Dear Conference Attendee

The International Business Center at the Joseph M. Katz Graduate School of Business at the University of Pittsburgh is pleased to be hosting the inaugural Global Venturing Israel: MedTech and Inclusive Innovation conference on March 26-27, 2015. The event will focus on Israel’s innovation economy—particularly the life sciences and the complementary strengths Israeli and Pittsburgh business sectors share in the fields of health technology, medical devices and drug innovation. The conference is designed to highlight the prevalent start-up cultures found in both Israel and Pittsburgh. Israel has often been referred to as the “Start-Up Nation” and Pittsburgh has been hailed as a sought-after location for young people to reside and to work.

The conference will provide Israeli and Southwestern Pennsylvania innovators a chance to showcase their ventures and contribute to the global innovation roadmap, as well as to strengthen relations across borders and to highlight expanding business relationships. Special attention will be given to the demand for more inclusivity in local and global innovation ecosystems. A diverse panel of experts and specialists will be on hand to discuss inclusive innovation and the challenges it presents for successful innovation-driven economies. Keynote speakers will feature business leaders from Israeli companies, including S. Morry Blumenfeld, Chairman of the Medical Advisory Board of OurCrowd; D. Todd Dollinger, Chairman and CEO of The Trendlines Group and Chairman of Trendlines Medical; and William E. Strickland, Jr., President and CEO of Manchester Bidwell Corporation.

We are proud that this conference represents collaboration between the Katz Graduate School of Business and several regional institutions, including UPMC Enterprises, the Jewish Federation of Greater Pittsburgh, the Urban Redevelopment Authority of Pittsburgh, Urban Innovation 21, and the Jewish Healthcare Foundation. The conference will broaden economic relations between the two regions, enhance faculty and student research and programming, and deepen cultural understanding. We are happy that you have chosen to attend and be a part of this special event.

Thank you,

[Signature]

Professor Paul Harper, PhD
Clinical Assistant Professor of Organizations and Entrepreneurship
Katz Graduate School of Business
University of Pittsburgh
CONFERENCE SCHEDULE  SUBJECT TO CHANGE

All events held at the University Club of Pittsburgh unless otherwise indicated

THURSDAY March 26, 2015

2:00-5:00 || INVESTOR SHOWCASE (Special Invitation Only)
Sponsored by UPMC Enterprises
Location: Center for Connected Medicine @ UPMC
• Welcome Remarks
  Paul T. Harper, Conference Chair
  Rich Fitzgerald, Allegheny County Executive
  C. Talbot Heppenstall, Jr., President of UPMC Enterprises
  Karen Feinstein, President & CEO of the Jewish Healthcare Foundation
• Fund/Incubator Overviews
  Trendlines
  OurCrowd
  Innovation Works
• Start Up Presentations
  Trendlines
  OurCrowd
  Innovation Works
• Alternate Funding Presentation
  Michael Remes, European Framework

5:00-6:30 || BREAK

FRIDAY March 27, 2015

8:00-9:00 || CONTINENTAL BREAKFAST & ANNOUNCEMENTS

9:00-9:05
• Welcome Remarks
  Ravi Madhavan, Director of International Business Center

9:05-9:35
• Overview of Israeli Medical Technology Industry
  D. Todd Dollinger, Chairman & CEO of Trendlines Group
  • Audience Q&A

9:35-10:15 || EXEMPLARY ISRAELI MEDTECH CORPORATION
• Andy Dolan, ReWalk
  • First and Only Exoskeleton Approved by the United States Food and Drug Administration
  • Audience Q&A

10:15-10:30 || BREAK

10:30-11:00 || EXEMPLARY ISRAELI MEDTECH CORPORATION
• Reem Younis, Co-Founder of Alpha Omega Engineering
  • Leader in Microelectrode Recording
  • Audience Q&A

11:00-NOON || STARTUP SHOWCASE
Sponsored by the International Business Center, Katz Graduate School of Business
• Omeq Medical: Smart epidural needle
• Visidome: Accomodative intraocular lens
• IonMed: Plasma tissue welding
• NeuroQuest: Blood-based biomarkers for diagnosing Alzheimer’s
  • Audience Q&A

NOON-1:30 || NETWORKING LUNCH
Sponsored by the Jewish Healthcare Foundation
Location: Ballroom A

1:30-2:00 || KEYNOTE ADDRESS
Sponsored by the Berg Center for Ethics and Leadership
Location: Ballroom B
  William E. Strickland, Jr., President & CEO of Manchester Bidwell Corporation

2:00-3:30 || INCLUSIVE INNOVATION PANEL
• Paul T. Harper, Katz Graduate School of Business
• William Generett, Urban Innovation21
• Reem Younis, Alpha Omega Engineering
  • Audience Q&A

3:30-4:00 || CONFERENCE CLOSING
VISION
Global Venturing is a new initiative within the International Business Center at the Joseph M. Katz Graduate School of Business. Under this Initiative, the Katz Graduate School faculty and staff will introduce new courses, produce new research and thought leadership, establish student exchanges and coordinate special events that highlight the importance of new ventures and innovation as a strong economic driver in our global economy.

ISRAELI NEW VENTURES & INNOVATION
In the last twenty years, Israel has distinguished itself as the second largest innovation ecosystem in the world, becoming known as the “Start-Up Nation.” The business sectors most affected by Israeli technological innovation include energy, information technology, agriculture, and the life sciences. Through its impact on all of these industries, the nation of Israel has improved the wellbeing of people around the world and, as a result, has garnered great attention and substantial foreign investment.

PITTSBURGH/TEL AVIV NEXUS OF INNOVATION
The inaugural event will be a conference that focuses on the innovation economy of Israel with special emphasis on the life sciences. Israeli innovations in the life sciences have been chosen as the focus of the conference for several reasons. The life sciences, including health information technology, medical devices, and drug innovations, are areas in which Israeli and Southwestern Pennsylvania firms, universities, incubators, and accelerators share similar and complementary strengths. Despite these complementary strengths, to date there have been only a handful of joint research and development projects, strategic alliances, and commercial acquisitions involving the greater Pittsburgh region and Israel. The conference Chair, Advisory Committee, organizers, strategic partners, and sponsoring organizations believe that there is a substantial opportunity to establish a new set of bi-national relationships that will lead to new business opportunities, expanded research agendas, more globalized civic cooperation, and enhanced economic development. This foundational event will help to catalyze these opportunities by convening the relevant university, business, and civic stakeholders.

INCLUSIVE INNOVATION
A bi-national panel of experts and practitioners at this conference will discuss the concept of Inclusive Innovation, or strategies to incorporate a region’s minority population in the innovation ecosystem. An Arab-Israeli entrepreneur from the city of Nazareth is included in the VIP Investor event, in the company showcase, and also in the panel on Inclusive Innovation. This added dimension differentiates the conference from others in the U.S. by bringing to the forefront the challenges of inclusion for successful innovation-driven economies.
CONFERENCE GOALS & OBJECTIVES:
• Showcase Israeli MedTech innovation corporations and new ventures to the Pittsburgh region.
• Introduce the Pittsburgh innovation ecosystem to Israeli entrepreneurs, incubators, and investors.
• Contribute to the global venturing and innovation agenda and roadmap for Pittsburgh and Western Pennsylvania.
• Engage Katz Graduate School of Business and University of Pittsburgh faculty and students in an exchange with an exemplary global innovation ecosystem.
• Create a new business development platform for enhanced bi-national dealflow.
• Highlight current business connections between Israel & Southwestern Pennsylvania.

CONFERENCE ADVISORY COMMITTEE:
• William Generett: CEO, Urban Innovation 21
• Gregg Roman: Director for Community Engagement, Jewish Federation of Greater Pittsburgh
• Eric White: Business Development Executive, Urban Redevelopment Authority

CONFERENCE PHILANTHROPIC SUPPORTERS:
• Barbara & David Burstin
• Ira Gumberg
• Tom W. Olofson
• Charles Steiner
• John Wolf

CONFERENCE PARTNERING ORGANIZATIONS:
• UPMC Enterprises
• Berg Center for Ethics & Leadership, Katz Graduate School of Business
• Jewish Federation of Greater Pittsburgh
• Jewish Healthcare Foundation
• Urban Redevelopment Authority of Pittsburgh
• Urban Innovation 21
• Innovation Works
• Conference Ambassadors:
  • University of Pittsburgh: Aishwarya Garg, Erin Paolini, Samantha Rothman, Amit Shimshi, Mary Bajek, Eric Huntermark, Jesse Hellman, Latrice Holland
  • Carnegie Mellon University: Liza Tresser

CONFERENCE STUDENT LEADERSHIP:
• LaunchPitt
• Roberto Clemente MBA Association

CONFERENCE MEDIA PARTNERS:
• Israel & Co.
• World Affairs Council of Pittsburgh
• African American Chamber of Commerce Western Pennsylvania
• Vibrant Pittsburgh
• Global Pittsburgh
• University Library System, University of Pittsburgh
Because of its unique position in the world, Israel has quickly grown from a fledgling nation into a regional and global agent of change recognized the world over for its dynamic economy.

The Israeli government encourages innovation by spending more than any other country in the Organization for Economic Co-operation and Development (OECD) on research and development. Israel dedicates 5% of its GDP to research and development, one of the highest percentages of any nation. As a facet of this investment, the Israeli government covers 80%-85% of costs for companies and individuals participating in its network of 24 technology, industry and bio-tech “incubators.”

These incubators foster cutting-edge Israeli ideas suitable for the modern market place.

Paired with these incubators is a renowned university system and venture capital market second only to the United States. Relative to its GDP, Israel has the highest percentage of high-tech production of any country in the world. It is this technology, encouraged by the government, that is the engine behind Israeli innovation in sectors from agriculture and energy to the life sciences and software. As a result, Israel has been home to several revolutionary companies such as Teva, Netafim, Better Place and BrightSource (Luz).

Israel has engineered a framework of tax incentives and investor benefits to couple with its progressive economy. This framework is offered to entice public and private ventures of all sizes to do business in Israel. Many major corporations have chosen to take advantage of Israel's adaptable and skilled work force by setting up shop locally, including: Applied Materials, General Electric, Intel, Microsoft, Google, Siemens, Hewlett Packard, IBM, Unilever, General Motors and Cisco Systems.

With a GDP of $202.1 billion, the Israeli economy is compact and agile. In spite of the most recent recession, the Israeli economy has already seen substantial consistent growth since January 2009, making it one of the fastest recovering developed countries in the world.

Israel is one of the select few countries that contributes to the global market through free trade agreements with the European Union as well as the United States of America. In 2009, Israel imported over $9.5 billion in goods from the Western United States alone and imported more total goods & services from the United States as a whole than any other single nation in the world. Israel dropped its 2009 trade deficit to its lowest levels since 1990 with exports amounting to 86% of imports. In the same year, 2009, Israeli global imports totaled $72.9 billion while its exports totaled $70.4 billion. Israeli industrial exports went up to 83% in 2009 with over half of all exports located in the high-tech sector.

With so many global giants, as well as local entrepreneurs already leaving their mark in Israeli soil, the country is quickly solidifying its position as a global business leader. Bringing together a skilled workforce, rising economy, and favorable government legislation, Israel is the ideal location to invest and innovate.
Over the last decade, Israel has introduced a wealth of groundbreaking and valuable innovations in life sciences. Israel’s life sciences sector is supported by a strong foundation of academic excellence, including some of the world’s leading research institutes, renowned R&D facilities and cutting-edge medical centers. Bolstered by a highly skilled workforce, a flourishing high-tech environment, and an entrepreneurial spirit, Israeli companies have been joined by leading multinationals in making Israel a recognized force in the industry worldwide. Global giants, including Johnson & Johnson, Perrigo, GE Healthcare, Phillips Medical, Abbott Laboratories, Merck Serono and Sanofi together with local companies such as Teva, itself a multinational company, Given Imaging, InSightec, Medinol and others have been continuously developing and marketing life-changing medical breakthroughs and innovations.

Prior to 1996, Israel was home to 186 life sciences companies. By 2012, this number had passed 1,000. With some 40 new companies formed each year, 41% of all life sciences companies operating in Israel today were established during the last ten years. In a relatively short period of time, an impressive 34% of these companies have already begun to generate revenue, demonstrating that Israel has crossed the threshold from an attractive start-up arena to a source of advanced, commercially viable and promising businesses. The bridge connecting excellent science to revenue-generating companies has been established. As proof of the industry’s development, in 2011 life sciences exports reached $8.9 billion, an increase of 10% over 2010. A rich pipeline of seed companies promises to perpetuate current growth.

LIFE SCIENCES FACTS
• Over 1,000 life sciences companies - biopharma and medical devices
• Over 1/3 of LS Start-Ups already generate revenue
• Source of numerous blockbuster drugs such as Copaxone and Rebif generating over $5B in annual sales
• First in the world in quality of scientific research institutions (World Economic Forum [WEF] 2011-12)
• First in the world for medical device patents per capita, 4th for bio-pharma (US Patent Office 2009)
• Israel is 4th in global scientific activity, ranking just behind Switzerland, Sweden and Denmark for the number of scientific publications per citizen (Council for Higher Education).
• Pioneers in stem cell research and therapeutics
• Extensive international R&D and commercial partnerships
• World-renowned academic research institutes such as the Technion and the Weizmann Institute
• Unique financing tools and incubator frameworks for start-ups
PITTSBURGH AND ISRAEL BUSINESS TIES IN THE MEDIA

VENTURE CAPITAL FLOWING INTO PITTSBURGH REGION

By Ann Belser
Pittsburgh Post-Gazette

Pittsburgh technology companies raised $437 million in investment last year, including $333 million from venture capital firms that put the money into 37 local companies, according to the annual report from Innovation Works, a publicly funded early-stage venture fund focused on economic development and based in East Liberty.

The $333 million from venture capital firms represented less than 1 percent of the venture capital money invested nationwide, but Innovation Works CEO Rich Lunak said the money that Pittsburgh businesses receive is far and away more than businesses in comparable cities.

Places that pulled in the most money were the technology hubs of San Francisco ($16.6 billion), San Jose ($7.2 billion), Boston ($4.4 billion), New York ($4.3 billion) and Los Angeles ($2 billion).

Pittsburgh ranks 18th for the money coming in to support technology start-ups, ahead of cities such as Raleigh, N.C., ($280 million); Baltimore ($163 million); Cincinnati ($136 million); Portland, Ore. ($162 million); and Cleveland ($71 million), according to Thomson Reuters.

The money flowing to the companies, Mr. Lunack said, is really important.

“A lot of early-stage, early-growth investors are investing in high-growth, high-potential, early-stage start-ups,” he said. “Every large company starts small at some point.”

Terri Glueck, spokeswoman for Innovation Works, said 51 percent of all venture capital money dedicated to technology firms nationally goes to California.

Last year — five years after the official end of the Great Recession — local technology companies raised more money from venture capital funds than they had since 2001, when venture capital to the region reached $367 million.

Part of the reason for the growth of capital into the region is that Pittsburgh’s universities — especially Carnegie Mellon University, Duquesne University and the University of Pittsburgh — are strong research universities. Last year, local universities generated 128 patents, up from 96 the year before. In the last five years, the schools have generated 446 patents while spinning off 88 new companies.

Lynette Horrell, managing partner of the Pittsburgh office of EY, the accounting firm formerly known as Ernst & Young, said the region has a unique partnership in Oakland neighbors Pitt, which is fifth in the country for receiving National Institute of Health grants, and CMU, which has the top ranked computer graduate school, according to U.S. News and World Report.

“What it created is a culture of entrepreneurs,” she said.

The universities are also working to promote a start-up culture by teaching students about what it takes to be an entrepreneur, holding business plan competitions and hosting their own incubators for companies.

The millions in venture capital invested in Pittsburgh technology
ISRAELI ENVOY SEEKS BUSINESS CONTACTS LOCALLY FOR LIFE SCIENCES

By Lee Chottiner
The Jewish Chronicle

The Israeli economic minister to North America met with Allegheny County business and political leaders last week to identify business opportunities here for the Jewish state.

Specifically, Nili Shalev said she was interested in making local connections in the life sciences sector. She left open the possibility that a team of Israeli businessmen working in life sciences may visit the region in 2014.

“I came to meet the people who are involved with Israel-Pittsburgh ties in general and business ties in particular,” said Shalev, who was making her first trip to the Pittsburgh area. “I was especially interested in learning about the potential of life sciences, software and high tech.

“I came by myself, but hopefully we’ll now do a joint venture in the future and hopefully we’ll bring some business leaders over,” she added.

“ Hopefully the first will be in the life sciences.”

Shalev joined Allegheny County Executive Rich Fitzgerald, Israeli Deputy Consul General Elad Strohmayer and Meyer “Skip” Grinberg, chair of the Community Relations Council of the Jewish Federation of Greater Pittsburgh in a roundtable lunch, Thursday, Oct. 31. The Federation coordinated the event.

Area executives and economic development professionals, and other political leaders, also attended.

Israel wants to grow its life sciences business sector, according to news reports. Already, the country is home to the world’s largest generic drug maker — Teva Pharmaceutical Industries, which recorded $10.4 billion in sales and $1.3 billion net revenue in 2012 — and several smaller research oriented companies.

According to Ynet, Israel’s Office of the Chief Scientist has increased the portion of its research and development budget aimed at life sciences to nearly 30 percent and launched several programs to fuel the industry.

Shalev, who works out of the Israeli Consulate in New York, said Israeli high tech and energy businesses have only so many business opportunities in the Jewish state.

“Israel is a small country,” she said. “There are local markets, but every company usually looks outward to export their knowledge and activity and the U.S. market is definitely one of the most important markets for Israeli technological companies.

“My interest is in those companies establishing the connections to grow in the market,” she said.

Typically, Israeli businesses have established themselves in markets on the East and West coasts.

“We want to expand,” Shalev said. “We want to show Israeli companies there are opportunities in other areas; it’s all about meeting the right people.”

Dan Gilman, the presumptive winner in this week’s Pittsburgh City Council election in District 8, which includes Squirrel Hill, was at the roundtable and came away thinking there were opportunities upon which Israel and the region can build.

“There is tremendous overlap in business interests, from natural gas to the ed-med community to bio-tech and pharmaceuticals,” Gilman said.

“To properly develop relationships will take time and on the ground work. We need to educate Israeli companies about Pittsburgh and our assets.”

No concrete news came out of the session, according to Fitzgerald.

“I wouldn’t say company A would move to Pittsburgh — nothing of that nature.”

That said, he still saw the meeting as productive.

“Obviously, the interest is to continue to strengthen the ties between our region and Israel,” he said. “Obviously, we have a very strong Jewish community in Pittsburgh and western Pennsylvania, and we want to further trade and cultural ties with the Jewish state.”
D. TODD DOLLINGER  
*Chairman & CEO of Trendlines Group*

Determined to work in a capacity where he could merge his business development skills with his entrepreneurial drive, Todd founded business consultancy Trendlines International with Steve Rhodes in 1993. Trendlines International was established to support seed- and early-stage companies and the start-up activities of large corporations. Todd and Steve established the Trendlines Israel Fund, their first venture fund, in 2004. They founded The Trendlines Group in 2007 when they acquired the licenses for their two Israeli government-franchised technology incubators, Trendlines Medical and Trendlines Agtech. Today, the Trendlines team of more than 30 full-time employees provides business and technology development, marketing, finance, legal, and administrative services to its portfolio companies. Under Todd and Steve’s leadership, The Trendlines Group and its portfolio companies have raised more than US$130 million and taken two companies public on the Tel Aviv Stock Exchange, ETView Medical and FlowSense Medical. Trendlines has seen six exits, including four since August 2014.

In addition to serving as Chairman and CEO of The Trendlines Group, Todd serves as chairman of Trendlines Medical and as a Director and Chairman of the Board of a number of public and private companies. In November 2014, Todd and Steve received the Global Business Development Leadership Award for their “contributions to innovation in Israel” from the American Friends of the University of Haifa.

S. MORRY BLUMENFELD  
*Chairman of the Medical Advisory Board, OurCrowd*

Dr. S. Morry Blumenfeld is Chairman of the Medical Advisory Board for OurCrowd, the world’s leading equity crowdfunding platform with its community of 7000 accredited investors from across the globe. OurCrowd has raised and deployed over US$100 million for the 57 early-stage tech companies in its portfolio in just two years, since launching in February 2013.

Bloomberg Businessweek said that OurCrowd “has blown up the exclusivity around tech fundraising” and the BBC World Service’s Ed Butler has called the platform “a bit of a monster.” TheStreet.com dubbed OurCrowd as “Crowdfunding for Real Investors.”

Morry is President and CEO of Quescon Consultants, Ltd, a medical device consulting company as well as Founding Partner of Meditech Advisors Management, a General Partner in Ziegler Meditech Equity Partners.

Morry retired from GE Healthcare in 2002, having been with GE for over 34 years. He spent the last 27 years of his career at GE with GE Healthcare, the last 4 of which were spent as Managing Director of GE Medical Systems in Israel. Morry has considerable experience in developing and commercializing large-scale diagnostic imaging systems as well as new image-guided equipment designed to provide non-invasive and minimally invasive procedures. Morry was one of the managers responsible for the initial development of GE’s computed tomography (“CT”) and magnetic resonance imaging (“MRI”) product lines. He was also responsible during this period for many of the new MR developments, including advanced cardiac MR, very high field MR systems, the first Intra-Operative MR System as well as the initiation of MR guided focused ultrasound.

Morry is a prominent authority on the development of healthcare technology including imaging devices and devices for minimally invasive procedures, and has advised or consulted with many medical research centers, universities, health technology companies and research hospitals across the U.S., Europe and Asia through his work with CT and MRI systems and more recently, other healthcare technology.
BILL FLANAGAN

Executive Vice President, Corporate Relations for The Allegheny Conference on Community Development and its affiliated organizations – the Greater Pittsburgh Chamber of Commerce, the Pennsylvania Economy League of Greater Pittsburgh and the Pittsburgh Regional Alliance

Bill supervises investor relations activities for the Conference and Affiliates, including fundraising, membership services and educational programming. He also oversees organizational communications. In this role, Bill hosts “Our Region’s Business” on WPXI-TV and the Pittsburgh Cable News Channel (PCNC), a Sunday morning business affairs program the Conference produces in partnership with WPXI-TV. As president of The Pittsburgh G-20 Partnership in 2009, Bill helped to organize the public/private partnership of organizations from across southwestern Pennsylvania that came together to welcome the world for the Pittsburgh Summit.

With the City of Pittsburgh, Allegheny County and VisitPittsburgh, the Allegheny Conference was one of the four founding members of the partnership.

WILLIAM E. STRICKLAND, JR.

President & CEO of Manchester Bidwell Corporation

In 1972, Strickland assumed leadership of a struggling building trade school located near Manchester Craftsmen’s Guild. Over the years, Bidwell Training Center evolved to offer programs in fields ranging from horticulture to medical technology. Currently, the Center is a nationally accredited and state licensed adult career training institution.

Since then, other organizations have been added to the mix – all in an effort to support Strickland’s original mission of empowering educational environments. MCG Jazz lends the power of music with both its long-running concert series and educational programming. The Drew Mathieson Center for Horticultural and Agricultural Technology contributes additional educational facilities as well as a sustainable source of beauty for students. Harbor Gardens Park, a commercial office building, hosts programs as well as other tenants in an elegant space.

Throughout his distinguished career, Strickland has been honored with numerous prestigious awards for his contributions to the arts and the community including Chicago Ideas Week’s 2011 Hero Award, and being appointed to President Barack Obama’s White House Council for Community Solutions. In 1996, he received the MacArthur “Genius” Award for leadership and ingenuity in the arts.

REEM YOUNIS

Co-founder, Alpha Omega

Reem was born and raised in Nazareth, Israel. Together with her husband she founded Alpha Omega Ltd. in 1993. Alpha Omega started as an R&D subcontractor and worked with companies and scientists in the neuroscience fields. Throughout the years Alpha Omega grew internationally to be one of the leading companies in the neurosurgery field. During 1994, Reem co-founded Alpha-Cad Ltd., a company that specializes in supplying complete CAD solutions, mainly for construction businesses. The company exited in 2003. Currently, she is a board member of Kav Mashve, an association for the equality of Arab academic graduates in the Israeli employment market. In addition, she is also a board member at the Israel Public Employment Service, a government statutory corporation committed to decreasing unemployment, and recently joined the Board of Trustees and Directors at ORT Braude College of Engineering to be part of developing academic, technological and scientific center in the Galilee. Mrs. Younis’ aspiration is to promote entrepreneurship among the younger generation, encouraging them to pursue their dreams for a brighter tomorrow. In turn, she believes, this would have a great impact on Nazareth. It would transform this diverse city into a modern and technological place.
**ANDY DOLAN**  
*Senior Global Product Manager, ReWalk Robotics*

Andy leads product management for ReWalk Robotics, a company engaged in designing, developing and commercializing exoskeletons that allow wheelchair-bound individuals with mobility impairments or other medical conditions the ability to stand and walk once again. Mr. Dolan joined the company in that capacity in January 2014. From January 2010 through 2013 he served in product management and sales roles for Boston Scientific, and previous to that served in similar functions with Integra Life Sciences and Johnson and Johnson. Mr. Dolan holds a B.Sc. from Springfield College, an MBA from the University of Massachusetts Amherst and a graduate certificate in bioengineering from Tufts University.

**WILLIAM GENERETT JR., ESQ.**  
*President and CEO, Urban Innovation21*

Bill is responsible for the overall management of the organization's public private partnership and its work to connect our region’s successful innovation economy to underserved communities. William’s responsibilities include the following: developing a shared vision for the organization, defining and implementing programs, communicating the organization’s vision and economic model to local, regional and national stakeholders and fundraising. William and the Urban Innovation21 team have been recognized locally and nationally for their groundbreaking work to connect underserved communities to the region’s successful innovation economy. Most recently William was named a Finalist for Ernst and Young Entrepreneur of the Year Western Pennsylvania and West Virginia 2013.

**MICHAEL REMES**  
*Founder European Framework Program Consulting, Ltd.*

Michael has a B.Sc. in computing science and 20 years of postgraduate experience in the areas of software development, project management and business development within the European and U.S. marketplaces. He also started up and ran a biomedical company specializing in providing image analysis solutions to pharmaceutical companies. This company took part in several successful E.U. RTD proposals. Michael has been employed in a number of project management and consultancy capacities working with International pharmaceutical companies and telecommunication companies in the areas of e-commerce and interactive television. He has been involved in EU framework programs since the fourth framework program and has much experience in assisting companies with all aspects of developing and writing project proposals involving innovative technologies.

Michael is one of the founders of EFP Consulting and a Director of the company. Roles include Business development, Project Management, EU consultancy.

In addition, Michael is a Member of European Subcommittee of the Israel Grid Association.
CONFERENCE ADVISORY COMMITTEE

PAUL T. HARPER, PHD.
Clinical Assistant Professor of Business Administration, University of Pittsburgh’s Katz Graduate School of Business

Paul’s principal activities at the Katz School include research and course development in the areas of entrepreneurship, strategy, and business ethics. He previously taught at the University of Virginia and served as a guest lecturer for a number of colleges and universities, including Yale, Fisk, and Howard University. His research interests include international entrepreneurship, social entrepreneurship, and inclusive innovation. Paul has become widely known throughout the U.S. and abroad for his work in building partnerships with burgeoning Israeli businesses and other technologically progressive countries through academic and professional engagement. Paul's Israel program, for example, includes an MBA-level course, case development, and MBA consulting projects. His Israel program has received recognition by the Consulate General of Israel in New York and has been covered by regional and national news outlets, such as Bloomberg Businessweek. Paul is currently a Trustee of the Carnegie Libraries of Pittsburgh and serves on the City of Pittsburgh’s Equal Opportunity Review Commission.

ERIC M. WHITE
Business Development Executive at the Urban Redevelopment Authority of Pittsburgh (URA)

Eric M. White is a seasoned administrator, business & economic development executive, senior level fundraiser and special event producer. As the new Business Development Executive at the Urban Redevelopment Authority of Pittsburgh (URA), appointed by Mayor William Peduto, he is charged with working closely with real estate developers, manufacturers, financiers, and foreign trade missions on a national and multi-national basis. He is also the URA’s liaison to the Allegheny Conference on Community Development and the Pittsburgh Regional Alliance. Prior to joining the URA he was appointed as Director of Development for the University of Pittsburgh School of Medicine, and the UPMC Medical and Health Sciences Foundation, just before serving as Senior Assistant during the 2009 Pittsburgh G20 Summit. His fundraising experience includes participation in two US$2 billion-plus capital campaigns and senior level posts as Major Gifts Director at the Duke University Medical Center (DUMC) where he recruited the DUMC’s first billionaire donor, and Director of Corporate and Individual Giving at Saint Augustine’s College. He is a former Associate Executive Director and Senior Assistant to Bill Strickland, Chief Executive Officer of Manchester-Bidwell Corporation, and has served as Administrative Assistant to Pittsburgh City Councilman Duane A. Darkins. He was recently appointed to the Board of Directors Pittsburgh Ballet Theatre, is a native of Pittsburgh and holds a Bachelor of Science Degree in Business Management from Saint Augustine’s College.

GREGG ROMAN
Director of the Community Relations Council at the Jewish Federation of Greater Pittsburgh

Gregg is responsible for the Jewish community of Western Pennsylvania’s public affairs, policy making, intergroup relations and Israel initiatives. In 2014, Gregg was named one of the 10 most inspiring Jews in the world by the Times of Israel. He is a frequent commentator on Al-Jazeera English, BBC and other international news channels. His writing appears in publications in many cities in the United States including Pittsburgh as well as in Turkey, India, Canada and other countries. Immediately preceding his arrival to Pittsburgh, Gregg served as the political advisor to the Deputy Foreign Minister of the State of Israel. He also served as an international humanitarian aid specialist at the Israeli Ministry of Defense. Gregg sits on the boards of the Pennsylvania Jewish Coalition and the Jewish Council for Public Affairs.
Omeq Medical is developing a single-use, smart epidural needle for safe, accurate epidural injections. Attached to a standard epidural needle, a special blunted probe repeatedly monitors the dynamic forces exerted by the surrounding tissues and accurately detects needle penetration into the epidural space. Once successful positioning is confirmed with a visual signal, the safety mechanism of the device protects the patient from inadvertent puncture of the spine.

VisiDome is developing an accommodative implanted artificial intraocular lens (IOL) that offers clear, spectacle-free vision at all distances. The Company's innovative approach is its simple, effective design that efficiently exploits the eyes' natural accommodating mechanism and overcomes existing flaws of premium lenses. The company's IOL is an add-on to standard monofocal IOLs and can be implanted during or after cataract surgery.

IonMed has developed a proprietary cold plasma surgical system called BioWeld™, a cold plasma-based surgical system, comprises a generator, handheld piece, and single-use plasma head. To optimize tissue welding, IonMed's solution also includes a solder derived from chitosan, which together with the cold plasma jet induces rapid clotting and tissue welding. The system can be used with various end-effectors. Biowelding presents an effective option for a variety of skin closure applications, including skin grafts. The IonMed system has been tested for safety and efficacy of skin closure in several preclinical trials, which were followed by successful clinical studies that demonstrated closure of both laparoscopic and C-section incisions. The studies showed safety, effective closure, and a good cosmetic outcome.

NeuroQuest has discovered blood-based immune biomarkers in Alzheimer's and ALS patients. Blood samples measure unique aspects of the immune system that reflect the disease pathology and can be used for diagnosis, prognosis, and monitoring disease progression. These patented biomarkers may lead to a better understanding of the mechanism of neurodegenerative disease, leading to improved therapeutics.
Cognition Therapeutic's biology and chemistry platforms have delivered first-in-class drugs that selectively block soluble Abeta oligomer-induced toxicity on synapses without affecting normal Abeta expression or function. Mechanism of action studies on these proprietary drugs have revealed a number of novel strategies to target receptors and pathways central to the pathology of Alzheimer's disease.

Connect & Coach™ from PHRQL is a digital health management platform that enables dietitians working for supermarket chains to provide health-conscious shoppers with quality nutrition care. Connect & Coach™ supports medical nutrition therapy (MNT) and is based on the Academy of Nutrition and Dietetics’ Nutrition Care Process (NCP). The software also supports other types of customer interactions such as group education, aisle excursions, virtual counseling, and community events. We are continually developing new features and capabilities supporting dietitian services, practice management, shopper marketing, consumer insights, and automation. It is HIPAA-compliant, securing customers' health data when providing store- and system-level reporting for effective program management. Additionally, Connect & Coach™ generates invoices for dietitians' services that can be configured for electronic billing to insurance companies to create new revenue streams for retailers.

Children who need right ventricular outflow tract reconstruction are suffering from repeated surgeries and interventions that are unavoidable with current devices. Apart from PECA, no effort is being made to provide a better commercial option due to the high average cost of bringing a Class III device to market ($70 million) compared with the small population affected by this procedure. PECA’s surgeon-created, clinically-validated design and HUD status has provided a unique opportunity to reduce costs to the point of quick profitability in this niche market.