



Saturday, 20th of October

Smart City Festival 2018 | Dom omladine – hall Americana

Friedrich-Naumann-Foundation for Freedom, Health Tech Lab and the Israeli Embassy in Serbia are organizing Start Jerusalem competition for startup companies in Serbia. The winner will have the opportunity to experience a five-day dynamic entrepreneurship program, engaging with Jerusalem’s leading entrepreneurs, investors and domain experts. The participants will also enjoy some world class entertainment pieces.

“Start Jlm” brings together competitors from 23 capitals, and Belgrade will be among London, Berlin, Dublin, Helsinki, New Delhi, Oslo, Lima and other great startup capitals.

Specific to this year’s competition is that we promote med-tech and biotech.

The winning startup will have the opportunity to meet with the leading movers and shakers of the Jerusalem innovation scene. Travel and accommodation costs will be fully covered.

Agenda:

18.00 - 18.10	Registration
18.10 - 18.15	Jury gathering
18.15	Opening
Keynote addressing :	Jenny Sedov, Deputy Ambassador, Embassy of Israel Belgrade Toni Crisolli, Program Coordinator, Friedrich Neumann Foundation
18.25 – 19.25	Pitching 8 Serbian startups
19.25 – 19.45	Fireside chat
	Jelena Begovic, Director of the Institute for Molecular Genetics and Genetic Engineering, Maja Conkic - host /Jury voting
19.45	Announcing the winner

Jury members:

Jenny Sedov, Embassy of Israel; Toni Crisolli, Friedrich-Naumann-Foundation for Freedom; Pavle Marjanovic, Executive Director, Actavis; Nebojsa Djurdjevic, Digital Serbia; Jasmina Knezevic, BelMedic