

# 2014

## BIRD Foundation

Accelerating Growth Through  
Strategic Partnerships

A stylized graphic of the American flag, featuring horizontal stripes in white and light blue, set against a dark blue background. The stripes are slightly curved and layered, creating a sense of depth and movement.

# BIRD'S Mission Statement



*To stimulate, promote and support industrial R&D of mutual benefit to Israel and the U.S.*

# A STRATEGIC LANDMARK



Dr. Eitan Yudilevich  
Executive Director

A very significant event for U.S.-Israel collaboration took place at the end of 2014. President Barack Obama signed into law the "United States- Israel Strategic Partnership Act of 2014." This law had previously been approved by Congress with full bipartisan support.

This event could be seen as "more of the same." The U.S. and Israel are strategic allies and American support for Israel's security is undisputed. However, there is much more than defense related support in the approved legislation. Referred to in some reports as a "landmark piece of legislation," almost half of its content is dedicated to the expansion and extension of the U.S.-Israel Energy Cooperation legislation, which was originally approved in 2007. In addition to renewable energy, energy efficiency and alternative fuels, the present legislation supports collaboration in gas and water technologies.

The accomplishments of the BIRD Foundation were also recognized in the Strategic Partnership Act of 2014: "The United States acknowledges the achievements and importance of the Binational Industrial Research and Development Foundation."

Furthermore, the legislation calls for deeper cooperation in Homeland Security. We are pleased to announce that the Department of Homeland Security (Science & Technology) has expressed its intention to start a new program through the BIRD Foundation, focused on technologies for First Responders. This initiative is based on an existing agreement between the U.S. Department of Homeland Security and the Israel Ministry of Public Security.

The year 2014 was a very prolific one judging by the number of companies in both countries who approached BIRD with joint development projects. More than 120 joint proposals were submitted at the Executive Summary stage for two BIRD cycles and one BIRD Energy cycle. About half of the companies that

submitted Executive Summaries proceeded to submit Full-scale Proposals. One explanation for such great interest is the difficulty encountered by start-up companies in raising funds, especially in the more risky sectors, such as Life Sciences, Cleantech and others. In my opinion, there are also two other reasons which explain the greater demand for BIRD support. The first is the increasing interest of U.S. companies to partner with technology companies from Israel. The Israeli technology ecosystem has become very attractive thanks to its large number of successful companies, some of which have received significant visibility in the media. Israeli entrepreneurs are viewed as knowledgeable, hard working and having excellent leadership skills. Not only large U.S. companies are seeking innovation in Israel. Small and medium size U.S. companies have also shown growing interest in partnering with Israeli companies. About 75% of those U.S. companies awarded BIRD funding in 2014 have less than 500 employees.

The second reason for the increasing number of proposals is the commitment and creativity of the BIRD team, including our representatives and partners, working to create opportunities for U.S. and Israeli companies to meet and learn about each other. In addition to the day-to-day work and the "BIRD Seminars" held across the U.S., several specific events were organized during the year, such as the cyber security delegation of Israeli companies to the U.S. Finally, a very successful event, "Capitalizing on Global R&D Collaboration", took place in Tel Aviv, immediately following the December BIRD Board of Governors' meeting featuring outstanding speakers and attracting over 200 participants.

We are proud of our work and honored by the Congressional recognition within the U.S.-Israel Strategic Partnership Act of 2014. Our success is due to the inspired work of entrepreneurs and companies. We thank them and pledge to continue looking for new ways to support U.S.-Israel collaboration.

# A MESSAGE FROM UNITED STATES AMBASSADOR TO ISRAEL DAN SHAPIRO



Mr. Dan Shapiro  
U.S. Ambassador

At the U.S. Embassy, we are proud of and honored by our close and active relationship with the BIRD Foundation. During my tenure as Ambassador, I have witnessed BIRD's continuous evolution and expansion into new areas of U.S.-Israel industrial R&D collaboration.

What impresses me most about the BIRD model is its dynamism. The same model that was created in 1977 has worked exceptionally well with the dramatically evolving times in industrial R&D. It is a unique structure and one that other countries continue to examine and seek to emulate. But as successful as the structure is, it would not have the dynamism it has today without the quality of the BIRD operation, its leadership, its staff, and its Board of Governors. And of course, without innovative companies in both countries, the projects could not be as successful as they are. The percentage of companies reaching commercialization is impressive, providing royalties to BIRD which helps to keep the funding capability healthy.

BIRD Energy, which first received funding in 2009, has really taken off. The competition for funding is keen, the projects are of high quality, and the advances forged in new areas of energy are important. BIRD has also engaged in cutting edge technologies in brain research, cybersecurity, and advanced manufacturing – just to name a few exciting new areas of growing collaboration.

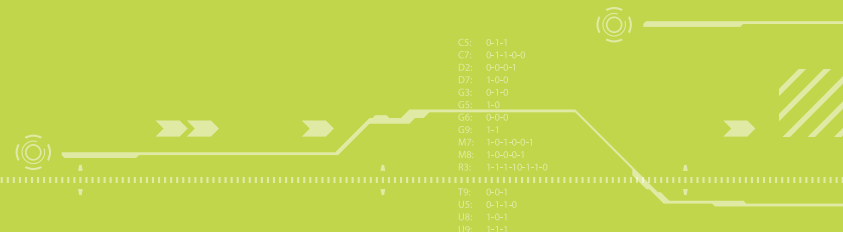
Both of our countries' commitment to R&D, innovation, and

tolerance for risk is at the center of our economic relationship. It keeps our economies healthy and dynamic, but it also allows us to contribute together to broader global economic prosperity.

I have had the privilege to host or take part in some of BIRD's key activities during the past year, including speaking at a new BIRD event – a highly successful seminar entitled "Capitalizing on Global R&D Collaboration." I am confident that our relationship with BIRD will continue to thrive.



# BIRD'S CO-CHAIRMEN



**Dr. Phillip Singerman**, Associate Director for Innovation and Industry Services at the U.S. National Institute of Standards and Technology (NIST), and co-Chairman of BIRD's Board of Governors:

"Year 2014 was once again, very successful. Summing up the two cycles, we had a very robust set of proposals from which we chose the 22 winning projects.

The proposing U.S. companies range in size from 3 employees to 40,000. As we have seen over the past several years, increasingly small U.S. companies are participating in the BIRD program, learning from their Israeli counterparts in a true partnership. This year about 75% of the proposing U.S. companies are under 500 employees.

The winning projects include several U.S.-Israel collaborations in healthcare disciplines such as 3D printing for the treatment of strokes, lenses to restore natural vision, diagnostics for complications from obesity and diabetes, efficient diagnosis of cervical cancer in remote areas, a smart management water system and a cyber system for advanced manufacturing.

BIRD functions, in effect, as a bi-national seed fund, reducing the transaction costs, and investing in projects where technological uncertainty precludes the private sector from making a market based risk assessment. BIRD advances the project toward follow-on investment necessary to achieve successful commercialization."



**Mr. Avi Hasson**, Chief Scientist at the Israel Ministry of Economy and co-Chairman of BIRD's Board of Governors:

"The United States is a leading R&D partner of Israel in the various programs of the Office of the Chief Scientist. The BIRD Foundation continues to be the central vehicle in implementing strategic cooperation between the countries in the areas of innovation and technology. The success of the BIRD Foundation provides a solid base for further expansion of cooperation with the United States, through Federal and State level R&D programs. The number of applications submitted to the BIRD

Foundation has been growing steadily and remarkably in the past few years. This is a good indicator of the importance of the Foundation and the central role of the industrial partnerships in the U.S.-Israel relationship."

# ABOUT BIRD

The U.S.-Israel Binational Industrial Research and Development Foundation (BIRD) works to encourage cooperation between Israeli and American companies in a wide range of technology sectors by providing funding and assistance in facilitating strategic partnerships for developing joint products or technologies.

BIRD supports projects without receiving any equity or IP rights in the participating companies. BIRD provides support of up to 50% of a project's budget, beginning with R&D and ending with the initial stages of sales and marketing. BIRD shares the risk and requires repayment only if the project achieves sales.

Our scope extends to Agriculture, Agrotechnology, Cleantech, Communications, Life Sciences, Cyber Security Electronics, Electro-optics, Software, Healthcare IT, Homeland Security, Renewable and Alternative Energy, Semiconductors, Software and other areas of innovative technology with commercial potential. **During our 37 years, the Foundation has invested in close to 900 projects, which have yielded direct and indirect revenues of about \$10 billion.**

BIRD approves projects twice a year. Projects are evaluated by expert reviewers appointed by the Office of the Chief Scientist (OCS) at the Israel Ministry of Economy and by the National Institute of Standards and Technology (NIST), U.S. Department of Commerce.

In addition, the Foundation manages the BIRD Energy Program focused on U.S.-Israel joint projects relating to renewable energy and energy efficiency industrial research and development. This program is the implementation of a cooperation agreement between the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) and the Israel Ministry of National Infrastructures, Energy and Water Resources. BIRD Energy adheres to the same rules and procedures as BIRD.



# BIRD EVENTS

C5: 0-1-1  
C7: 0-1-1-0-0  
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G3: 0-1-0  
G5: 1-0  
G6: 0-0-0  
G9: 1-1  
M7: 1-0-1-0-0-1  
MB: 1-0-0-0-1  
R3: 1-1-1-1-1-1-0  
T9: 0-0-1  
US: 0-1-1-0  
US: 1-0-1  
US: 1-1-1



# APPROVED PROJECTS IN 2014

## Life Sciences

- Israeli Company:** BrainsGate, Caesarea  
**U.S. Company:** Formlabs, MA  
**Title of Project:** 3D Printed Patient-Specific Implantation Guides for Injectable Stroke Treatment Neurostimulators
- Israeli Company:** Danziger Innovations Ltd., Magshimim  
**U.S. Company:** Precision Biosciences, NC  
**Title of Project:** Creation of Long Shelf Life Petunia Varieties by Site Specific Genomic Deletion
- Israeli Company:** Evogene Ltd., Rehovot  
**U.S. Company:** Marrone Bio Innovations Inc., CA  
**Title of Project:** Discovery and Development of Novel Agricultural Insect Control Products from Microbial Sources: A Dual Product Approach
- Israeli Company:** FSV6, Herzliya  
**U.S. Company:** Abbott Medical Optics, Inc. (AMO), CA  
**Title of Project:** Shape Change Accommodating Intra Ocular Lens
- Israeli Company:** Genome Compiler Israel Ltd., Jerusalem  
**U.S. Company:** Amyris, Inc., CA  
**Title of Project:** Commercializing the "Biofab" ("Synthetic Biology" Software Platform-as-a-Service)

- Israeli Company:** Hy-Laboratories Ltd., Rehovot  
**U.S. Company:** GeneWiz, NJ  
**Title of Project:** Developing New Diagnostic Panels for the Determination of the Microbiome in Obesity and Diabetes (Obediome)

- Israeli Company:** Orgenesis Ltd., Haifa  
**U.S. Company:** Pall Corporation, NY  
**Title of Project:** Autologous Insulin Producing (AIP) Cells

- Israeli Company:** ZDF Medical, Tiberias  
**U.S. Company:** Molex/Polymicro Technologies, IL  
**Title of Project:** High Energy Delivery Devices for Medical Applications

## Homeland Security

- Israeli Company:** DVP Technologies, Tel Aviv  
**U.S. Company:** DVTEL, NJ  
**Title of Project:** Video Surveillance Embedded Analytics for Sea and Waterside Unique Day-Night Circumstances

## Communications

- Israeli Company:** Color Chip (Israel) Ltd., Yokneam  
**U.S. Company:** GigOptix, CA  
**Title of Project:** Next Generation IR/LR/ER 100G Pluggable Transceivers
- Israeli Company:** Galileo Satellite Navigation Ltd., Rishon LeZion  
**U.S. Company:** Cadence Design Systems, CA  
**Title of Project:** Software GNSS for Cadence Platforms (SGCP)



**Israeli Company:** TeleMessage Ltd., Petach Tikva  
**U.S. Company:** Sprint Corporation, KS  
**Title of Project:** Secure RCS Messaging

## 📡 Electronics

**Israeli Company:** SCD, Misgav  
**U.S. Company:** Quantum Imaging, CO  
**Title of Project:** Uncooled VGA SWIR Camera

## 🏥 Healthcare

**Israeli Company:** MobileOCT, Tel Aviv  
**U.S. Company:** Dimagi, MA  
**Title of Project:** Bringing Medical Information Systems for the Developing Markets

**Israeli Company:** Timocco, Tel Aviv  
**U.S. Company:** Rhode Island Hospital, RI  
**Title of Project:** A Cost-Effective Web/Mobile Therapeutic Game Platform for Child Physiotherapy

## 🔋 Energy & Water

**Israeli Company:** IOSight, Tel Aviv  
**U.S. Company:** American Water, NJ  
**Title of Project:** Smart Water Management System (SWMS)

**Israeli Company:** Lightapp, Herzliya  
**U.S. Company:** Pratt Industries, GA  
**Title of Project:** Resource Optimization Software for Paper Manufacturing Facilities

**Israeli Company:** Mekorot, Tel Aviv  
**U.S. Company:** ANP Technologies, Inc., DE  
**Title of Project:** Automated NIDS<sup>®</sup>ACE Test System for Detection of Pesticides in Waters

## 🖥️ Software

**Israeli Company:** iReveal Design Automation Ltd., Nazareth  
**U.S. Company:** Alphabyte Technologies, Inc., CA  
**Title of Project:** Scalable End-to-End Verification

## 🚶 Other

**Israeli Company:** SoftWheel Ltd., Tel Aviv  
**U.S. Company:** Crawford Composites, LLC, NC  
**Title of Project:** Reinventing the Wheel for Safety and Freedom of the Wheelchair Bound Person

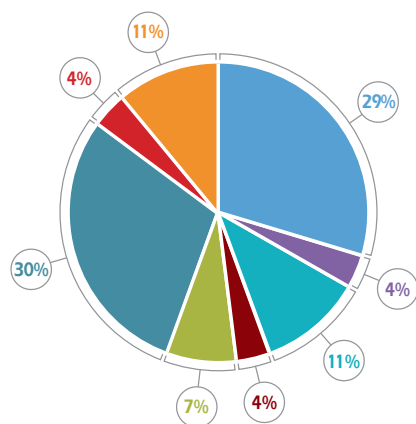
**Israeli Company:** Stratasys Ltd., Rehovot  
**U.S. Company:** Graphene Technologies, Inc., CA  
**Title of Project:** Graphene Enhanced 3D Printing Materials

**Israeli Company:** ThetaRay, Jerusalem  
**U.S. Company:** GE-GRC, NY  
**Title of Project:** Anomaly Detection for Advanced Manufacturing

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G6: 0-0-0  
G9: 1-1  
M7: 1-0-1-0-0-1  
MB: 1-0-0-0-1  
R3: 1-1-1-1-0-1-1-0  
T9: 0-0-1  
U5: 0-1-1-0  
U8: 1-0-1  
U9: 1-1-1

# ACTIVITY SUMMARY

## Distribution of Projects - 2014



	2014	%
Life Sciences	8	29
HLS	1	4
Communications	3	11
Electronics	1	4
Healthcare IT	2	7
Energy & Water*	8	30
Software	1	4
Other	3	11
<b>Total</b>	<b>27</b>	<b>100</b>

\* (includes 5 BIRD Energy projects)

## Financial Summary

	Income				Grant Payments	
	Endowment		Repayments			
	Year (M\$)	Cum. (M\$)	Year (M\$)	Cum. (M\$)	Year (M\$)	Cum. (M\$)
2009	8	221	1	87	10	282
2010	7	228	3	90	8	290
2011	8	236	3	93	5	295
2012	7	243	3	96	6	301
2013	8	251	3	99	8	309
<b>2014</b>	<b>8</b>	<b>259</b>	<b>3</b>	<b>102</b>	<b>10</b>	<b>319</b>

### Income

BIRD's annual income is comprised of interest on the Endowment Fund and Repayments from companies who have participated in projects that were successful. This annual income is at a level that permits BIRD to meet all its financial obligations timeously.

Since its inception BIRD has received interest of approximately **\$259** million on the Endowment Fund and Repayments of approximately **\$102** million from successful projects. Over this period Grant Payments to companies have reached approximately **\$319** million.

## Activity Summary - 2014

Direct Sales	Repayments	Grant Payments	Approved Projects		
2014 <b>\$60</b> million	2014 <b>\$3</b> million	2014 <b>\$10</b> million	Full-scale projects (2014) <b>22</b> projects	Mini projects (2014) <b>0</b> project	Total projects (2014) <b>22</b> projects
Cumulative <b>\$5</b> billion	Cumulative (from <b>412</b> projects) <b>\$102</b> million	Cumulative <b>\$319</b> million	Cumulative <b>735</b> projects	Cumulative <b>176</b> projects	Cumulative <b>911</b> projects

# SUCCESS STORIES

C5: 0-1-1  
 C7: 0-1-1-0-0  
 D2: 0-0-0-1  
 D2: 1-0-0  
 G3: 0-1-0  
 G5: 1-0  
 G6: 0-0-0  
 G9: 1-1  
 M7: 1-0-1-0-0-1  
 M8: 1-0-0-0-1  
 R3: 1-1-1-1-0-1-1-0  
 T9: 0-0-1  
 U5: 0-1-1-0  
 U8: 1-0-1  
 U9: 1-1-1

## DRUG DECISION SUPPORT TOOLS

**Sector:** Healthcare IT

**Approved in:** December 2010

 **Israeli Company:** Treato  TREATO  
The voice of the patient

 **U.S. Company:** Healthline  Healthline

### Project Summary:

Treato collaborated with Healthline to deliver its drug decision support tools to patients through Healthline's online drug information center. This health information platform aggregates patient experiences from the Internet and organizes them into usable insights for patients, healthcare professionals, pharma companies, and other healthcare organizations.

The Treato platform collects data from healthcare social media sites and aggregates them into a single, clear and highly accessible knowledge base.

The project generates revenue and repayments.



## ONLINE VIDEO AD TARGETING PLATFORM

**Sector:** Software/Computer Vision

**Approved in:** September 2011

 **Israeli Company:** RSIP Vision 

 **U.S. Company:** Set Media 

### Project Summary:

SET Media (previously named Affine Systems), partnered with Israeli company, RSIP Vision (previously named Ron Soferman,) in 2011, to develop an online video ad targeting application using computer vision technology.

The technology simplifies the digital video ad industry by delivering targeted ads over high-quality content, with full transparency and leverages cutting-edge techniques to connect an advertising campaign to an available inventory of videos and enable advertisement agencies to utilize this vast online inventory.

The project generates revenue and repayments. SET Media was acquired by Conversant on February 6, 2014.



# BIRD ENERGY



“**BIRD Energy**” is the implementation of a cooperation agreement between the U.S. Department of Energy’s Office of Energy Efficiency and Renewable Energy (EERE) and the Israel Ministry of National Infrastructures, Energy and Water Resources. This cooperation is based on the Energy Independence and Security Act of 2007 which includes cooperation between the U.S. and Israel to promote and support joint research collaboration relating to Alternative Energy and Energy Efficiency.

## Projects approved in 2014:

**Advanced MemTech Ltd.**, (Nes Ziona, Israel) and **Arkema Inc.**, (King of Prussia, PA) Carbon Nanotube (CNT) Composite Membrane that is Electrically Conductive

**Aquanos Ltd.**, (Shoshanat HaAmakim, Israel) and **Aquagen ISI**, (South Yarmouth, MA) Development and Commercialization of an Algae-Activated Aerobic Wastewater Treatment Technology

**Fridenson Logistics Services Ltd.**, (Haifa, Israel) and **ChargePoint, Inc.**, (Campbell, CA) Smart Grid Capable Cloud-Connected Electric Vehicle Charging Station

**NewCO2Fuels (NCF)**, (Rehovot, Israel) and **Acumentrics Corporation**, (Westwood, MA) Enhanced Performance Solid Oxide Fuel Cells for Fuel Production for Dual Application

**Silentium Ltd.**, (Rehovot, Israel) and **GE Energy**, (Houston, TX) Active Noise Control for Power Generation Ventilation

## BIRD Energy Executive Committee:

**Mr. Robert Sandoli**, Director, International Program Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy

**Dr. Shlomo Wald**, Chief Scientist, Israel Ministry of National Infrastructures, Energy and Water Resources, designee of the Director General

**Mr. Hannan Carmeli**, Deputy Chief Scientist, Director of International Activities & Collaboration, Israel Ministry of Economy, designee of BIRD’s Board of Governors

## Others who have acted on behalf of the Executive Committee during 2014

**Mr. John Cabaniss**, U.S. Department of Energy  
**Dr. Igor Derzy**, Israel Ministry of National Infrastructures, Energy and Water Resources  
**Ms. Ingrid Kollist**, U.S. Embassy, Tel Aviv

## BIRD Energy Statistics 2009 - 2014

Approved Projects <sup>1</sup>	Signed Projects <sup>2</sup>	Funding from Governments <sup>3</sup>	Grant Payments <sup>4</sup>	Repayments <sup>5</sup>
26	17	\$17.6M	\$8.3M	\$84K

### Notes:

1. Approved projects in 6 cycles: 4 projects in each of 2009, 2011, 2012 and 2013; 5 projects in each of 2010 and 2014.
2. The 5 projects approved on November 4, 2014 are still in process of signing the contracts with the BIRD Foundation.
3. Total funding from the U.S. and Israel.
4. Includes payments for completed projects (10) and for projects still in development stage (7).
5. Initial repayments from 2 projects.

# BOARD OF GOVERNORS

CS: 0-1-1  
C7: 0-1-1-0-0  
D2: 0-0-0-1  
D7: 1-0-0  
G3: 0-1-0  
G5: 1-0  
G6: 0-0-0  
G9: 1-1  
M7: 1-0-1-0-0-1  
M8: 1-0-0-0-1  
R3: 1-1-1-1-0-1-1-0  
T9: 0-0-1  
US: 0-1-1-0  
U8: 1-0-1  
U9: 1-1-1

The Board of Governors meets semi-annually – in the U.S. in June/July and in Israel in November/December. Each government has three representatives on the Board. In addition, there are four advisors to the Board.

## U.S. Governors

### Dr. Jonathan Margolis

Deputy Assistant Secretary, Acting  
Bureau of Oceans, Environment  
and Science  
Department of State

### Ms. Elizabeth Shortino

Director of the Middle East and  
North Africa Office  
in Treasury International Affairs  
Department of Treasury

### Mr. Phillip Singerman

Associate Director for Innovation  
and Industry Services  
National Institute of Standards  
and Technology  
Department of Commerce

## Israeli Governors

### Ms. Yael Andoran

Director General  
Ministry of Finance

### Mr. Avi Hasson

Chief Scientist  
Ministry of Economy

### Mr. Amit Lang

Director General  
Ministry of Economy

## Board members and others who have acted on behalf of the Board during 2014

**Mr. Mikael Cleverley** – U.S. Department of State

**Dr. Katya Delak** – U.S. Department of Commerce

**Mr. Inon Elroy** - Israel Ministry of Economy

**Mr. Eli Groner** – Economic Attaché, Israel Embassy, Washington, D.C.

**Dr. Samuel Howerton** – U.S. Department of State

**Ms. Ingrid Kollist** – U.S. Embassy, Tel Aviv

**Mr. Dovi Ollech** - Israel Ministry of Economy

**Mr. Yoel Naveh**, Israel Ministry of Finance

**Mr. Micha Pearlman** – Israel Ministry of Finance

**Mr. Israel Shamay** – Matimop, Israeli Industry Center for R&D

## Advisors to the Board during 2014 were

**Dr. Dean Baker**

**Dr. Stephen Carpenter**

**Mr. Martin Gerstel**

**Mr. Marc Stanley**

## BIRD REPRESENTATIVES IN THE U.S.

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Washington, D.C. – Israel Embassy

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## BIRD Foundation Offices in the U.S.

### California

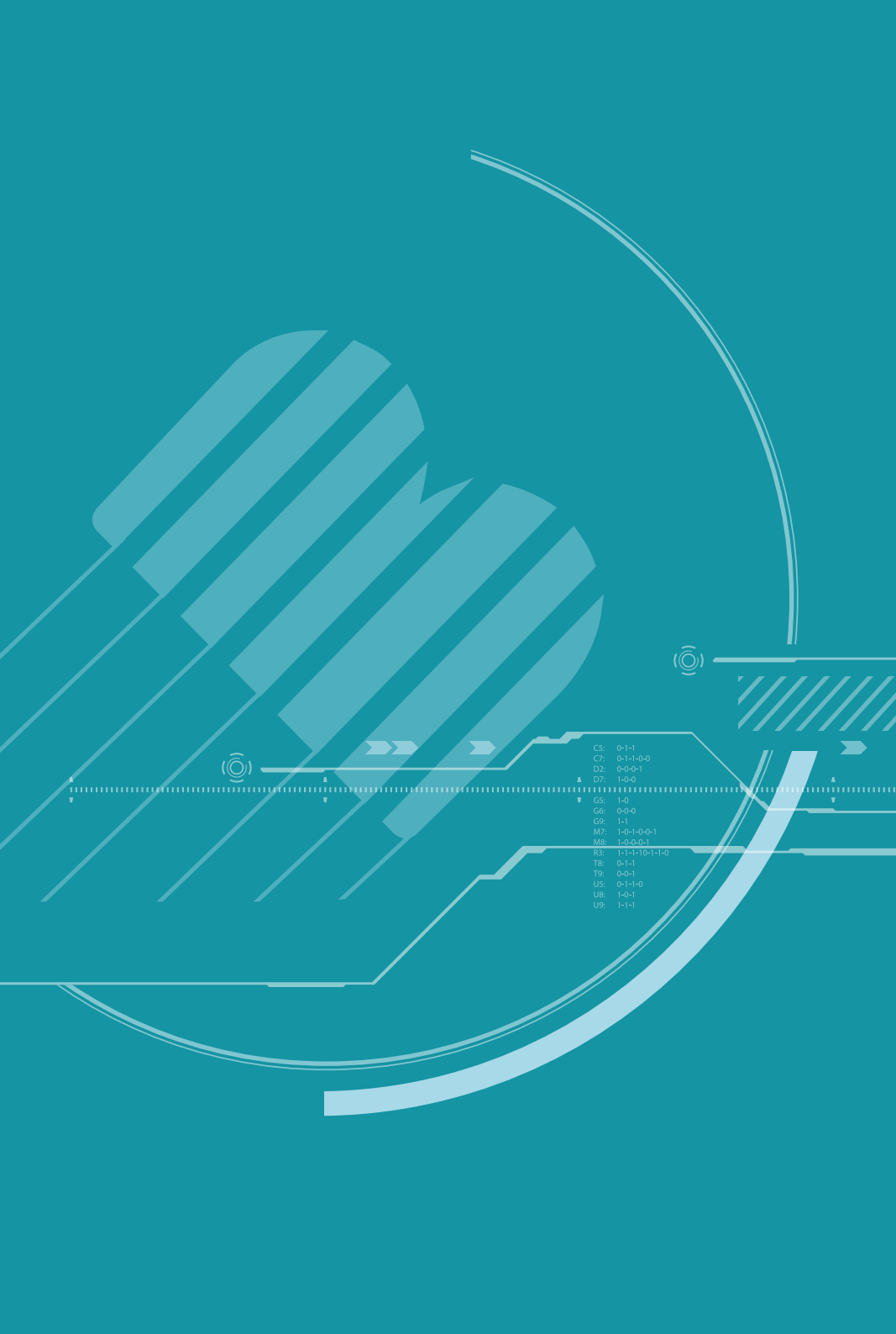
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### New Jersey

#### ✦ Andrea Yonah

East Coast Representative  
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T9: 0-0-1  
U5: 0-1-1-0  
U8: 1-0-1  
U9: 1-1-1

ANNUAL REPORT 2014



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