

A person in a purple shirt and grey pants is performing a handstand on a wooden post on a sandy beach. The background shows a clear blue sky and a lifeguard stand in the distance.

TEL AVIV

A SMART 'STARTUP' CITY

Hila Oren | Founder & CEO, Tel Aviv Global



TEL AVIV NONSTOP CITY

WHAT IS A GLOBAL CITY?



PROF. SASKIA SASSEN, 1991

A LEADING CITY WITH
AN INTERNATIONAL
BUSINESS CENTER AND
A DIRECT INFLUENCE ON
GLOBAL AFFAIRS



VISION – TEL AVIV, ONE OF THE WORLD'S 20 LEADING GLOBAL CITIES



NEW YORK



TOKYO



LONDON



PARIS



H. KONG



L.A.



SEOUL



BERLIN



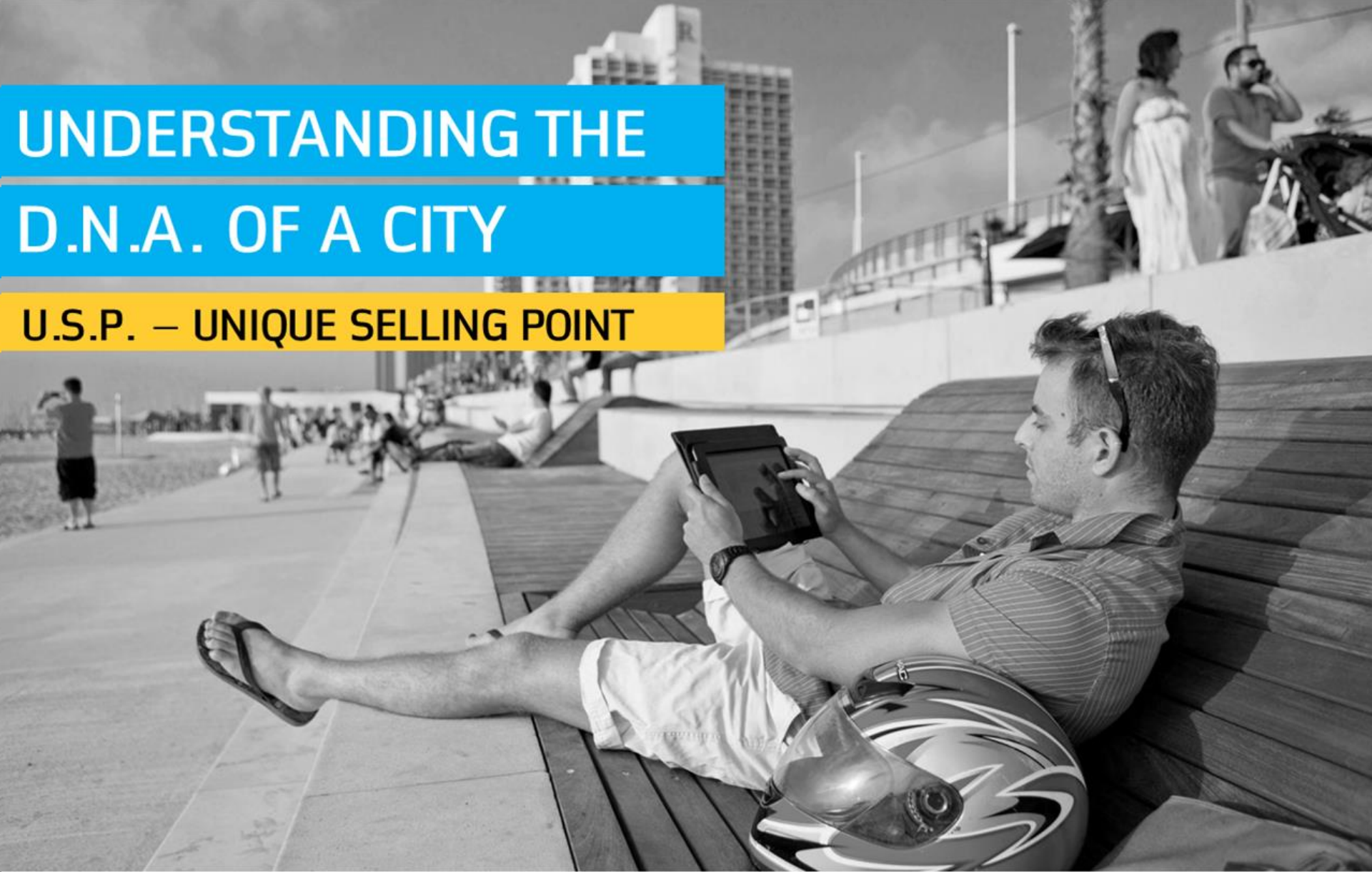
RIO D.J.



TEL AVIV NONSTOP CITY

UNDERSTANDING THE D.N.A. OF A CITY

U.S.P. – UNIQUE SELLING POINT



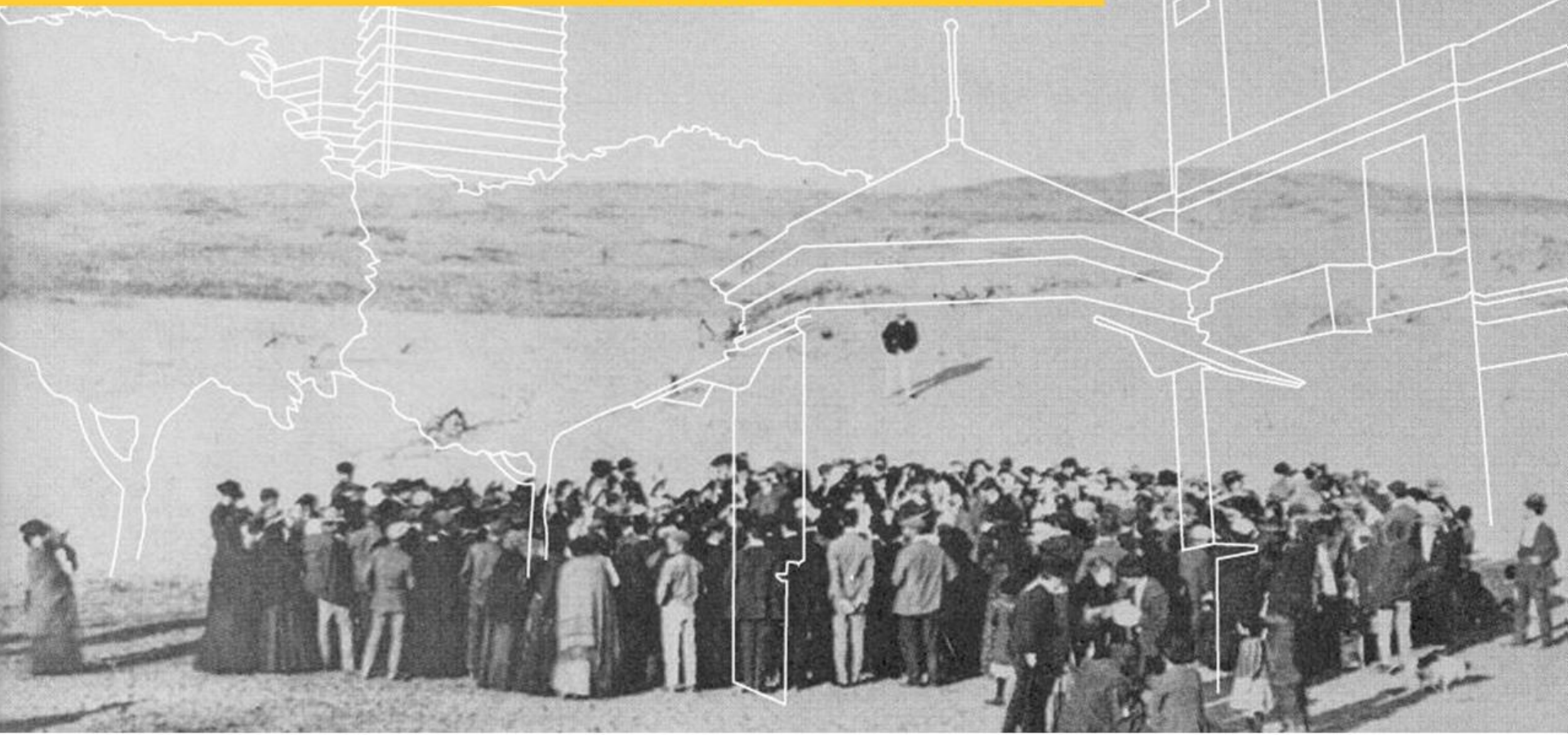
TEL AVIV'S DNA

STARTUP CITY



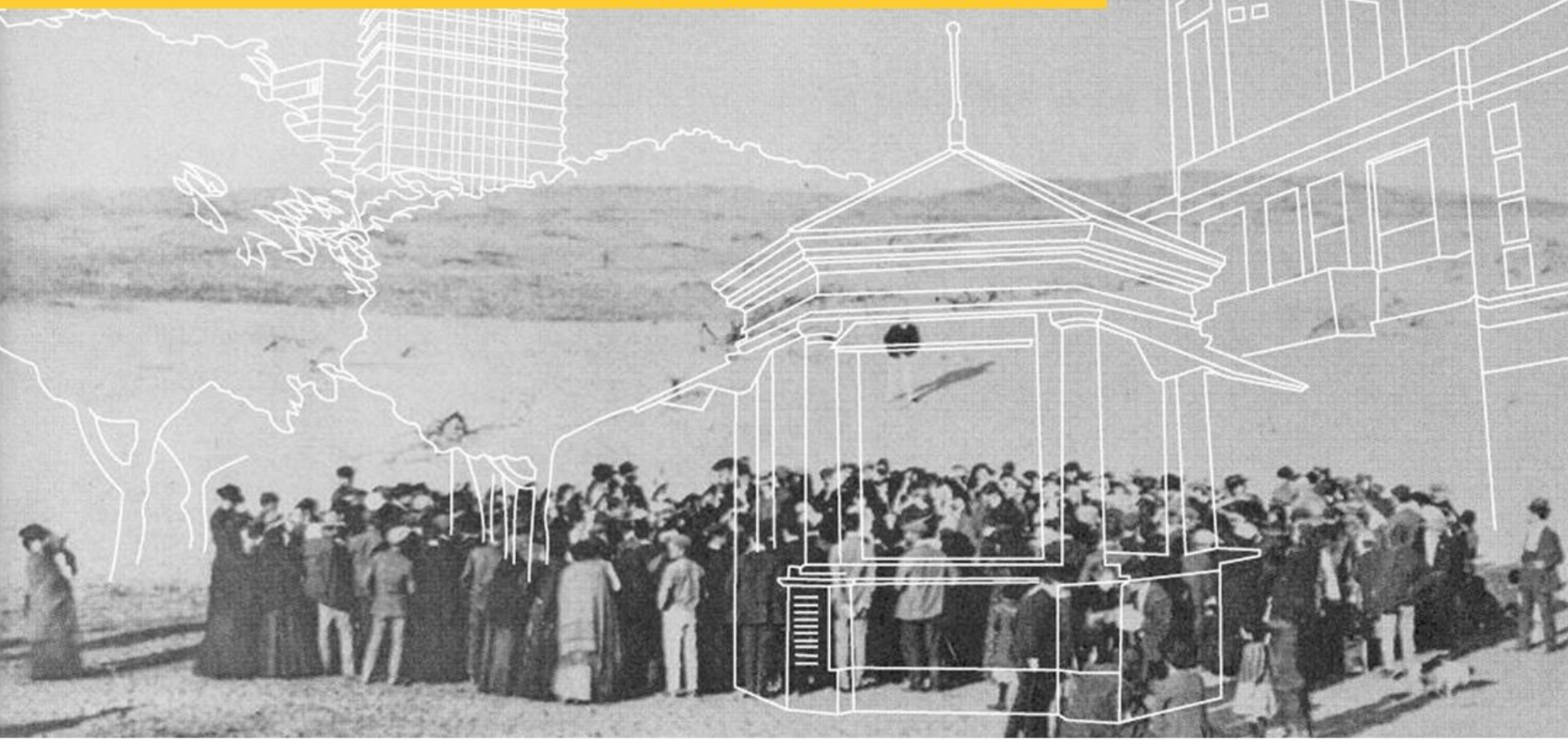
TEL AVIV'S DNA

STARTUP CITY



TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY

TEL AVIV'S DNA

STARTUP CITY



JAFFA

TEL AVIV'S OLD CITY

THE MOST ANCIENT PORT CITY IN THE WORLD



TEL AVIV NONSTOP CITY

THE WHITE CITY

LARGEST BAUHAUS
CONCENTRATION IN THE WORLD



UNESCO WORLD HERITAGE SITE, 2003

YOUNG, WILD & FREE



1/3 RESIDENTS BETWEEN 18-35



TEL AVIV NONSTOP CITY

"MEDITERRANEAN CAPITAL OF COOL"

The New York Times

1,748 BARS, CAFÉS & NIGHTCLUBS
1 FOR EVERY 231 RESIDENTS



TEL AVIV NONSTOP CITY



LIFE'S A BEACH

52 SQ. KM OF CITY > 14 KM OF BEACH



TEL AVIV NONSTOP CITY

GATEWAY TO ISRAEL

A photograph of an airport terminal with large glass windows. In the foreground, three people are silhouetted against the bright light coming from the windows. From left to right: a person walking, a person standing next to two rolling suitcases, and a person standing and looking out the window. The background shows the nose and cockpit of a large white airplane parked at the gate. The floor is reflective, showing the silhouettes of the people and the plane.

BEN GURION INTERNATIONAL AIRPORT

THE CREATIVE CLASS



TEDER TEL AVIV



TEL AVIV NONSTOP CITY



TALENT

THE ENTRANCE TO CITY HALL



TECHNOLOGY

CITY-WIDE FREE WI-FI



TEL AVIV NONSTOP CITY

A photograph of two men in white shirts and grey trousers walking across a crosswalk with rainbow-colored stripes (purple, blue, green, yellow, orange, red) on a city street. In the background, there is a large modern building with a curved glass facade and a sculpture of four large, stacked, circular discs. A blue banner with the word 'TOLERANCE' is overlaid on the left side of the image.

TOLERANCE

TEL AVIV GAY PRIDE FESTIVAL

ISRAEL'S CULTURAL CENTER

DESIGN MUSEUM HOLON, GREATER TEL AVIV

60 CULTURAL EVENTS EVERY DAY

HOME OF ISRAEL PHILLHARMONIC ORCHESTRA & ISRAEL OPERA

"1 OF THE WORLDS MOST CREATIVE CITIES" GLOBE&MAIL



TEL AVIV NONSTOP CITY

ISRAEL'S BUSINESS CENTER

GOOGLE OFFICES, TEL AVIV

WORLD'S 32ND LARGEST FINANCIAL CENTER GFCI

2ND LARGEST ECONOMY IN THE MIDDLE EAST

"1 OF THE WORLD'S MOST TECH. INFLUENTIAL CITIES" NEWSWEEK



TEL AVIV NONSTOP CITY

TEL AVIV

7000

STARTUPS

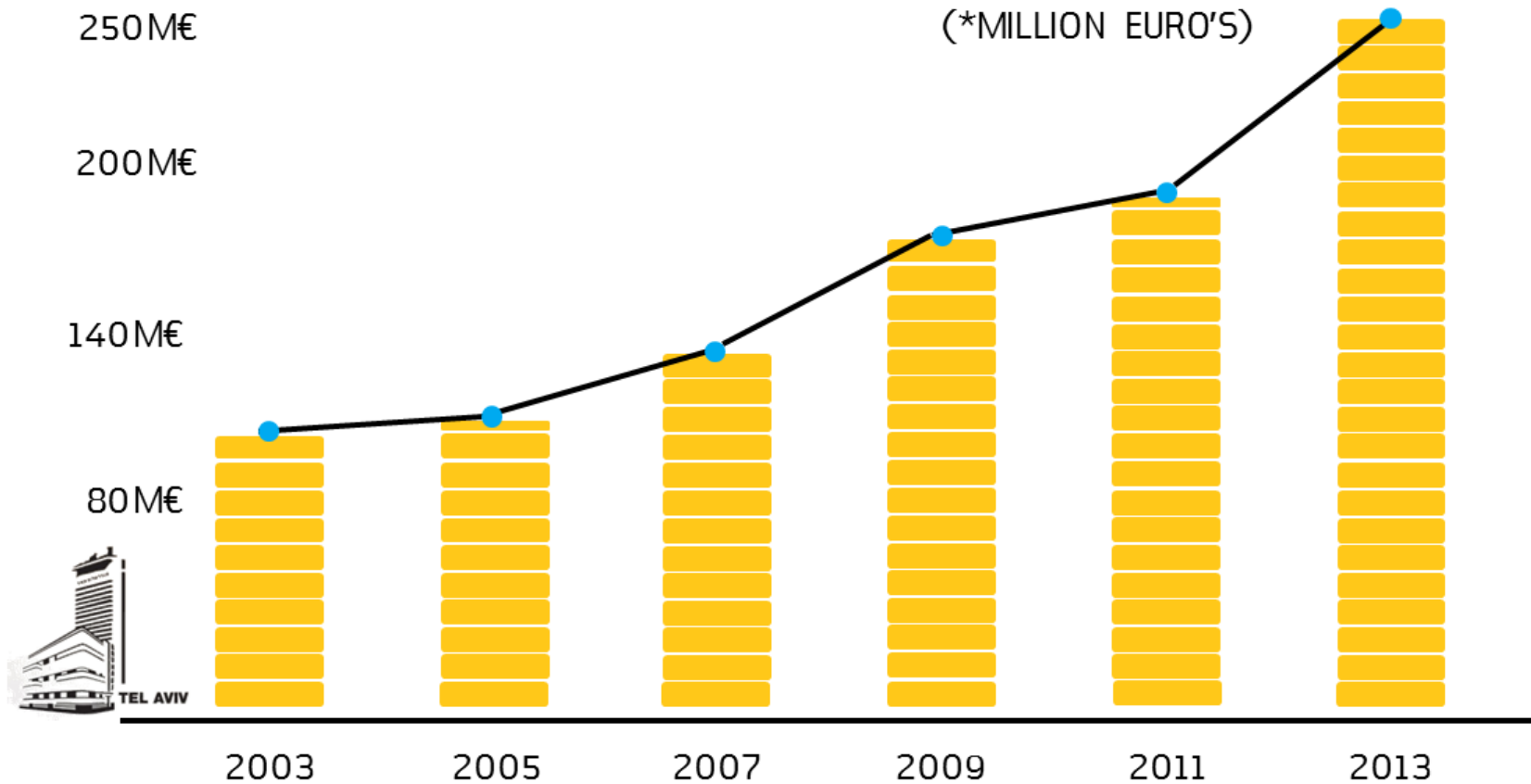


TEL AVIV NONSTOP CITY

TEL AVIV'S DEVELOPMENT



CITY DEVELOPMENT BUDGET 2003-2013



TEL AVIV NONSTOP CITY

THE STARTUP CITY GOES GLOBAL

CRACKING THE INNOVATION CODE

FREE WIFI AROUND THE CITY

STARTUP VISA + STARTUP STUDIES

REDUCED CITY TAXES

STARTUPS IN THE CITY SOUTH

THE 'LIBRARY' + 'ATIDIM 7'

DLD TEL AVIV + OPEN STARTUP



TEL AVIV NONSTOP CITY

THE 'LIBRARY'

A CITY SPACE FOR INNOVATION

OVER 100 ENTREPRENEURS

45 TEAMS

TWO STARTUPS OPENED OFFICES
IN N.Y.C. & IN SILICON VALLEY



TEL AVIV NONSTOP CITY

TEL AVIV SMART CITY

DIGI-TEL – "THE ONLINE CITY"

מועדון
דיגיתל
העירייה מקוונת אליך
ONLINE MUNICIPAL SERVICES



TEL AVIV NONSTOP CITY

'DIGI-TEL'

TEL AVIV'S SMART CITY PLATFORM

PROVIDING MUNICIPAL SERVICES

SHARING

TRANSPARENCY

ACCESSIBILITY



TEL AVIV NONSTOP CITY

THE 'DIGI-TEL' COMPONENTS

PHYSICAL
INFRASTRUCTURE

LOGISTICAL
INFRASTRUCTURE

APPLICATIONS

THE 'DIGI-TEL' COMPONENTS

PHYSICAL INFRASTRUCTURE



FREE WI-FI IN PUBLIC SPACES AROUND THE CITY

THE 'DIGI-TEL' COMPONENTS

LOGISTICAL INFRASTRUCTURE

EXPOSURE OF DATABASES

DIGITAL SIGNATURE

NEWSLETTER INFRASTRUCTURE

SOCIAL NETWORKING CHANNELS

MOBILE APP

GEO. INFORMATION – iVIEW

LYALTY PROGRAM, BENEFITS, MEMBER CARD

COLLECTION (TAXES, DUES)



THE 'DIGI-TEL' COMPONENTS

APPLICATIONS

APP CONTEST

VIEWING TAXES, CHARGES BY EMAIL

CONSULTATION ARENAS

ONLINE REGISTRATION

COMPUTERIZATION OF CYS

COMPUTERIZATION OF SCHOOLS

THE SMART CITY'S NEXT STEP

PubliCoin – DIGITAL MONEY





JOIN US

SEPTEMBER 15-16, 2014

CITIES SUMMIT TEL AVIV

CRACKING THE INNOVATION CODE



TEL AVIV NONSTOP CITY