BIRD Foundation

Ministry of National Security

Science & Technology

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

HOMELAND SECURITY TECHNOLOGIES

Tal Kelem, BIRD HLS and BIRD Cyber Lead, BIRD Foundation

Dr. Gad Frishman – Chief Scientist, Ministry Of National Security

Yaron Kron – Head, Technology Section, Ministry Of National Security

Amir Peleg, VP Hardware, Blue White Robotics (BWR)

March 22, 2023

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Tal Kelem

BIRD HLS and BIRD Cyber Lead, Director of BD

March 22, 2023

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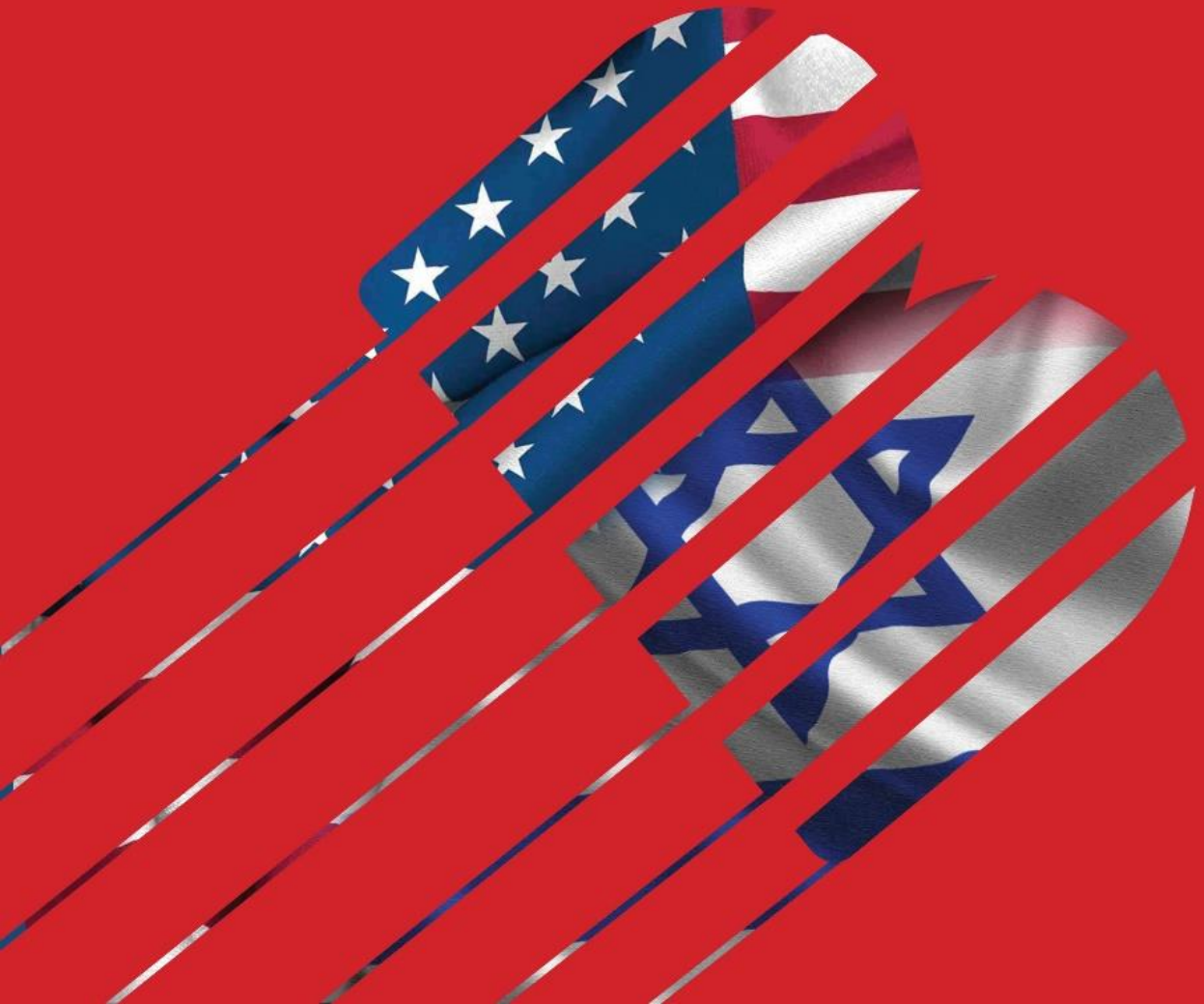

BINATIONAL INDUSTRIAL RESEARCH & DEVELOPMENT

BIRD HLS in a Nutshell

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- Conditional grants for joint U.S.-Israeli R&D projects
- The program is funded by the U.S. Department of Homeland Security, Science and Technology Directorate (DHS S&T), and the Israel Ministry of National Security (IMNS).
- Up to $1M per project, up to 50% of R&D expenses
  (non-dilutive funding, no transfer of IP rights)
- Repayments of 5% of sales as royalties if the project generates revenues
- Help in finding strategic partners (“matchmaking”)

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Why BIRD HLS?

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- Non-Dilutive Funding
- Risk sharing - willing to invest in high risk technologies that require longer time to market.
- "Stamp of approval" – review of the project by external organizations. **BIRD HLS:** DHS, IMNS* and IIA**
- High positive reputation which improves fundraising, PR and ability to find additional partners
- Detailed work plan with each company's tasks and budget
- Commitment - Improved Partnership

BIRD FOUNDATION
IMPACT
STUDY
2002-2018

* Israel Ministry of National Security
** Israel Innovation Authority

Why BIRD?

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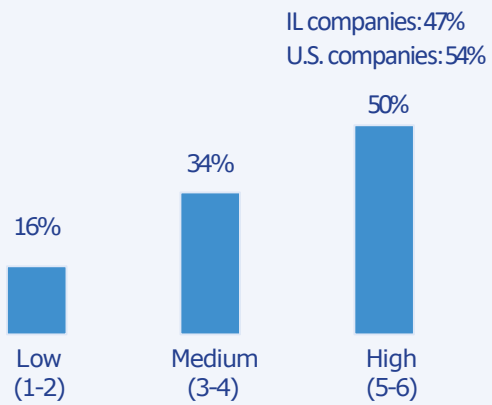
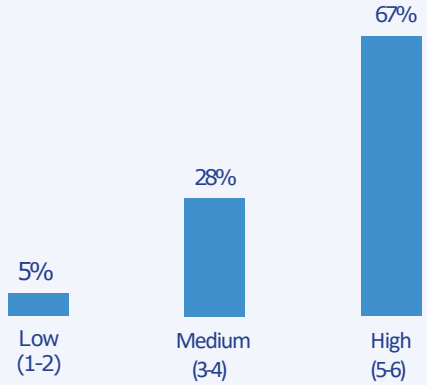
Technology and Innovation - 84% gained access to new technology

To what extent did the project provide you with **access to new technology?**

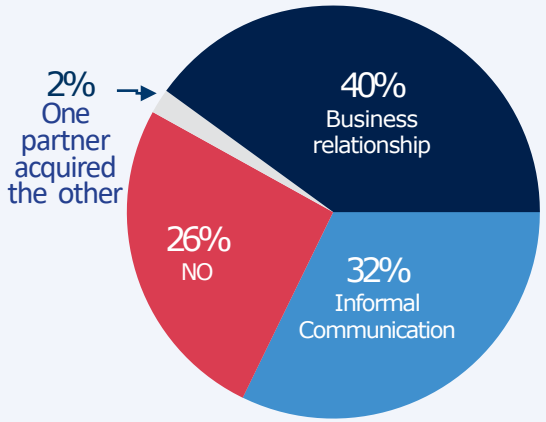


To what extent the technology/product developed was **innovative & disruptive?**



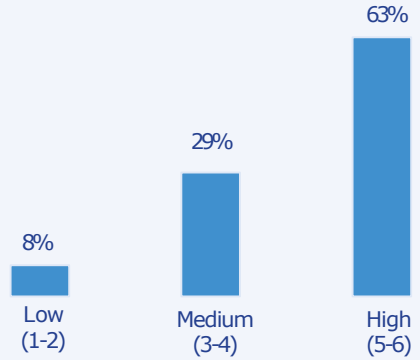
High-Quality Partnerships - 74% continue after the project

Did the **relationship with your partner** continue **after the project**?



*Excluding companies with projects still on-going (34)

How good was the 'quality' of the partnership in the project?



BIRD FOUNDATION
IMPACT STUDY
2002-2018

How do we evaluate projects?

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

BIRD – Performance Summary

>1000

Projects Approved

~$608M Granted

(CPI adjusted)

~$10B in sales generated by BIRD sponsored activities

$184M repayments

(CPI adjusted)

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BIRD'S INVESTMENT IN PROJECTS BY SECTOR

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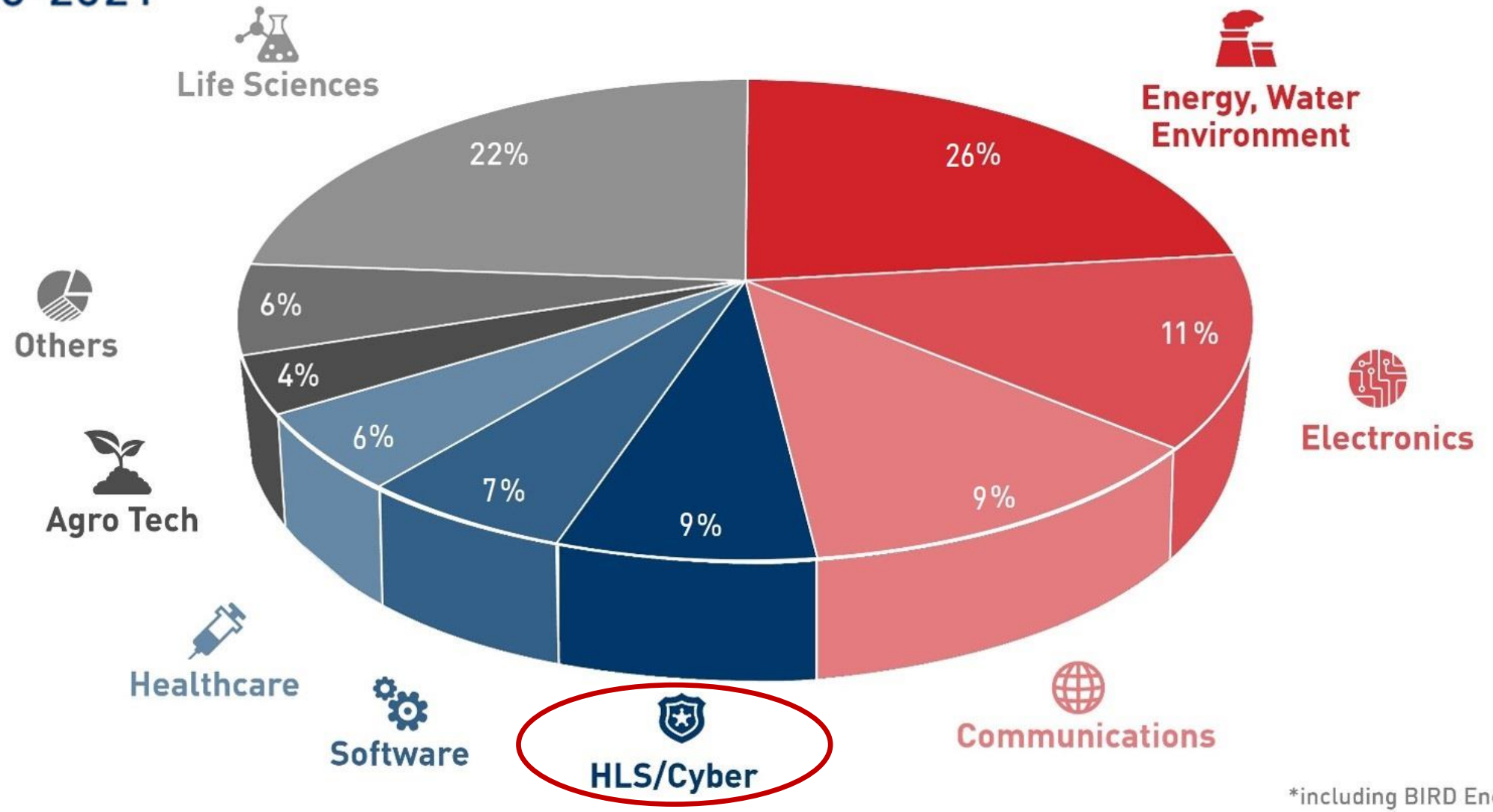
2006-2021



*including BIRD Energy & BIRD HLS

BIRD HLS 2023 Call for Proposals

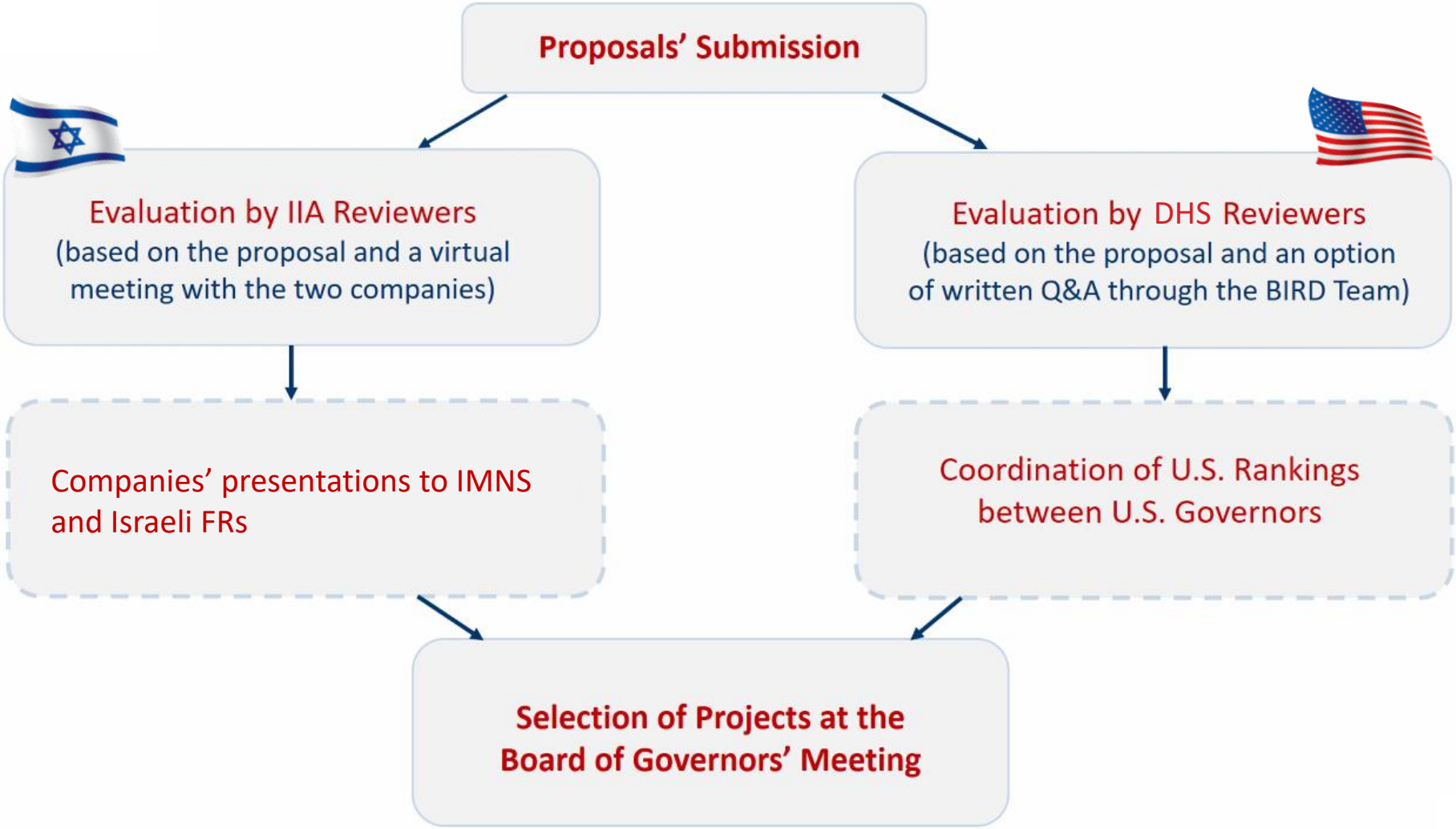
https://www.birdf.com/hls-call-for-proposals

- 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, Wearable Sensors, Standoff Detection and Identification of Hazards, Personal Protective Equipment, etc.)

Timetable and deadlines:

Executive Summary | April 24, 2023 Final Proposal | June 27, 2023 Decisions | September 2023

Evaluation Process



BIRD HLS Project Examples

Multi-Mission, Multi-Type, HLS Drone C&C

AI Based Analytics Video Security for Remote Sites

Unmanned Search and Rescue Systems

Autonomous drone-based search & rescue

BIRD HLS Awardees (partial)

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beeper

SAYVIU

BBT.live
BE BROADBAND TECHNOLOGIES

Elbit Systems

Simlat

IAI ELTA

BWR

CAMAMO
WE MAKE CAMERA SMARTER

HiRiseTech Ltd.

CyberBee

SHG
Emergency and Fire Solutions

CICONIA

Opto Knowledge

MANTARO PRODUCT DEVELOPMENT SERVICES

M87

SINCLAIR COLLEGE

TLC Solutions Inc.
USER FIRST TECHNOLOGY

3am

EASY AERIAL
SMART SECURITY

eyecloud.ai

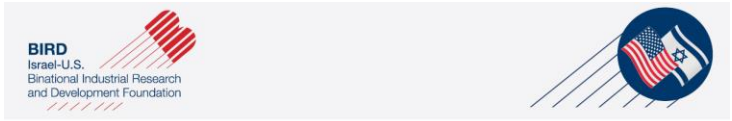
Sagetech
AVIONICS

LIVEVIEW
TECHNOLOGIES

ALLSTATE SPRINKLER CORP.

Additional Programs Managed by BIRD

BIRD



BIRD Foundation
Call for Proposals

The general BIRD program is funding projects in virtually every area that can show significant innovation and demonstrate commercial potential.
R&D topics may include: Advanced Manufacturing, Agrotech, Cleantech and Environment, Communications, Construction Tech, Electronics, FinTech, Gas, Healthcare IT, Homeland Security and Cyber Security, Life Sciences and Bio-Convergence, Software, Water and Wastewater technologies, etc.

BIRD Cyber

Advanced Cybersecurity Applications

The BIRD Cyber program is a joint initiative funded by the U.S. Department of Homeland Security (DHS) Science and Technology Directorate (S&T), and the Israel National Cyber Directorate (INCD), to enhance the cyber resilience of critical infrastructure in the U.S. and Israel. The program seeks solutions in the following topics: 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, and Advanced Data Fusion and Analytics.

Additional Programs Managed by BIRD

BIRD Energy

"BIRD Energy" is the implementation of a cooperation agreement between The U.S. Department of Energy (DOE), the Israel Ministry of Energy, jointly with the Israel Innovation Authority and the BIRD Foundation.
The program develops innovation through U.S.-Israel cooperation in all areas of 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.

U.S.- Israel Energy Center

The U.S. and Israel, through the U.S. Department of Energy (DOE), the Israel Ministry of Energy (MoE) and the Israel Innovation Authority (IIA), have established the U.S.-Israel Center of Excellence in Energy, Engineering and Water Technology (the "Energy Center"). The purpose of the Energy Center is to accelerate development and deployment of critical and innovative technologies in the areas of Fossil Fuels, Energy Storage, Cyber Security for Energy Infrastructure, Energy-Water Nexus.

What do the companies have to say?

Datumate
Construction Data Analytics

Tal Meirzon
Ex-CEO, Datumate

- First strategic partnership agreement in the U.S. (with HCSS).
- Acquisition of 20 new customers, including 1st tier prestigious U.S. customers (i.e. Webber, a quality U.S. reference).
- Hundreds of contacts.
- Product market fit for the US market.
- Funded R&D that stimulated a quick acquisition and response to the U.S. market customers.
- Brand awareness to Datumate solution in the U.S. market
- Direct equity investment in Datumate that was executed by a leading private ConstructionTech person from the U.S. market.

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Thank You!

Tal Kelem
BIRD HLS Lead,
Director of Business Development

tal@birdf.com

Israel-United States Binational Industrial Research and Development Foundation

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