

BIRD Foundation Funding Opportunities for U.S.- Israel Collaboration



February 2022

Israel-United States Binational Industrial Research and Development Foundation

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



BIRD's Approach in a Nutshell

- BIRD helps in finding strategic partners (“matchmaking”)
- BIRD offers conditional grants for joint development on a risk sharing basis (private sector cost-share)
- BIRD funds **up to 50%** of each company's R&D expenses associated with the joint project
- BIRD claims **repayments** as royalties only if commercial revenues are generated from the project



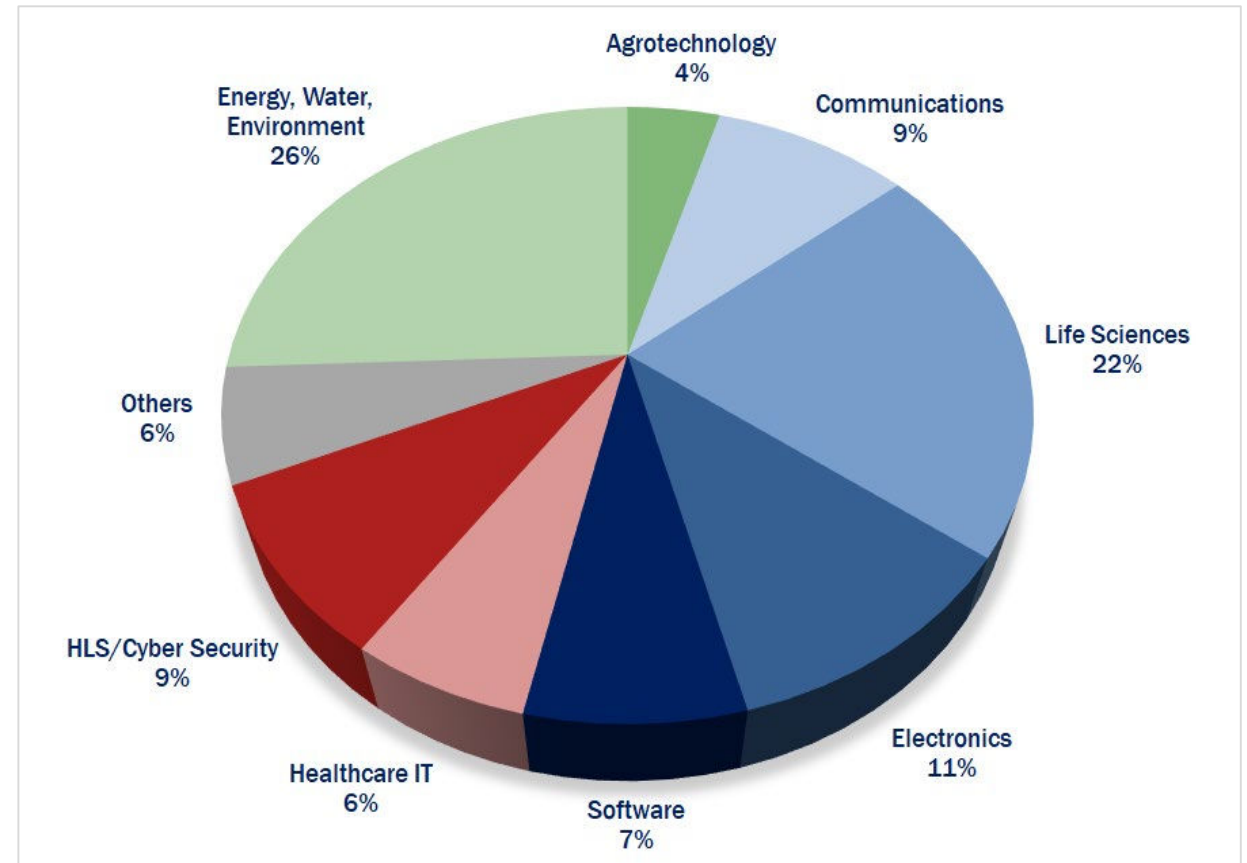
The BIRD Foundation – A Role Model for U.S.- Israel R&D Collaborations

Activity Summary for the years 1977-2021

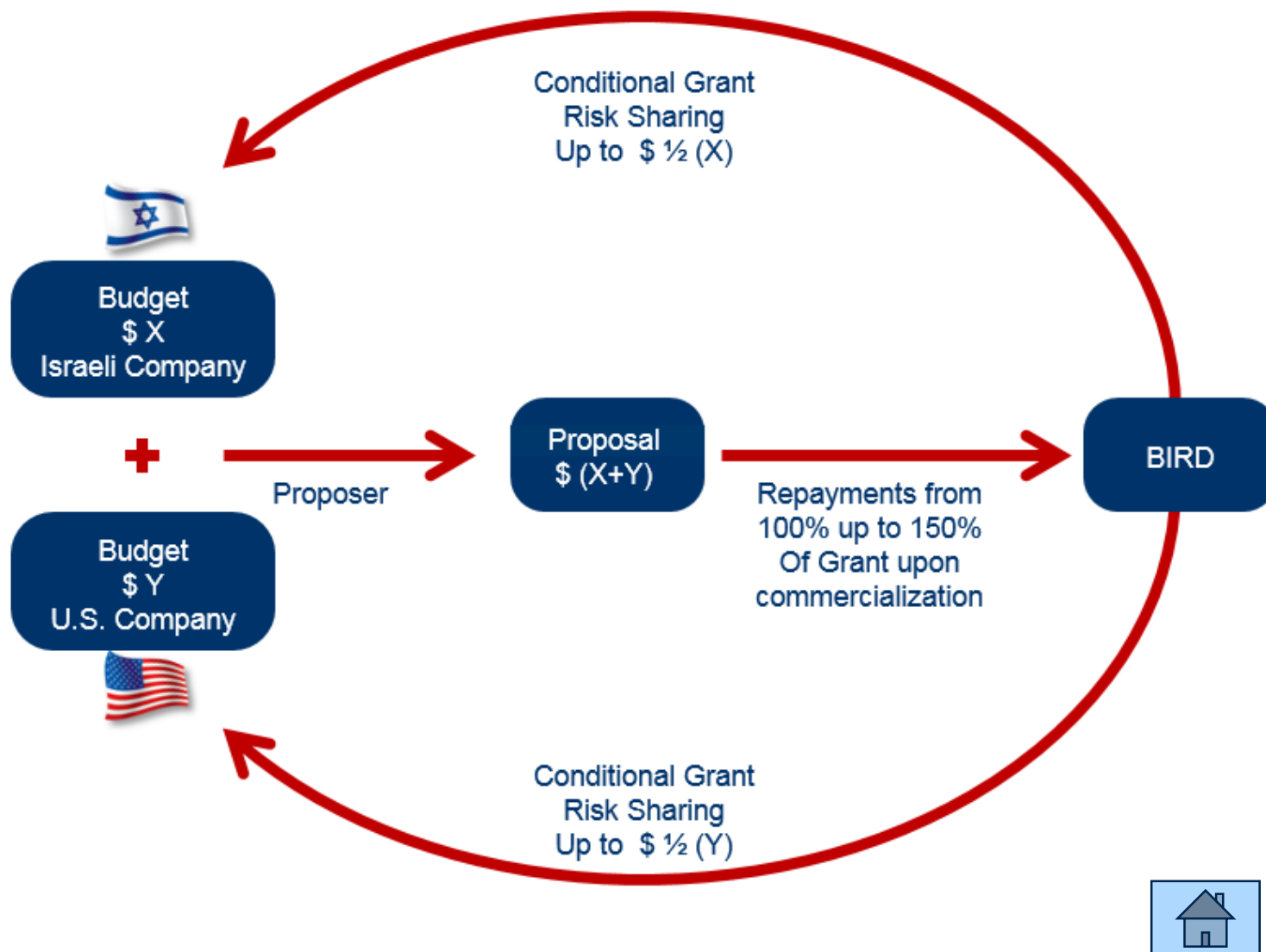
- **\$381M** granted for joint development of innovative technologies and products
- At least the same amount invested by the private sector, through cost-sharing
- **More than 1000** approved projects between U.S. and Israeli companies
- **\$115M repayments** from successful projects
- **Above \$10B** in sales generated directly and indirectly by BIRD sponsored activities

Projects' Market Segments Distribution

Years 2006 – 2021



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**
- **Every dollar invested by the governments yields at least \$2 of activity through private sector cost-sharing**

Repayments Schedule

(Based on Revenue)

Years from Project Completion	% of the grant to be repaid
1	100%
2	113%
3	125%
4	138%
5 & Beyond	150%

Maximum repayment obligation: 150%

Repayment rate: 5% of Sales

Semiannual repayments, indexed to CPI-U

BIRD Call for Proposals

ACCELERATING GROWTH THROUGH U.S. - ISRAEL STRATEGIC PARTNERSHIPS



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.

Timetable & Deadlines

Executive Summary

March 1, 2022

Final Proposal

April 13, 2022

Decisions

June 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)

The BIRD Submitting Process

(two Cycles per year)*



	Cycle I	Cycle II
Executive Summaries	March	September
Final Proposal	April	October
Proposal Evaluation Evaluators appointed by NIST & the Israel Innovation Authority		
Decisions At the Board of Governor's Meeting	June	December

* For the exact dates of the upcoming cycle see www.birdf.com

Upload System

Guidelines&Forms

Upload System

Submission of Executive Summary and Project Proposal Documents

Upload WEBSITE: <https://upload.birdf.com>

♦ Please note: Energy Center upload website is: <https://ec-upload.birdf.com>

BIRD Document Upload Instructions

The following are instructions for uploading the drafts and the final documents of the Project [Executive Summary](#) and [Project Proposal](#):

We highly recommend not to upload documents to the system prior to a personal contact or meeting with our staff in Israel or with our colleagues in the U.S. Such contact will enable a preliminary discussion of the project, the proposed partnership and the various options available to prospective participants. The templates/format of the documents to be uploaded can be found on: [BIRD Procedures and Submission Forms](#)

Forms

Guidelines&Forms

Procedures & Submission Forms

Deadlines

BIRD Call for Proposals

Procedures & Submission Forms

Upload System

Reporting Upload System

Fiscal & Technical Seminars & Handouts

FAQ's

The purpose of the procedures handbook is to provide you with clear guidelines for submitting the documents required in a BIRD project.

Please do not hesitate to contact us with any questions at:
oshrat@birdf.com 972-3-8988301

Guidelines

Entire Procedures Handbook ([pdf](#))

BIRD Awards ([pdf](#))

The BIRD Model ([pdf](#))

BIRD "Pharma Model" ([pdf](#))

BIRD Funding Policy for Related Companies ([pdf](#))

BIRD project Process and Timetable ([pdf](#))

	Israeli Company	U.S. Company
Full company name (as appears on the Certificate of Incorporation)		
Company locations (headquarters and relevant division address, including full street address, state, city, zip code)		
Company website		
Year established		
Revenues: most recent fiscal year _____	\$ million	\$ million
Increase / (Decrease) over previous year	%	%
Number of employees		
Ownership Structure (public, private, main investors, etc.)		
Percentage ownership of the company by the other company		
Relationship of the companies – - Parent/Subsidiary - Common Ownership - No common relationship - Other		
Number of previous BIRD projects		

Israeli Company Registration Number	
U.S. Company DUNS Number	

Expected project title	
Estimated project budget	\$
Expected project duration	months

**Executive Summary
of BIRD Project
Proposal
(Maximum 5 pages)**

1. **Abstract:** A summary, **no more than 15 lines**, describing the essence of the project and its expected outcome. The abstract should be self-explanatory to someone who has no previous knowledge in the field.
2. **Company Background:** Describe the major technical, marketing and financial assets and strong-points of each one of the two companies that are relevant to the successful completion of the proposed development project, and to its successful commercialization. Describe the characteristics and qualities possessed by each company that would make it a good strategic partner to the other company.
3. **The Innovation:** Provide a concise description of the product / technology to be developed within the project, including its uniqueness, its innovation, and how it will satisfy market needs that are not met today.
4. **Collaborative Relationship:** Describe the anticipated role of each company during the development project and during product commercialization. Indicate approximately how the development budget will be split between the two companies, and from where the non-BIRD portion of the project expenses will be obtained. Describe what the expected basis and arrangement between the two companies regarding sharing of profits and other benefits during commercialization.
5. **Commercial Potential:** State the estimated relevant market size for the developed product, and the expected market share after 1-3 years of commercialization. (Please indicate the sources employed in deriving this forecast.) Estimate the volume and the total \$ value of direct sales revenue expected to result from the developed products over each one of the first 3 years of commercialization.

Calendar year:	20xx	20xx	20xx
Target market size for developed product (M\$):			
Estimated market share (%):	-	-	-
Estimated sales quantity (units):	-	-	-
Estimated representative unit price (\$/unit):			
Estimated sales revenue (K\$):			
Estimated cumulative sales revenue (K\$):	0	0	0

**Executive Summary
of BIRD Project
Proposal
(Maximum 5 pages)**



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



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BIRD Foundation Procedures Handbook V-01/2021

Proposal Preparation Guidelines

3.1. Introduction

Discussions with BIRD staff, visits by BIRD representatives to either or both companies, joint submission of the Executive Summary of Project Proposal by the two companies and a positive review of the Executive Summary by BIRD's staff all precede submission of a formal proposal. However, while impressions gained from these contacts are important, in the final analysis, the formal evaluations and decisions are based primarily on the formal proposal submitted by the two companies. The following guidelines for full-scale and mini-project proposals are to be strictly followed:

NOTE: BIRD's dealings with the companies are treated confidentially, including the evaluation of proposals for full-scale projects by the two outside organizations responsible for conducting such reviews (see Sections 5.2.2. and 5.2.3. for typical Confidential Disclosure Agreements).

Guidelines&Forms News&Events BIRD Energy ENERGY CENTER BIRD

Submission Forms

Executive Summary

Executive Summary Form ([doc](#))

Proposal

Proposal Preparation Guidelines ([pdf](#))

The Project Proposal Cover Page ([doc](#))

BIRD Proposal – Tasks, Milestones and Deliverables Definition Forms ([doc](#))

Risk Analysis Form ([doc](#))

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
Current: Under Secretary of Commerce for Standards and
Technology and NIST Director
(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

Once Project is Awarded...

Company to Company Agreement

Financial Due Diligence

Cooperation and Project Funding Agreement



Why BIRD?



- Non Dilutive Funding of the joint development
- Risk sharing mechanism
- “Stamp of Approval” – Review of the project is done by external organizations
- Positive reputation and exposure
- Commitment that accelerates delivery and time to market

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. This program develops innovation through U.S.- Israel cooperation on a range of clean energy technologies, including renewable energy, energy efficiency, natural gas, and energy-water technologies.

BIRD HLS



The BIRD Homeland Security (HLS) program is a joint initiative funded by the U.S. Department of Homeland Security (DHS) Science and Technology Directorate (S&T) and the Israel Ministry of Public Security (MOPS) to develop advanced technologies for the homeland security mission. The BIRD HLS program seeks solutions in first responder technology areas such as perimeter protection, wearable technology, situational awareness and more.

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.

Finding an American Partner



- Analyzing the needs, and the profile of the partner
- Discussing your offering and the benefits you can bring to your partnership
- Developing 3-5 target American companies
- Creating a Personalized Value Proposition
- Reaching Out through BIRD's network and contacts

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*PBC – Primary BIRD Contact

Thank you!

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