



Road 

**DRIVING**  
**INNOVATION**  
**TO BUSINESS**  
**SUCCESS**

# WE

# ARE

the first ecosystem for entrepreneurs and investors in Northern Israel that is a unique partnership between multinational corporate companies and public funding. We have a flourishing hub and investment platform for startups and founders that build inspiring businesses.

We rely on the unique diversity of Haifa, our decades of experience, and on the strong entrepreneurial spirit of our community to create the ideal conditions for successful investments. In short, we are the Road2 success, the Road2 innovation, the Road2 exceptional achievements.

Made in Haifa

Made in Haifa

## STARTING WITH LOVE

We are inspired by our love of technology and innovation. We are excited by entrepreneurship and by brilliant ideas.

## GROWING WITH PASSION

We capitalize on Haifa's talent pool and leverage on our a one-of-a-kind Private, Public ecosystem to enable access to unique, untapped business opportunities and to invest in the best.

## THE Road2 HAIFA IS THE Road2 SUCCESS

The city of Haifa is a beautiful, green metropolis located in the north of Israel that plays a vital role in Israel's economy. Haifa is home to:

- Major international seaports
- A significant portion of Israel's heavy industry
- World-renowned academic institutions, research centers and Nobel laureates
- Haifa's high-tech park was the first to be established in Israel and is still the largest high-tech park in the country
- Google, Amazon, Philips, Intel, and many others have chosen Haifa as their R&D centers
- The city with its dynamic population and rich culture is, undeniably, a gem of human capital and talent

**It is time to nurture and untap the immense potential of business opportunities in Haifa and to capitalize on the unique ecosystem that combines industry, innovation, and scholarship into meaningful, pioneering early stage companies.**



## IMPACTFUL VERTICALS. MEANINGFUL INVESTMENTS.

Our goal is to transform Haifa into the global innovative leader in these main areas: Sustainable Energy, Digital Health, Smart Mobility, Industry 4.0, Games, and Cooperative Economy.

At Road2, we work harder and smarter, we use best in class AI tools empowered by Nvidia to help founders build inspiring businesses and to enable investors to gain access to fund the most exciting and innovative projects.

We are here to secure long-term yields by investing in the most promising projects. In parallel, in everything we do, we never lose sight of our corporate responsibility to also assist underrepresented entrepreneurs in their passage into technology & innovative leadership.



## JOIN THE Road2 STRONG PARTNERSHIPS WITH LASTING IMPACT



**WE BELIEVE** in collaboration and are seeking forward-thinking investors who will help us review companies, participate in forums, and consider co-funding the most promising technologies with us. By utilizing selective acceleration programs, we manage to scout for the best startups in our fields of interest





**OUR PROGRAMS** are not theoretical and are created to solve real, immediate, business needs we define with our selected partners. Joining our investment community means joining a passionate and impactful group of leaders supporting the most breakthrough startups in Haifa and effectively accessing

both public and private funding. Seeing the unique potential, Israel's Innovation Authority created a tailored program to finance many of our acceleration programs creating a PPP (private-public-partnership) that is the only one of its kind in Israel.



Capitalizing on the only PPP  
(Public Private Partnership)  
of its kind in Israel



High yields that leverage our platforms'  
acceleration programs



Diversified portfolio of startups



Mobilizing an extensive network of tech  
execs and industry leaders

## Road2 DEFINE THE COMPANIES OF TOMORROW

At Road2, we are on a mission to fundamentally transform Haifa and Israel's northern innovation scene. We do this by providing enablement tools to entrepreneurs while simultaneously performing active-diligence oversight and market-access validation to new innovations, products and solutions. We then invest in the most exceptional founders and, together with our partners, build the defining companies of tomorrow.





## TOOLS OF OUR TRADE:

### Artificial Intelligence LAB

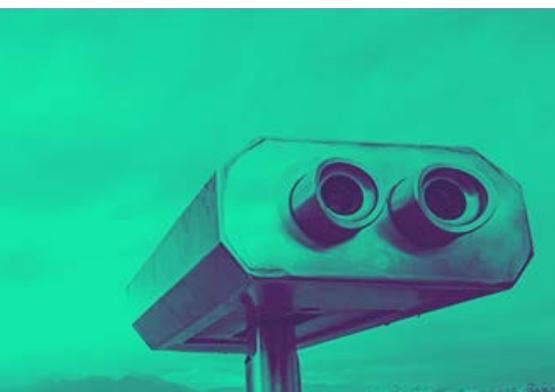
- Access to big data, effective data collection and sensitization
- Hands-on, high-powered, on-site AI Testing labs
- Personal access to the industry's leading partners
- Nvidia-backed AI engineers and data scientists to assist in solving complex AI challenges

### Road2 Excellence

- Weekly and monthly programs
- Networking events
- Mentorship and demo days
- International roadshows
- Subsidized office spaces

### Road2 Business success

- Creating relationships between international and local investors and entrepreneurs
- Best-in-class diverse acceleration programs and sponsorships
- Financial aid: unique financial programs with government funding, banks and CPAs



# Road2 Community

## INVESTMENT



## AUTHORITIES



## CONSULTATION



## ASSOCIATIONS



she codes;



בקהילה  
בקהילה  
Bakehla



נוכחות נשית, נקודה.



יזמים צעירים ישראל  
JA-YE Israel  
A Member of JA Worldwide

## INITIATIVE



## ACADEMY



## INDUSTRY



For further information please visit us  
at our website [www.road2.co.il](http://www.road2.co.il) or email [info@road2.co.il](mailto:info@road2.co.il)