SPARK

TEL AVIV

Entrepreneurship Center
Tel Aviv University & Shenkar

TEL AVIV UNIVERSITY

SPARK TEL AVIV Educational Meeting

Mr. Yair M. Sakov

Founder and Managing Director, Entrepreneurship Center, Tel Aviv University & Shenkar

Why many academic discoveries do not turn into startups?

- In his book, The Innovators, Walter Isaacson describes and interesting phenomenon where the greatest innovations would come not from the people who created the breakthroughs, but from the people who applied them usefully. Why is that? Why many academic discoveries do not turn into successful products?
- In this lecture we will discuss some of the pit falls in transitioning ideas from academia to the business market. We will look at the main reasons' startup fail and discuss common mistakes done by entrepreneurs as they look to build their startup.
- Finally, we will discuss a methodology to look into the future of a certain market segment and use this information to better address current market needs.

Yair is the Founder Managing Director of Tel Aviv University's Entrepreneurship Center (TAUEC). He joined the university following a successful 30 years executive management career in both the high-tech industry and leading social ventures.

TAUEC is a groundbreaking center bringing the entrepreneurship mindset and toolkit to all TAU students. The center's approach is that while not everyone can become and entrepreneur, everyone can study entrepreneurship and leverage its tools for personal and career development and succeed. Yair developed a comprehensive entrepreneurship study program offered to students in all faculties. The program is integrated as part of the degree curriculum and enables customization to applications of entrepreneurship in the various disciplines.

Yair began his career in the US working for Intel and 3Com responsible for new business initiatives. In Israel, he established a $112M venture capital fund, helping fund, build, and drive exists of successful startups. Later he held general management and executive positions with a number of Israeli global companies.

For the last 20 years, Yair is highly involved in social causes and he is currently on the boards of four social ventures, two are focused on youth at risk and two on shared Jewish-Arab society in Israel.

Yair holds a B.Sc. in Electrical and Computer Engineering (Cum Laude) from the Technion in Haifa, and Masters of Business Administration degree from Washington University, USA.

Wednesday, June 16th, 2021 at 05:00 PM Jerusalem

Register in advance for this meeting:

Registaration >>

After registering, you will receive a confirmation email containing information about joining the meeting.