPA2.7以上

#### **报名方式：**

发送邮件至指定海法大学邮箱：[hlu@univ.haifa.ac.il](mailto:hlu@univ.haifa.ac.il)  
如有任何疑问请联系卢老师；微信号：xiaoj78  
相关注册程序及缴费方式将会通过邮件通知。

#### **项目官方网址：**

<https://uhaifa.org/program/green-entrepreneurship/>

#### **项目费用：**

该项目学费为450美元。

欢迎您访问以色列海法大学的网站：[www.uhaifa.org](http://www.uhaifa.org)  
详情咨询：[hlu@univ.haifa.ac.il](mailto:hlu@univ.haifa.ac.il) 或 [shirc@univ.haifa.ac.il](mailto:shirc@univ.haifa.ac.il)  
新浪微博：以色列海法大学 欢迎关注我们的微信公众号：haifa  
咨询电话：+972-4-828-8730 传真：+972-4-824-0391  
地址：199 Abba Hushi Boulevard, Mount Carmel, Haifa, Israel

# Course Name: Green Entrepreneurship- Entrepreneurship in Cleantech Industry – From idea to a Start-up

**Lecturer Name:** Dr. Kobi Inbar

**Email Address:**

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Phone: 052-6219269

**Appointment Times:** By personal arrangement

## Course Objectives:

1. Providing knowledge and business skills in establishing and managing innovative and technological ventures in the Cleantech and Sustainability industry.
2. Providing perspective of an entrepreneur and a senior executive in planning, design, implementing and managing a business strategy from idea to an established business entity.

## A Brief Description of the course:

Even the best idea needs someone that will be able to realize and fulfill its full business potential. This process is not as simple as it might look (even if very common in our places). For an idea or technology to be successfully realized, it is necessary to carefully combine and coordinate between a number of factors and critical steps such as: IP protection (patent writing, for example), proper evaluation of the market need and market potential; writing a comprehensive and applicable business plan; raising capital, establishing a company, recruiting people and most of all, **proper and professional management**.

So far, apparently, all well-known and might even be familiar to some of us from own personal experience. However, the world of life sciences, biotechnology and Clean-technology has unique characteristics that make entrepreneurship in these areas so special and significantly different from other businesses, including hi-tech and even the medical device industry. These differences and uniqueness are the subject matter of this course.

The course will deal with the challenges faced by entrepreneurs and executives in the Green Technology industry in its various aspects and segments (e.g., water technology, agricultural biotechnology, alternative energy, environmental sustainability etc.). Students will be exposed to the various critical issues involved in establishing and managing a successful venture in the field of clean technology. In addition to frontal lectures, students will meet with guest speakers and entrepreneurs from the field, analyze case studies and gain hands-on experience in practical work of setting up an enterprise.

## Teaching methods:

Frontal lectures, guest speakers, analysis of case studies in groups, students' presentations.

**Participation in class:** According to Faculty "Classroom Guidelines"

### **Course Grading:**

1. Group pitch in Session 8 – 40%
2. Opportunity Evaluation - 30%  
(Submitted for evaluation and presented in class, in groups)
3. Vision/Mission statement – 20%  
(Submitted for evaluation and presented in class, in groups)
4. Active participation and involvement in class – 10%

### **Course Outline and Schedule\*:**

#### Week -1

Session 1: Course Overview, Introduction to Green Entrepreneurship, -

Session 2: Opportunity screening and evaluation - Lecture

#### Week – 2

Session 3: Opportunity screening and evaluation

(Presentation by students to the class, in groups);

Session 4: Establishing a company, Skill Sets and team building;  
The Founders Dilemmas.

#### Week – 3

Session 5: Financing a Clean Tech Enterprise; the business plan –

Session 6: The Business presentation and “Pitch”;

Students’ presentation of the Vision and Mission of their Project.

#### Week – 4

Session 7: The AqWise Case Study – Discussion in Class

Session 8: Presentations of projects “Pitch” by the Students  
to the class and a panel of professional

\* The schedule may be subject to variation.

## Course material - Literature and Suggested reading:

1. Meyers A.D. and Price C. 2012. The Life Science Innovation Roadmap – Getting your ideas to Market. Logos Press.
2. Salgaller M.L. 2010. Biotechnology Entrepreneurship – From Science to Solutions. Logos Press
3. Aibel J. and Mardis W. 2003. Creeping Over the Chasm: Biotech’s Perilous Managerial Transitions. Essential Business Intelligence.
4. Entrepreneurship Boot Camp, 2012. Journal of Commercial Biotechnology, Vol. 18 (2), April 2012. Thinking Biotech LLC, Washington DC.
5. Hourd P.C. and Williams D.J. 2006. Success in healthcare technology business: Coordinating the value milestones of new products introduction, financial stakeholders and business growth. Innovation: management, policy & practice.
6. Life Sciences in Israel. 2011. State of Israel, Ministry of Industry, Trade and Labor, Investment Promotion Center.
7. Meseri O. and Maital S. 2000. University Technology Transfer in Israel – Evaluation of Projects and Determinants of Success. Samuel Neeman Institute for Advance Studies in Science and Technology.
8. Wasserman N. 2012. The Founder's Dilemmas – Anticipating and Avoiding the Pitfalls That Can Sink a Startup. Princeton University Press, Princeton & Oxford.
9. R&D in Biotechnology- the management challenges – Journal of Commercial Biotechnology. Vol. 10. No. 4. 301–303. June, 2004  
(<http://commercialbiotechnology.com/index.php/jcb/article/download/86/86>)
10. Vinod Khosla’s Gugelberg lecture: Green Tech Must Make Sense at:  
<http://www.gsb.stanford.edu/insights/vinod-khosla-green-tech-must-first-make-economic-sense>
11. Angel Financing (Stanford GSB) -  
[http://www.gsb.stanford.edu/ces/resources/angel\\_financing.html](http://www.gsb.stanford.edu/ces/resources/angel_financing.html)
12. VC Financing - [http://www.gsb.stanford.edu/ces/resources/venture\\_capital.html](http://www.gsb.stanford.edu/ces/resources/venture_capital.html)
13. Test your Business Plan: <http://apps.configworks.com/sat/chooseLightOrPro.jsp>
14. How to pitch to a VC by David Rose:  
[http://www.ted.com/talks/lang/eng/david\\_s\\_rose\\_on\\_pitching\\_to\\_vcs.html](http://www.ted.com/talks/lang/eng/david_s_rose_on_pitching_to_vcs.html)
15. Additional links:
  - a. <http://www.greentechmedia.com/>
  - b. <http://cleanedge.com/>
  - c. <http://www.greentechmedia.com/cleantech-investing>
  - d. <http://www2.cleantechopen.org/>
  - e. <http://israelnewtech.gov.il/English/Pages/default.aspx>
  - f. [www.cleantech.com](http://www.cleantech.com)
  - g. <http://www.greentechmedia.com/articles/read/Running-Lean-Versus-Starving-a-Startup>