



# BIRD FOUNDATION

Accelerating Growth Through Strategic Partnerships

A N N U A L   R E P O R T | 2 0 1 6

# BIRD's Mission Statement

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

“..... the Foundation will strengthen economic cooperation between the United States and Israel and will promote mutually-beneficial links between enterprises of our countries.....”

Source: Official letter dated May 18, 1977, approving the BIRD Foundation's initial funding.

“.....the United States acknowledges the achievements of the [Israel-United States] Binational Industrial Research and Development Foundation.....”

Source: United States – Israel Strategic Partnership Act, December 19, 2014.

# APPROACHING 40 YEARS OF U.S.-ISRAEL COLLABORATION

*“.....Convinced that applied scientific cooperation between the two countries in industrial research and development will strengthen the bonds of friendship and understanding between their people and advance the state of industrial research and development to the benefit of both countries.....”*



of Commitment to  
**U.S.-Israel Collaboration**



Dr. Eitan Yudilevich  
Executive Director

These visionary words are part of the preamble to the U.S.-Israel agreement establishing the BIRD Foundation, inaugurated on May 18, 1977.

Forty years have passed. The BIRD Foundation has fulfilled its mission by maintaining and improving upon a well-established model, while at the same time, keeping up with a changing global environment, as demonstrated in this report.

During 2016, a broad range of U.S. and Israeli companies approached the BIRD Foundation for support and to reduce their R&D risk. These companies included large multinationals as well as smaller companies seeking synergistic alliances to achieve excellence in innovation and commercialization. Many of the approved projects reveal significant social impact in addition to their potential for business and commercial success.

In 2016, the newly established BIRD “NextGen First Responder Technologies” program was launched (**BIRD HLS/First Responders** or BIRD HLS/FR). BIRD HLS/FR is sponsored by the U.S. Department of Homeland Security/Science and Technology Directorate (DHS/S&T) and the Israel Ministry of Public Security (MOPS) to promote and fund joint U.S.-Israel R&D projects in order to meet the most pressing needs of First Responders.

**BIRD Energy** celebrated its eighth anniversary, demonstrating how the U.S. and Israel can effectively cooperate to develop innovative clean energy technologies. BIRD Energy began in 2009 as a result of the U.S.-Israel Energy Cooperation Initiative

included in the Energy Independence and Security Act of 2007 and the Israeli Government’s approval of the program in 2008. Both the U.S. and Israel are committed to continuing this program on a long-term basis. The U.S.-Israel cooperation was enhanced and extended until 2024 by the Strategic Partnership Act of 2014, and by a decision of the Israeli Government to expand the cooperation, including multi-year funding.

Our goal is to strengthen and expand these bilateral programs, as articulated in the recently approved U.S.-Israel Advanced Research Partnership Act of 2016, focusing on cybersecurity collaboration.

At BIRD, we believe that it is important to learn from our past in order to improve our programs in the future. It is also important to summarize and celebrate past achievements. In the coming year, we are planning to celebrate four decades of promoting and supporting joint U.S.-Israel research and development for mutual benefit. However, we cannot pause to enjoy the moment for too long since our objective is to continue supporting U.S. and Israeli companies as they embark on a bright future through innovation and collaboration.

For the near future, we are looking to promote collaborations in growing technology sectors such as smart transportation and advanced manufacturing, both with significant potential for technology collaboration and of great interest to the U.S. and Israel.

In a year of new beginnings and more than a few uncertainties, we believe the BIRD Foundation has the infrastructure, the culture and the reputation to become even more significant in its contribution, seeking new avenues for U.S.-Israel collaboration.

# BOARD OF GOVERNORS

## Dr. Phillip Singerman, co-Chairman

Forty years ago the U.S. and Israel signed the cooperation agreement establishing the Israel-United States Binational Industrial Research and Development Foundation – the BIRD Foundation. Article II of the agreement states: “The objective of the Foundation shall be to promote and support joint, non-defense industrial research and development activities of *mutual benefit* to the United States and Israel.” The U.S. and Israeli economies differ enormously in size: the Israeli GDP is similar to a mid-GDP U.S. State (about \$300B). This difference was even more staggering when the BIRD Foundation was launched in 1977 (then the Israeli GDP was only \$14B). Achieving mutual benefit was a very challenging goal at inception, when the Israeli technology sector was relatively immature. Now, looking at the statistics for the years 2012-2016, above 50% of the U.S. companies submitting joint projects with Israeli partners are small companies (fewer than 50 employees), such as Innovative Machines Corporation from Birmingham, AL, which co-developed a high volume manufacturing capability. Another example is Set Media from San Francisco, CA, for which the BIRD funding and its timing was instrumental, prior to its successful acquisition by a much larger company.

For the future, the BIRD Foundation will continue to expand its contribution, as it has done in recent years by establishing new relationships with DOE (BIRD Energy) and DHS (BIRD HLS/First Responders), for mutual benefit to the United States and Israel.

## Mr. Avi Hasson, co-Chairman

The ongoing partnership between the U.S. and Israel has been showing its strong R&D ties for the last 40 years. The collaboration with the United States, which is an essential partner in the many spheres of innovation, is done through the various implementation frameworks. Among those platforms are the Federal R&D programs led by the BIRD Foundation.

The BIRD Foundation enables those successful R&D partnerships and brings together companies from both Israel and the U.S. to collaborate on innovation projects in emerging technology fields.

As co-Chairman it was a privilege to build a close and productive relationship with our U.S. counterparts and to work with such a professional and outstanding team, in order to strengthen the economic ties and advance innovative solutions.

I am sure this partnership will continue to develop and undoubtedly prove its value to both sides leading to new levels of innovation. I would like to thank you all for the last six years of common work and wish you all the best.

# BOARD OF GOVERNORS

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 three advisors to the Board.

## U.S. Governors

### **Mr. Anthony Marcus**

Director  
Office of the Middle East and North Africa  
Treasury Department

### **Dr. Jonathan Margolis**

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

### **Dr. Phillip Singerman**

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

## Israeli Governors

### **Mr. Shai Babad**

Director General  
Ministry of Finance

### **Mr. Avi Hasson**

Chief Scientist  
Ministry of Economy and  
Industry  
Israel Innovation Authority

### **Mr. Amit Lang**

Director General  
Ministry of Economy and  
Industry

## Board members and others who have acted on behalf of the Board during 2016

**Mr. Chuck Ashley** - U.S. Embassy, Tel Aviv

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

**Ms. Beverli DeWalt** - U.S. Department of State

**Mr. Amad Judeh** - U.S. Department of Treasury

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

**Mr. Jonathan Peterson** - U.S. Department of State

**Mr. Israel Shamay** - Israel Innovation Authority

## Advisors to the Board during 2016 were

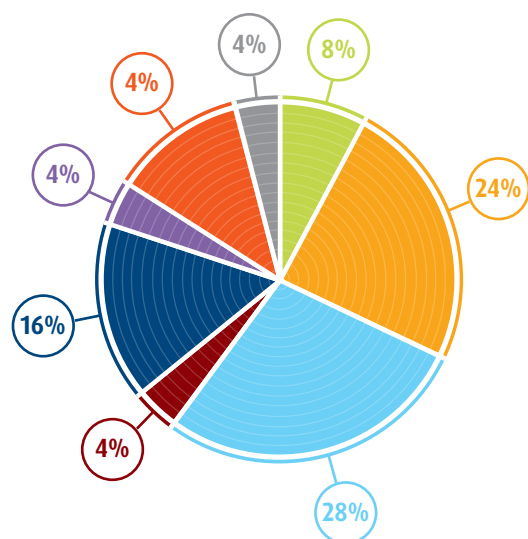
**Dr. Dean Baker**

**Dr. Stephen Carpenter**

**Mr. Marc Stanley**

# ACTIVITY SUMMARY

## Statistics 2016



## Approved Projects

Sector	2016
Agrotechnology	2
Communications	1
Electronics / Software	4
Energy, Water, Environment*	7
Healthcare IT	1
Homeland Security**	3
Life Sciences	6
Other	1
	<b>25</b>

\* includes 5 BIRD Energy projects

\*\* includes 2 BIRD HLS/First Responders projects

## Financial Summary - 2016

	Income				Grant Payments	
	Endowment		Repayments			
	Year (M\$)	Cum. (M\$)	Year (M\$)	Cum. (M\$)	Year (M\$)	Cum. (M\$)
2011	8	236	3	93	5	295
2012	7	243	3	96	6	301
2013	8	251	3	99	8	309
2014	8	259	3	102	10	319
2015	7	266	2	104	10	329
<b>2016</b>	<b>7</b>	<b>273</b>	<b>1.5</b>	<b>105</b>	<b>10</b>	<b>339</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 in a timely manner.

Since its inception, BIRD has received interest of approximately \$273 million on the Endowment Fund and Repayments of approximately \$105 million from successful projects. Over this period Grant Payments to companies have reached approximately \$339 million.

## Activity Summary - 2016

Direct Sales	Repayments	Grant Payments	Approved Projects		
2016 \$ 30 million	2016 \$1.5 million	2016 \$10 million	Full-scale projects (2016) 17 projects*	Mini projects (2016) 1 project	Total projects (2016) 18 projects
Cumulative \$ 5 billion	Cumulative (from 421 projects) \$105 million	Cumulative \$339 million	Cumulative 771 projects	Cumulative 178 projects	Cumulative 949 projects

\* Not including BIRD Energy and BIRD HLS/First Responders



# 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.

BIRD's scope extends to Agriculture, Agrotechnology, Cleantech, Communications, Life Sciences, Cyber Security Electronics, Electro-optics, Energy Efficiency/Smart Grid, Environment, Software, Healthcare IT, Homeland Security, Nano-Satellites, Renewable and Alternative Energy, Semiconductors, Software, Solar Energy, Wind Energy and other areas of innovative technology with commercial potential. During our 39 years, the Foundation has invested in 949 projects, which have yielded direct and indirect revenues of more than \$10 billion.

BIRD approves projects twice a year. Projects are evaluated by expert reviewers appointed by the Israel Innovation Authority 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 R&D joint projects relating to renewable energy and energy efficiency. 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 jointly with the Israel Innovation Authority. BIRD Energy adheres to the same rules and procedures as BIRD.

BIRD also announced that the Israel Ministry of Public Security and the U.S. Department of Homeland Security have signed a collaborative agreement to promote and fund joint U.S.- Israeli projects for the development of advanced technologies for First Responders. The collaboration agreement was designed to improve and enhance the preparedness of national rescue forces including fire, police and first-aid units, and their capabilities in the field. According to the agreement, the BIRD Foundation will manage the binational program, titled "**NextGen First Responder Technologies**," which will also allow for collaboration between companies and research institutions.



# APPROVED PROJECTS - JUNE AND DECEMBER 2016

## → AGROTECHNOLOGY

Israeli Co.	U.S. Co.	Title of Project
Evogene Ltd., Rehovot	KeyGene Inc., Rockville, MD	Development of Novel Drought Tolerant Wheat Varieties using Genome Editing Technologies

## → COMMUNICATIONS

Israeli Co.	U.S. Co.	Title of Project
Vimmi Communications Ltd., Rehovot	Tech Mahindra Technologies Inc., South Plainfield, NJ	MDN (Media Delivery Network) for Mobile Operators

## → ELECTRONICS/SOFTWARE

Israeli Co.	U.S. Co.	Title of Project
File X Ltd., Ness Ziona	Brimrose Corporation of America, Sparks, MD	Compact and Efficient Hyperspectral Imaging and Analysis System
Israel Aerospace Industries Ltd. (IAI), Ben Gurion International Airport	Honeywell International, Morris Plains, NJ	"Blue Sky – Sense" and Avoid for MALE UAS
Mellanox Technologies Ltd., Yokneam	Chromis Fiberoptics, Inc., Warren, NJ	Development & Commercialization of Data Center Polymer Optical Fiber ("POF") Active Optical Cables ("AOCs")
Technologies of Voice Interface Ltd. (Voiceitt), Ramat Gan	SCJ Associates, Inc., Rochester, NY	The Interact – Wearable Device for Speech Disabilities

## → ENVIRONMENT, WATER

Israeli Co.	U.S. Co.	Title of Project
Westham Ltd., Tel Aviv	The Terminix International Company Limited Partnership, Memphis, TN	Development and Commercialization of a Mosquito Bait Station with ATSB®
EZPack Water, Kibbutz Shomrat	Puralytics, Beaverton, OR	Light Activated Self- Purified water Bladder

## → HEALTHCARE IT

Israeli Co.	U.S. Co.	Title of Project
MedAware Ltd., Ra'anana	Becton Dickinson and Co., Franklin Lanes, NJ	Prescription Error Surveillance



## → HOMELAND SECURITY

Israeli Co.	U.S. Co.	Title of Project
Motorola Solutions Israel Ltd. (MSIL), Airport City	Eclipse Identity Recognition Corporation, Campbell, CA	Distributed Enhanced Video Analytics (DEVA)

## → LIFE SCIENCES

Israeli Co.	U.S. Co.	Title of Project
Collect Biotherapeutics Ltd., Kfar Saba	Entegris Inc., Billerica, MA	ApoTainer for Stem Cells Selection
Hinoman Ltd., Or Yehuda	Benchmark Biolabs Inc., Lincoln, NE	Creating an Edible Subunit Vaccine for Newcastle Virus Disease (ND) Transgenic Duckweed
Kamada Ltd., Ness Ziona	Baxalta US Inc., Bannockburn, IL	AAT Treatment for Prevention of Lung Transplant Rejection
Keystone Heart Ltd., Caesaria	SurModics Inc., Eden Prairie, MN	Colibri – An Embolic Cerebral Protection Medical Device for AF Ablation and LAA Closure Procedures
NovellusDx Ltd., Jerusalem	Christiana Care Health Services Inc., Newark, DE	In-Vitro Mutagenesis for a Functional Assay
Pluristem Ltd., Haifa	New York Blood Center, New York, NY	Placenta-derived PLX-R18 Cells Improve the Efficiency of Cord Blood for Hematopoietic Regeneration

## → OTHER

Israeli Co.	U.S. Co.	Title of Project
Dotz Nano Ltd., Petach Tikva	Pflaumer Brothers Inc., Ewing Township, NJ	Development and Manufacturing of Graphene Quantum Dots from Coal Sources

# 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 Israel Ministry of National Infrastructure, Energy and Water Resources (MIEW) jointly with the Israel Innovation Authority. BIRD Energy was launched in 2009.

This cooperation is based on the Energy Independence and Security Act of 2007 and the Israeli Government's approval of the program in 2008, which includes cooperation between the U.S. and Israel to promote and support joint research collaboration relating to Alternative Energy and Energy Efficiency.

The U.S.-Israel cooperation was enhanced and extended until 2024 by the Strategic Partnership Act of 2014, passed by Congress and signed by President Obama in December 2014. On February 2016, the Israeli Government approved a decision to expand the cooperation with the U.S. on energy, including multiyear funding.

## BIRD Energy Statistics 2009 - 2016



Approved Projects	Signed Projects	Funding from Governments	Grant Payments <sup>1</sup>	Repayments <sup>2</sup>
37	27	\$25.60M	\$12.06M	\$1.17M

### Notes:

1. Includes payments for completed projects and for projects that are still in the development stage; Does not include payments to projects that are still unsigned
2. Repayments from 4 projects

## Approved Projects – BIRD Energy - 2016

 **CelDezyner Ltd.**  
 **POET Research Inc.**  
Transforming Lignocellulosic Biomass into Liquid Fuels

 **Waves Audio Ltd.**  
 **Virginia Polytechnic Institute and State University**  
A Nanoscale Thick Plasmonically Active Membrane based on Graphene for an Electrostatic Speaker

 **BrightSource Industries (Israel) Ltd.**  
 **Dynamis Engineering LLC**  
Automated Heliostat Cleaning System

 **Solvview Systems Ltd.**  
 **Yarotek PR, LLC**  
Solar Analytics for C&I Market

 **Technion R&D Foundation Ltd.**  
 **Pajarito Powder, LLC**  
Catalysts for Energy Storage and Energy Generation Devices

## BIRD Energy Executive Committee:

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

**Dr. Bracha Halaf**, Chief Scientist, Israel Ministry of Energy and Water Resources, designee of the Director General, Ministry of Energy and Water Resources

**Mr. Israel Shamay**, Executive Director Americas, Israel Innovation Authority

## Others who have acted on behalf of the Executive Committee during 2016

**Ms. Sandra Dickison**, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy

**Dr. Igor Derzy**, Israel Ministry of National Infrastructure, Energy and Water Resources

**Mr. Chuck Ashley**, U.S. Embassy in Tel Aviv

**Dr. Ami Ben Shalom**, Israel Innovation Authority

# BIRD HLS/ FIRST RESPONDERS

## NextGen First Responder Technologies Program

Under the agreement between the Government of the United States of America and the Government of the State of Israel on Cooperation in Science and Technology for Homeland Security Matters, the U.S. Department of Homeland Security (DHS), and the Israel Ministry of Public Security (MOPS) established a cooperative activity to foster and support U.S.-Israel joint development of advanced technologies for First Responders.

The “NextGen First Responder Technologies” Program follows the BIRD Foundation’s rules and procedures.

## Approved Projects – First Responders - 2016



ARTsys 360 Ltd.



Lion Group, Inc.

Radar-Assisted Precision Identification Device (RAPID 3D)



SayVu Technologies Ltd.



Opto-Knowledge Systems, Inc.

Indoor Positioning, Locating and Reporting System

## Lead Program Representatives

**Mr. Daniel Cotter**, Director of First Responders Group, Science and Technology, U.S. Department of Homeland Security

**Mr. Yaron Kron**, Head of the Technology Division at the Israel Ministry of Public Security

## Other Representatives

**Ms. Pinal Shah**, Export Controls Office, U.S. Department of Homeland Security

**Mr. John Han**, National Programs Office, Science and Technology, U.S. Department of Homeland Security

**Mr. Nimrod Blumkin**, Consultant to the Israel Ministry of Public Security

**Dr. Katya Delak**, Office of International Academic Affairs, National Institute of Standards and Technology, U.S. Department of Commerce

# APPROACHING 40 YEARS

## Examples of Success Stories

### Bio-Technology General Mountain View Pharmaceuticals New Drug for Gout

The U.S. Food and Drug Administration approved KRYSTEXXA®\* (pegloticase) a PEGylated uric acid specific enzyme indicated for the treatment of chronic gout in adult patients who are refractory to conventional therapy.

\* KRYSTEXXA® is presently marketed by Horizon Pharma.

Approved June 1998



### Kamada American Red Cross Treatment of Alpha1 Antitrypsin Deficiency

Extraction of the Alpha-1 Anti-Trypsin (AAT) Protein needed for patients whose liver is unable to naturally synthesize it, and administer it to patients by infusion. The development of the Alpha1-Proteinase Inhibitor from human source for Alpha-1-Antitrypsin deficiency patients was completed with the preparation of clinical grade of the active pharmaceutical ingredient and IND submission to the FDA. Successful clinical trials completed with FDA approval in July 2010. Kamada reached a major licensing agreement with Baxter International to distribute intravenous Alpha 1 Antitrypsin Product for the treatment of hereditary Alpha-1 antitrypsin deficiency which is distributed under the trade name Glassia™.

Approved June 1999



### MobileODT Dimagi Advanced Cervical Cancer Analysis for Remote Areas

Comprehensive solution to health care providers in screening and detecting cervical cancer in low-resource settings. Caregivers capture patient data along with cervical imaging with a mobile phone and data is aggregated to track and improve operations and the accuracy of diagnoses.

Approved December 2004

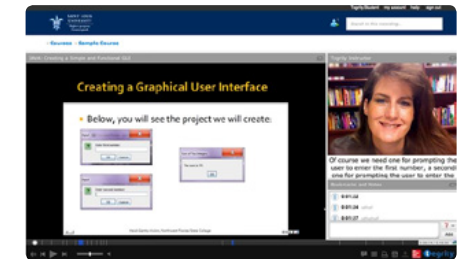


### Tegrity\* McGraw-Hill Education An Advanced Learning System

Development of LOTUS - a next generation integrated student learning system that provides students with efficient access to and navigation between multiple sources of learning content. The product which is "like a searchable DVR for your college courses" was sold to hundreds of colleges and universities.

\* Acquired by McGraw-Hill Education

Approved December 2009



# ECONOMIC & SOCIAL IMPACT

## Simbionix\* Health Professions Conferencing Corporation (USF Health) New Medical Teaching Simulator

Laparoscopic Hysterectomy simulation module: approximately 600,000 hysterectomies are performed annually in the U.S. making it the second most frequently performed major surgical procedure. The Laparoscopic Hysterectomy procedure requires advanced surgical skills, and, as such, necessitates performing approximately 15 procedures before surgeons become proficient. The new module utilizes medical simulation to provide the necessary complex skills acquisition and training for surgeons.

\* Acquired by 3D Systems in July 2014.

Approved June 2010



## Nortec Gas Technology Institute (GTI) Advanced Barcoding Solution for Underground Asset Lifecycle Tracking

Innovative method to capture tracking and traceability data for underground natural gas plastic pipe installations. The developed technology automates the process of capturing fusion and joint information which is increasingly important for risk management and regulatory compliance. The project has spun-off two new companies, NortecView and LocusView.

Approved June 2013



## Softwheel Crawford Reinventing the Wheel for Wheelchairs

Carbon fiber wheel for wheelchairs with an innovative suspension system that absorbs shocks and vibrations while making the ride much smoother, more comfortable and even more energy efficient.

Approved December 2014





## BIRD REPRESENTATIVES IN THE U.S.

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America-Israel Chamber of  
Commerce, S.E. Region)

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Vienna, VA – Virginia Israel  
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## ECONOMIC MISSIONS WORKING WITH BIRD IN THE U.S.

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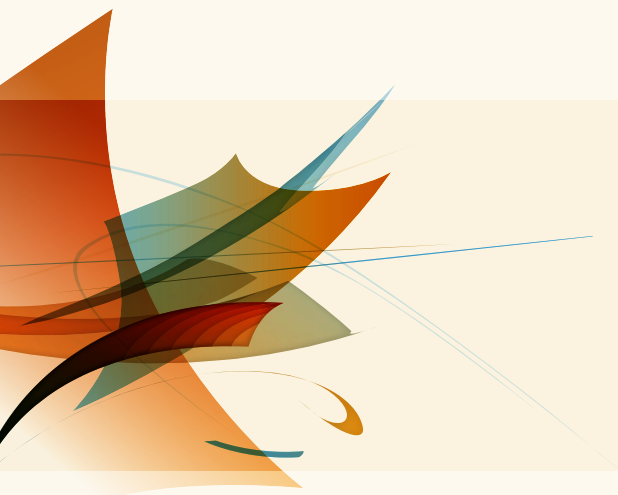
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