

FOR IMMEDIATE RELEASE

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**MASSCHALLENGE ISRAEL PROGRAM OFFICIALLY LAUNCHES,
OFFERS ISRAELI STARTUPS TOP MENTORSHIP & FUNDING, NO STRINGS ATTACHED**

Applications Officially Open Today – Deadline is April 10 (Israeli Startups Only)

HERZLIYA, ISRAEL – MassChallenge, the largest-ever global startup accelerator, officially launched its first international program, MassChallenge Israel, on March 4, at the EMC Israel Center of Excellence in Herzliya.

Israel program features deep support for Israeli startups in Boston & Israel

MassChallenge Israel features a deep infrastructure of supporters and resources within Israel, strong connections between Israel and Boston, and exclusive opportunities for Israeli startups in Boston.

Boston and Israel have had a special relationship for a long time that has generated close collaboration on the business and technological fronts. MassChallenge selected Israel for our first international location because Israel is at the cutting edge of technology and entrepreneurial activities globally, and because we are eager to leverage the historic ties between our two communities to enable top Israeli startups to scale quickly and effectively.

- John Harthorne, Founder & CEO, MassChallenge

Beginning on March 6, Israeli startups are invited to apply to MassChallenge Israel, and Israeli applications will be accepted until April 10. At the end of the judging process, a group of 125 companies will be selected to participate in the MassChallenge program. Michal Gilon-Yanai, Executive Director of Global MBA Innovation & Entrepreneurship Program at IDC Hertzeliya serves as chair of the program's judging committee and will help manage the judging process in Israel. Events and programming in Tel Aviv are designed to help entrepreneurs perfect their pitch and business model.

Israeli teams who advance into the Class of 2013 and become MassChallenge finalists will receive world-class support in Boston, including access to exclusive events and mentors. MassChallenge and its network of supporters will also make financial support available to qualifying Israeli startups to offset the cost of housing and airfare, also with no strings attached.

Israeli judges, mentors and supporters include angel investors Zohar Gilon and Guy Gamzu, serial entrepreneur Yigal Jacoby, lawyer Raanan Lerner and academic leaders Liat Aaronson (IDC), Prof. Yair Tauman (IDC), and Benny Soffer (Technion). U.S. business leaders involved as judges, mentors and supporters Robert and Jonathan Kraft (The Kraft Group and The Patriots), Jeff Taylor, founder of Monster.com; Sara Spalding, Senior Director of the Microsoft NERD Center; Dharmesh Shah, founder & CTO of Hubspot; and Paul English, founder & CTO of Kayak. MassChallenge Israel is being launched in partnership with the New England Israel Business Council.

Top-tier innovators showcase support at launch event in Israel

Several of the most prominent members of Israel's startup ecosystem spoke at the event, including Chairman and Co-Founder of The RAD Group Zohar Zisapel, sometimes referred to as the "Bill Gates of Israel", and Zohar Gilon, who was recently ranked the leading Angel Investor in Israel by TheMarker, a leading Israeli newspaper covering economics and technology.

"It is crucial for startups to reach global markets early in their development. The MassChallenge Israel program provides a tremendous platform for Israeli startups to scale quickly and expand their networks. I am pleased that MassChallenge has chosen Israel for its first-ever international location, and I look forward to supporting the program's future growth."

- Zohar Gilon, Managing Partner, Tamar Technology Ventures

Other speakers included Joel Schwartz, SVP of Global New Business Development at EMC Corporation, and former Chief Scientist of Israel, Orna Berry, who is now the Corporate VP & GM of EMC's Israel Center of Excellence. John Harthorne, Founder & CEO of MassChallenge, provided an overview of the MassChallenge Israel program, and Robert Kraft, Chairman & CEO of The Kraft Group, provided a video message reiterating a four-year sponsorship commitment for MassChallenge Israel.

My family has a long history of investment in the economies of both Massachusetts and Israel. This collaboration is a unique opportunity to continue our support of job creation and sustainable growth in two communities that are important to us. Massachusetts and Israel are both highly innovative and they have many common interests. We believe this expansion of MassChallenge will have a lasting impact on both regions.

- Robert Kraft, Chairman & CEO, The Kraft Group

MassChallenge joins forces with Founding Gold Sponsors EMC Corporation and The Kraft Group to launch its Israel program, which will connect Israel's most promising early-stage companies with the resources and networks at the heart of MassChallenge's Boston accelerator.

Through collaboration, developing solutions for some of the world's most intractable problems becomes a reality. EMC is honored to be a part of the MassChallenge program and is committed to helping the most profoundly innovative businesses around the world access the resources they need to succeed. MassChallenge Israel will strengthen the already critical bridge between our two innovative regions, and we look forward to supporting the bright new ideas this partnership generates.

- Chris Goode, Vice President, Global Corporate Affairs & Public Policy, EMC Corporation

MassChallenge Overview

MassChallenge is the largest-ever startup accelerator, and the first to support high-impact, early-stage entrepreneurs with no strings attached. Benefits for startups include world-class mentorship and training, free office space, access to funding, legal advice, cofounders, media exposure and more. Over \$1 million in cash awards and \$10M+ in-kind support are awarded to winning startups, and no equity is taken.

Applications are open from Feb. 13 to April 3 for the Boston program, and from March 4 to April 10 for the Israel program. Visit <http://www.masschallenge.org/israel> for program details and for opportunities to judge, mentor, sponsor, or otherwise support the program.

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