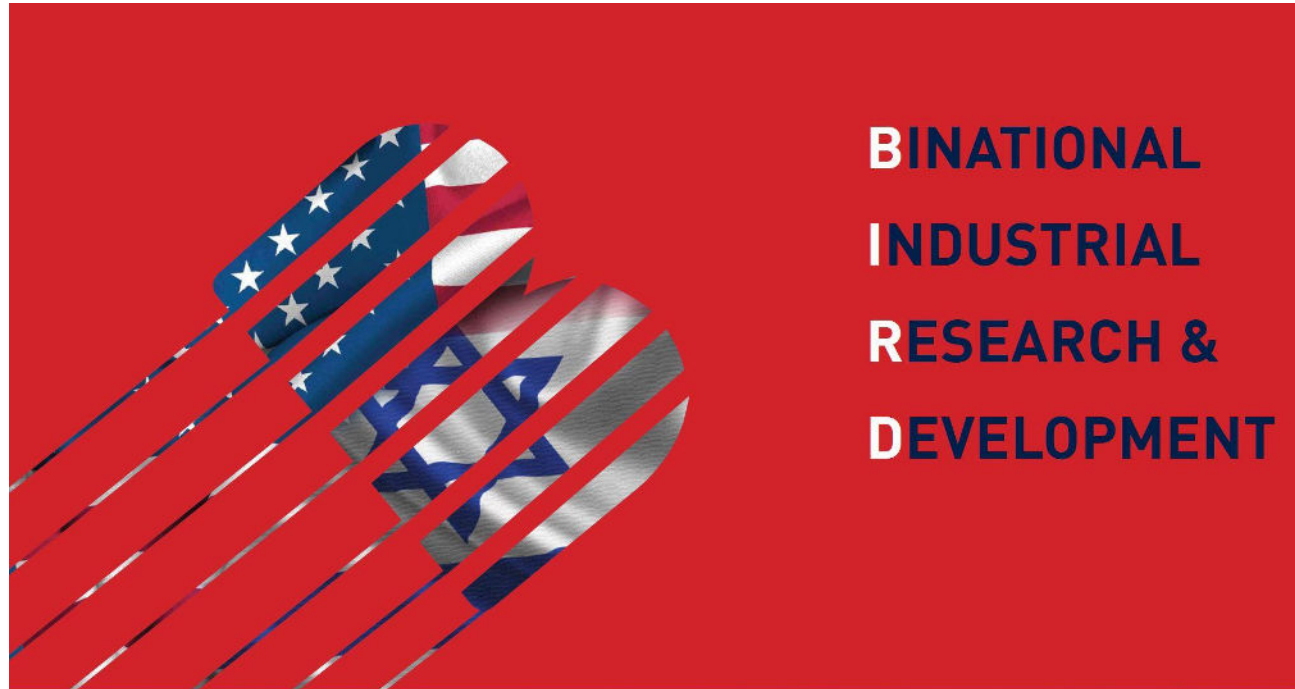


# BIRD Foundation

Accelerating Growth through U.S.-Israel Strategic Partnerships



Utah 2022

Israel-United States Binational Industrial Research and Development Foundation

Maya Vardi Shoshani, [mayav@birdf.com](mailto:mayav@birdf.com) [www.birdf.com](http://www.birdf.com)

# BIRD Foundation

*BIRD = Binational Industrial Research and Development*

Joint fund, established in 1977 as a joint initiative between the US and Israeli governments

## Mission

To stimulate, promote and support joint (non-defense) industrial R&D of mutual benefit to Israel and the United States

## Funding

Income from interest earned on \$110 million endowment grant and from repayments from successful BIRD projects



# For Mutual Benefit (partners):

Israeli companies gain invaluable access to know-how and markets, achieving improved competitiveness and chances of success



**BIRD  
Foundation**



**Matchmaking**

U.S. companies/ hospitals/ research institutes, increase their competitive advantage by gaining access to cost-effective innovation capabilities



# BIRD's Board of Governors\*

The Foundation's Board of Governors (BOG) consists of six members:  
three representatives of the U.S. and three representatives of Israel



## Israeli Representatives

Chief Scientist, Ministry of Economy and  
Industry and Chairman of the Israel Innovation  
Authority  
(Israeli co-Chairman)

Director General, Ministry of Economy and  
Industry

Director General, Ministry of Finance

(or their designees)



## U.S. Representatives

Assistant Secretary for S&T, Dept. of Commerce  
Permanent Designee: Associate Director for Innovation  
and Industry Services, NIST  
(U.S. co-Chairman)

Assistant Secretary for Oceans and International  
Environmental and Scientific Affairs, Dept. of State

Assistant Secretary for International Affairs, Dept. of  
Treasury

(or their designees)

\*Source: Israel-U.S. Binational Industrial Research and Development Foundation Agreement, March 3, 1976

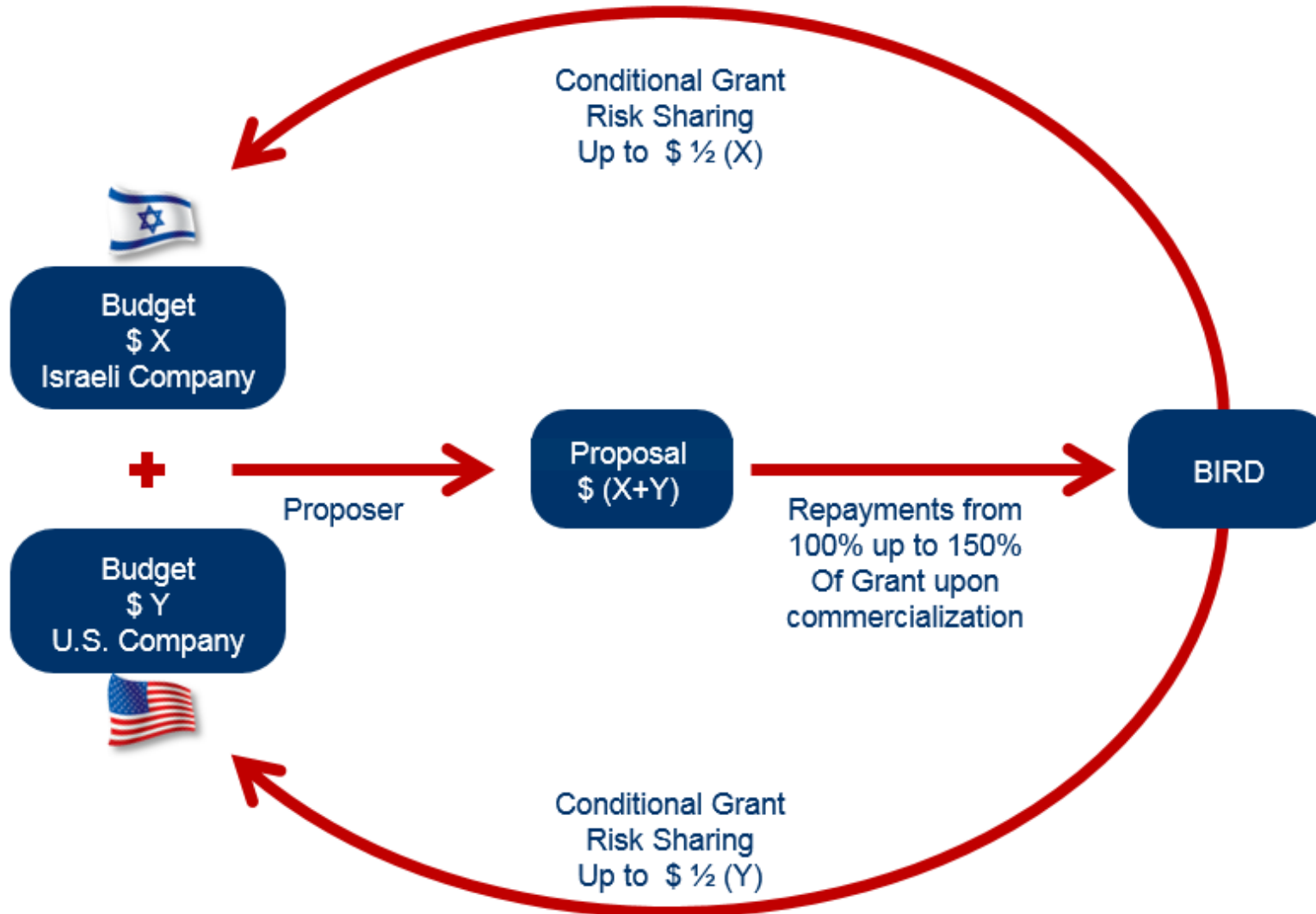
# Matchmaking – Assistance



- Think strategically
- Brainstorm with us



# The BIRD Model

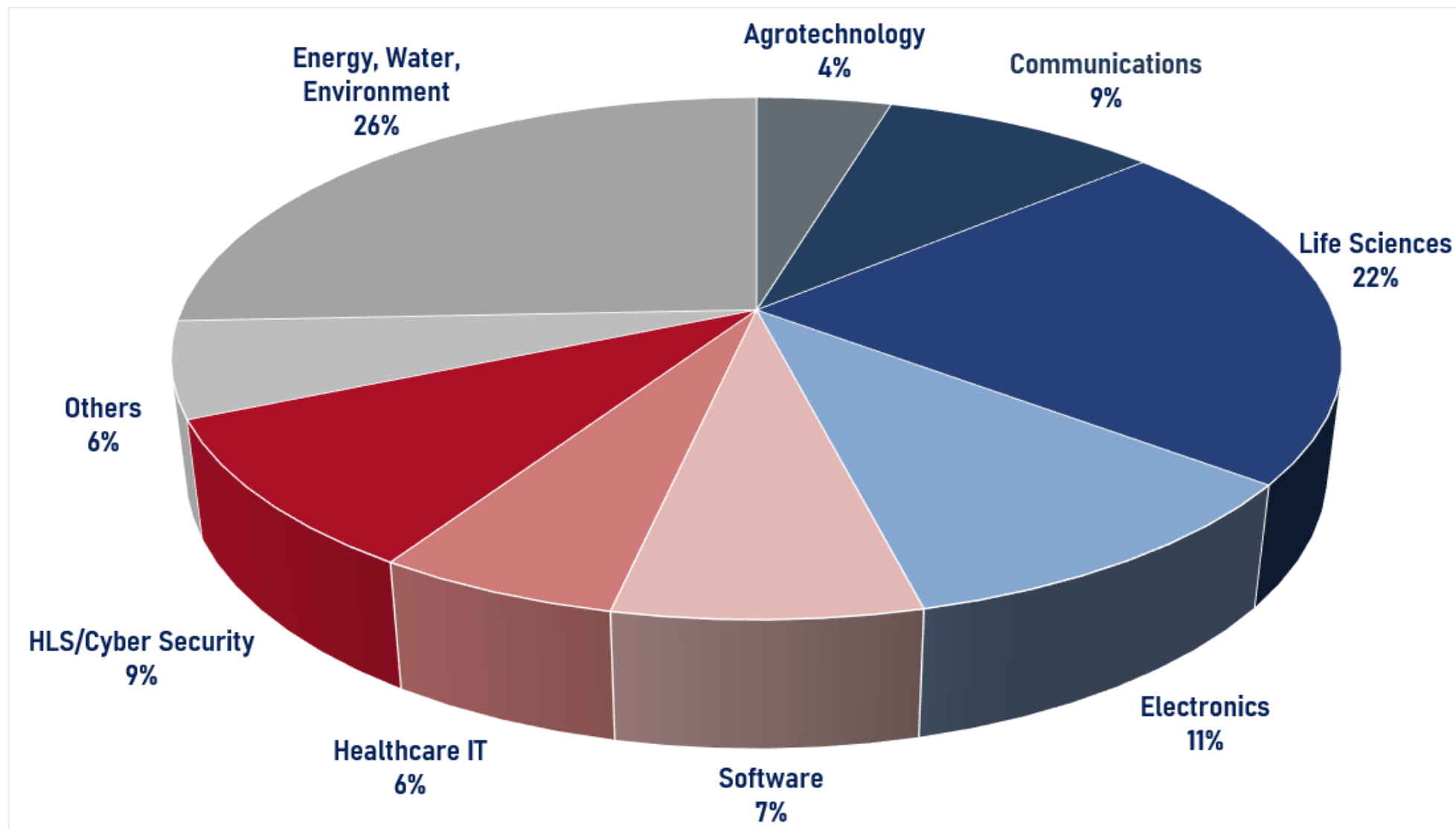


- The BIRD Foundation offers conditional grants on a risk-sharing basis
- The Foundation funds up to **50%** of each company's R&D expenses associated with the project
- Maximum conditional grant= **\$1M (\$1.5M)**
- **Every dollar invested by the governments yields at least \$2 of activity through private sector cost-sharing**



# BIRD Foundation – Investment by Sector

2006 - 2021



Including projects from  
BIRD Energy & BIRD HLS

# The BIRD Foundation – A Role Model for U.S.–Israel R&D Collaborations

## Activity Summary for the years 1977-2020

- **\$372M** granted for joint development of innovative technologies and products
- At least the same amount invested by the private sector, through cost-sharing
- **More than 1000** approved projects between U.S. and Israeli companies
- **\$113M repayments** from successful projects
- **Above \$10B in sales** generated directly and indirectly by BIRD sponsored activities





## ACCELERATING GROWTH THROUGH U.S. - ISRAEL STRATEGIC PARTNERSHIPS

### **BIRD Foundation Call for Proposals**

To be considered, a project proposal should include:

- R&D cooperation between two, unrelated companies, one registered in the U.S. and the other in Israel. The companies should jointly apply for BIRD support
- Research and development topics that include but are not limited to: Advanced Manufacturing, Agrotechnology, Cleantech and Environment, Communications, Construction Tech, Electronics, FinTech, Gas, Homeland Security and Cyber Security, Life Sciences and Bio-Convergence, Software, etc.
- A jointly developed technology or product(s) that shows considerable innovation
- A proposed project that demonstrates significant commercial potential

BIRD funds up to 50% of the R&D costs associated with the joint project.

The maximum conditional grant per project is up to US \$1 million; the BIRD Board of Governors may exercise its discretion to increase the award up to US \$1.5 million for exceptional proposals\*

\*contingent on the quality of the proposal and available funding.

# BIRD 2 General Funding Cycles

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## March/September

### Timetable & Deadlines

Executive Summary  
**September 7, 2022**

Final Proposal  
**October 20, 2022**

Decisions  
**December 2022**

\*For the main BIRD program, the BIRD Board of Governors may exercise its discretion to increase the award up to \$1.5M for exceptional proposals (contingent on the quality of the proposal and available funding)



**Ministry of Energy**  
www.energy.gov.il



רשות החדשנות  
**Israel Innovation  
Authority**

**BIRD**

Israel-U.S.  
Binational Industrial Research  
and Development Foundation



U.S. DEPARTMENT OF  
**ENERGY**

## AN OPPORTUNITY TO SUBMIT U.S. - ISRAEL JOINT ENERGY PROPOSALS



Innovation in:

- Renewable energy and energy efficiency, such as **solar** and **wind** power, **advanced vehicle technologies** and **alternative fuels**, **smart grid**, **storage**, **water-energy nexus**, **advanced manufacturing**, **AI for energy management**, etc.
- Innovation that scales up **carbon-free technologies** and **reduces carbon emissions**.
- Innovation in natural gas and other associated technologies that reduces its climate impact

### Timetable & Deadlines:

#### **Executive Summary**

June 30, 2022

#### **Final Proposal**

August 16, 2022

#### **Decisions**

November 2022



# BIRD Cyber 2022 Call for Proposals

<https://www.birdf.com/bird-cyber/>

- Secured Architecture for Protecting Core Operational Processes
- Small to Medium Airports or Seaports Real-Time Risk Assessment Solution Pilot
- Piloting Resilience Centers for Small and Medium Businesses and Enterprises
- Advanced Data Fusion and Analytics



## U.S.-Israel Cybersecurity Initiative

### BIRD Cyber Call For Proposals

#### Advanced Cybersecurity Applications

The U.S. Department of Homeland Security (DHS) and the Israel National Cyber Directorate (INCD) have established a new program to promote collaboration on cybersecurity and emerging technologies aimed at enhancing the cyber resilience of critical infrastructure and economies of both countries by harnessing the innovation and ingenuity of the Israeli and the American technology sectors. The BIRD Cyber program is managed by the BIRD Foundation.

**To be considered, a project proposal should include:**

Cooperation between two companies or cooperation between a company and a university / research institution (one from the U.S. and one from Israel), leading to demonstrations and pilot implementations of innovative technologies, in one of the following topics:

- Secured Architecture for Protecting Core Operational Processes
- Small to Medium Airports or Sea Ports Real-Time Risk Assessment Solution Pilot
- Piloting Resilience Centers for Small and Medium Businesses and Enterprises
- Advanced Data Fusion and Analytics

For further detail and requirements on each topic see: [www.birdf.com/BIRD-Cyber](https://www.birdf.com/BIRD-Cyber)

The maximum conditional grant is \$1.5 M per project, and no more than 50% of the joint R&D budget BIRD Cyber follows the BIRD Foundation's rules and procedures. Please refer to BIRD's website for submission details: [www.birdf.com](https://www.birdf.com)

**Timetable and deadlines:**

**Executive Summary** | November 15, 2022 **Final Proposal** | January 10, 2023 **Decisions** | March 2023

**For further inquiries, please contact:**

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# BIRD HLS 2022 – Call for Proposals

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## BIRD HLS CALL FOR PROPOSALS

### Homeland Security Technologies

#### Timetable & Deadlines:

**Executive Summary:** April 25, 2022

**Final Proposal:** June 27, 2022

**Decisions:** September 2022

- Law Enforcement supporting technologies to combat Cyber Crime
- Technologies and methods to secure critical infrastructure and public facilities (“soft targets”)
- Technologies focused on Safe and Secure cities
- Border Protection, including Maritime Security (such as: biometrics, screening systems, robotics, etc.)
- Unmanned Aerial Systems (UAS)
- Advanced First Responder Technologies (such as: command & control, video analytics, communication, personal protective equipment, etc.)

# Submitting Process\*

	<u>Cycle I</u>	<u>Cycle II</u>	<u>Cyber</u>	<u>HLS</u>	<u>Energy</u>
Executive Summaries	March	September	November	April	June
Final Proposal	April	October	January	June	August
Proposal Evaluation					
<i>*NIST &amp; IIA appointed evaluators</i>					
Decisions					
<i>*Board of Governors' Meeting</i>	June	December	March	September	November

\* For exact dates of the upcoming cycle see [www.birdf.com](http://www.birdf.com)

# BIRD's Evaluation Criteria:



- Innovation (Technology)
- Synergy between companies
- Market opportunity
- Go to market strategy / commercialization





# Why BIRD?



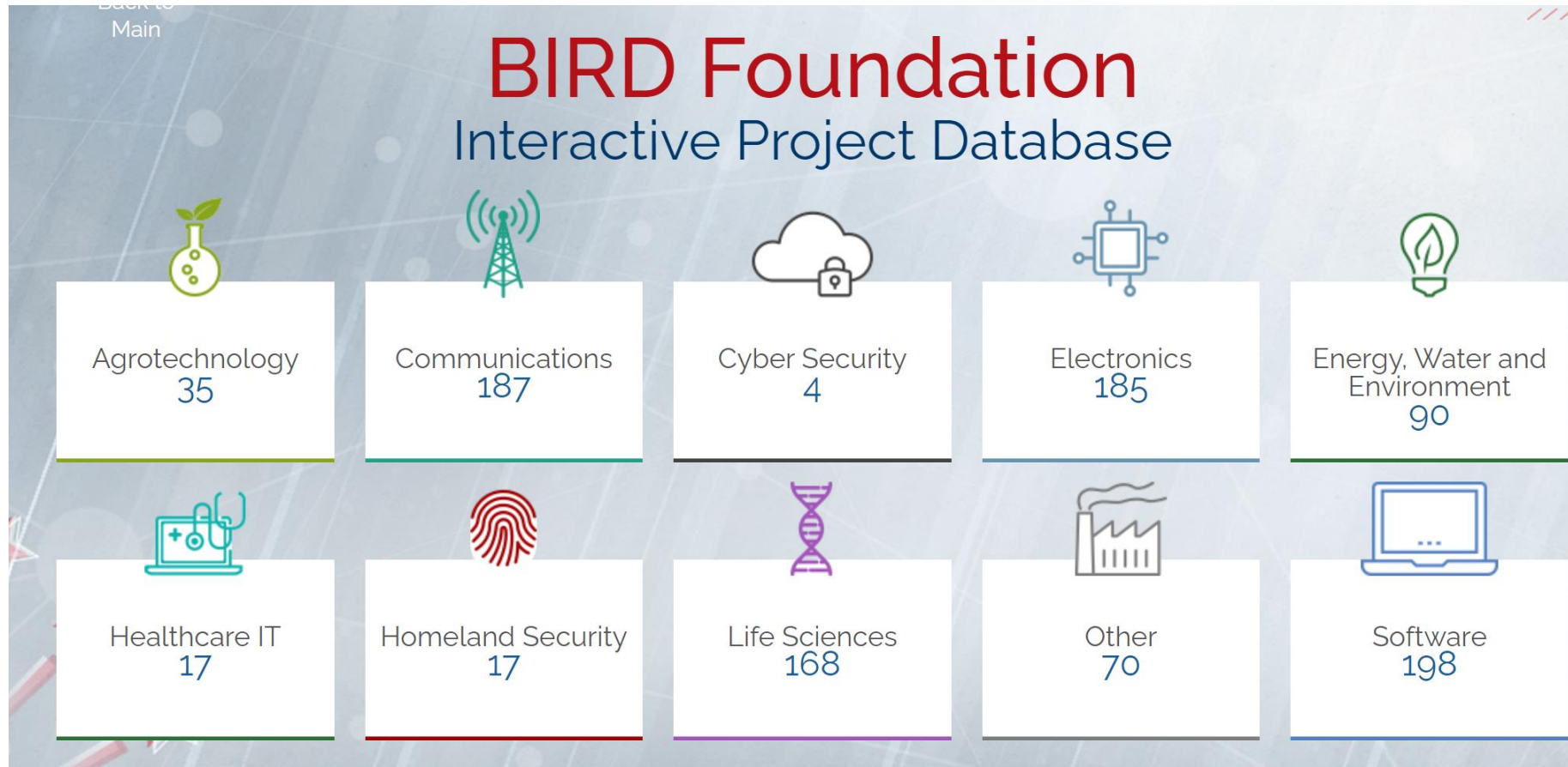
- Funding the joint development of advanced technologies
- Risk sharing mechanism
- “Stamp of Approval” – Review of the project is done by external organizations
- Commitment that accelerates delivery and time to market
- Springboard to the US market and partnerships

# Parameters for Success

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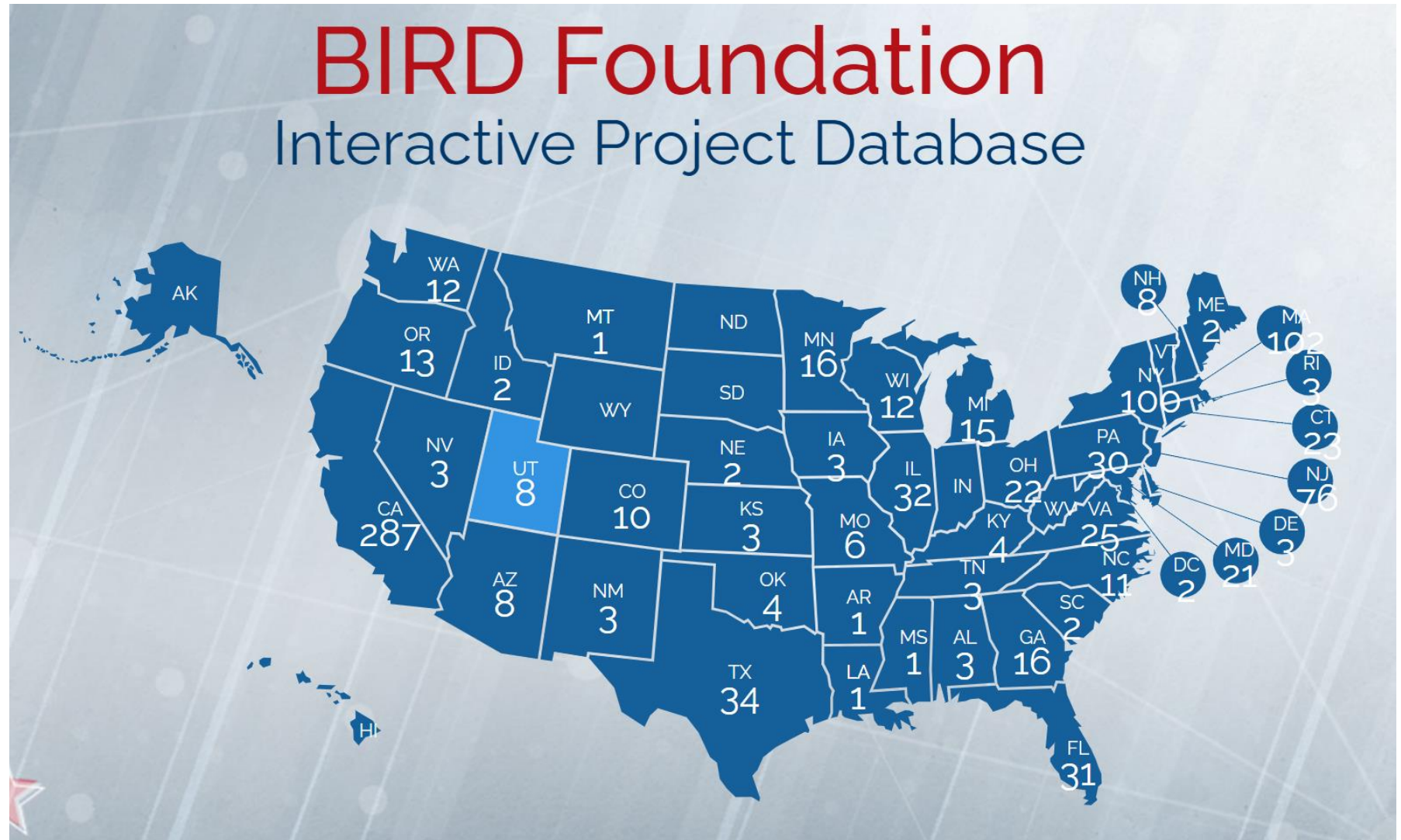
- Sales & Repayments
- Job Creation
- Capital Raised
- Mergers & Acquisitions
- Establishing a Subsidiary or a Research Center in Israel and/or operations/HQ in the U.S.
- Exports to other countries

BIRD Foundation – Interactive Project Database - <https://projectsdb.birdf.com/>



# BIRD Interactive Project Data Base

BIRD Foundation – Interactive Project Database - <https://projectsdb.birdf.com/>



**Thank you!**  
**Maya Vardi Shoshani**  
**mayav@birdf.com**  
**BIRD Foundation**



Israel-United States Binational Industrial Research and Development Foundation

[www.birdf.com](http://www.birdf.com)

[www.facebook.com/BIRD Foundation](https://www.facebook.com/BIRD-Foundation)

[linkedin.com/company/bird-foundation](https://www.linkedin.com/company/bird-foundation)

[projectsdb.birdf.com](http://projectsdb.birdf.com)