



**ARIZONA**  
COMMERCE AUTHORITY

**Greater Phoenix  
Economic Council**



# SCALING U.S. – ISRAEL COLLABORATION IN BIOTECH AND HEALTHCARE

## Arizona and North Dakota Opportunities | Jan 31, 2024



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Israel-United States Binational Industrial Research and Development Foundation

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

Jan. 2024

# Agenda

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**January 31, 2024**

**5:00 pm – 6:00 pm (Israel time)**

**8:00 am – 9:00 am (Phoenix time)**

**9:00 am – 10:00 am (North Dakota time)**

<b>5:00 - 5:15 pm</b>	<b>Non-Dilutive BIRD Funding - General, Application Process, Case Studies</b>
<b>5:15 - 5:30 pm</b>	<b>Collaborations and Opportunities - Arizona – Arizona Commerce Authority, Greater Phoenix Economic Counsel, and C2SHIP</b>
<b>5:30 - 5:40 pm</b>	<b>Collaborations and Opportunities - North Dakota – Bioscience Association of North Dakota, SHIC Network</b>
<b>5:40- 6:00 pm</b>	<b>Q&amp;As</b>

# The BIRD Framework

**BIRD** – U.S. and Israel Joint Fund that promotes and supports **Joint R&D projects with mutual benefit**

- BIRD helps in finding **strategic partners** (“matchmaking”)
- BIRD offers **conditional grants** for **Joint Development Projects** on a risk sharing basis (private sector cost-share)
- **BIRD funds up to 50%** of each company’s R&D expenses – Up to a total of \$1.5M
- BIRD claims **repayments - 5% of sales** or **repayments based on pre-defined milestones**

# The Process (General Program)

(two Cycles per year)\*

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

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

# Projects Evaluation Criteria:

- **Innovation (Technology)** Competitive edge, evidence of performance
- **Partners synergy** Technological and market synergy
- **Market opportunity** Value proposition
- **Go to market strategy / Commercialization** Capability, Experience, Contacts

# Finding the **Right** Partner

**Think Strategically** – Long term collaboration

**Market** – At least one partner with market presence

**Technology** – Complementary but not competitive



**Mutual Benefit** **guarantees** **Mutual Commitment**

## Exhibitions/Conventions/Trade fairs

## Public Domain databases of Israeli companies:

- <https://finder.startupnationcentral.org/>
- <https://sabra.capital/blogs/news/useful-databases-of-startups>
- <https://projectsdb.birdf.com>

## BIRD's existing relationships with companies

## Structured Matchmaking Process



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## Guidelines&Forms

[Deadlines](#)

[BIRD Call for Proposals](#)

[Procedures & Submission Forms](#)

[Agreements](#)

[Upload System](#)

[Reporting Upload System](#)

[Fiscal & Technical Meetings](#)

[FAQ's](#)

[Company Matchmaking Info \(docx\)](#)

## Guidelines&Forms

### BIRD Call for Proposals

To set up a meeting/call regarding an application please [click here](#)

Please refer to the upload instructions [here](#)

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



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



# Company Matchmaking Info.

<b>Full Company Name</b>	
<b>Company Location (Headquarters, City, State)</b>	
<b># of Employees</b>	
<b>Company Website</b>	
<b>Company Short Description</b>	
<b>Company Value Proposition</b>	
<b>Suggested Project Description</b>	
<b>What Complementary Technologies/ Capabilities Should your Partner have?</b>	
<b>Partners Wishlist (If known)</b>	

Kindly e-mail the filled form to [birdf@birdf.com](mailto:birdf@birdf.com)

# Typical Types of Collaborations



# 1. Complementary Technology Projects

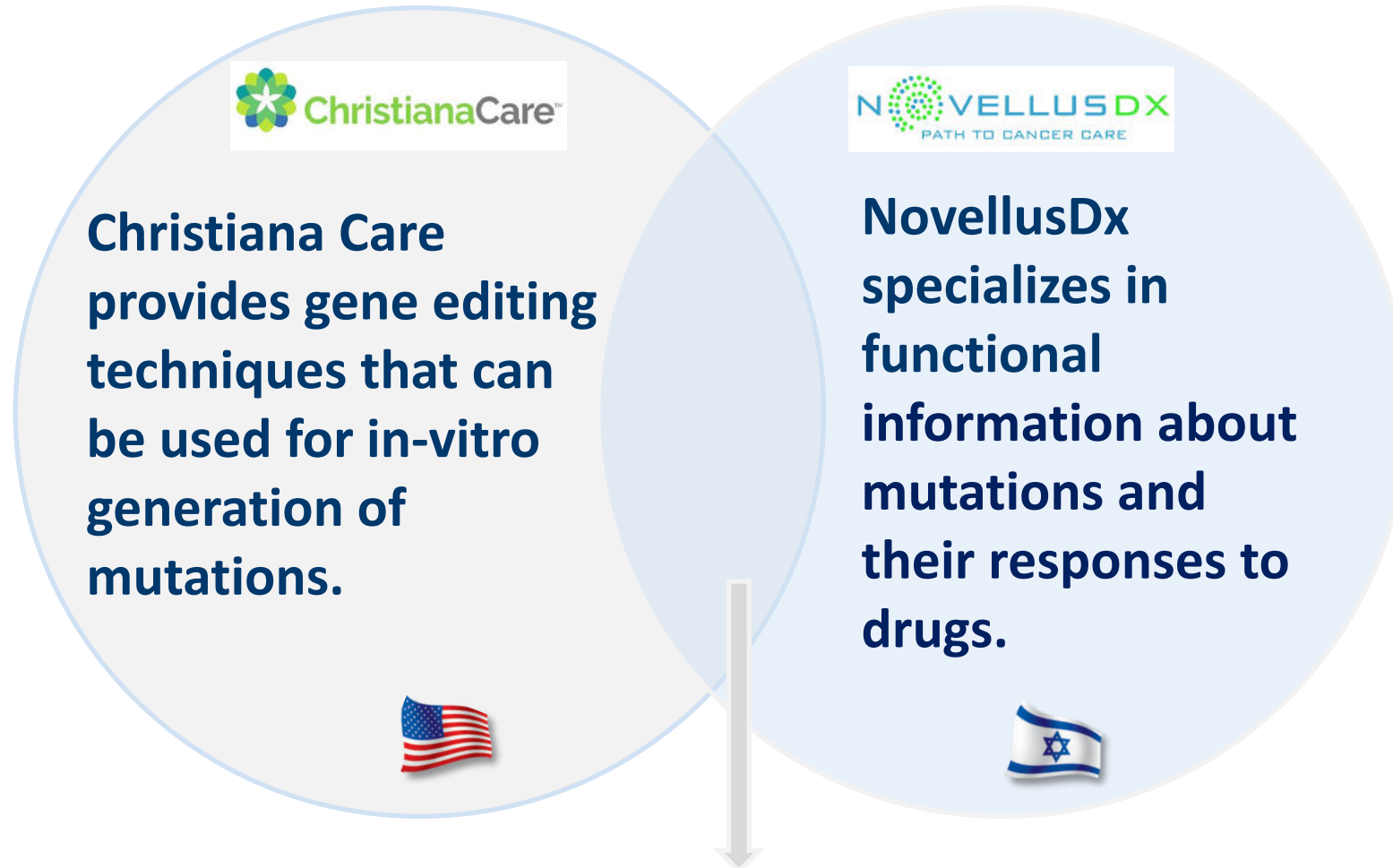
**This type of collaboration involves the merger of two different technologies to create a new product or solution.**

## **Example:**

- A drug consisting of complementary ingredients that together increase efficacy
- Mutual R&D effort that produce a new product



# 1. Complementary Technology – Case Study



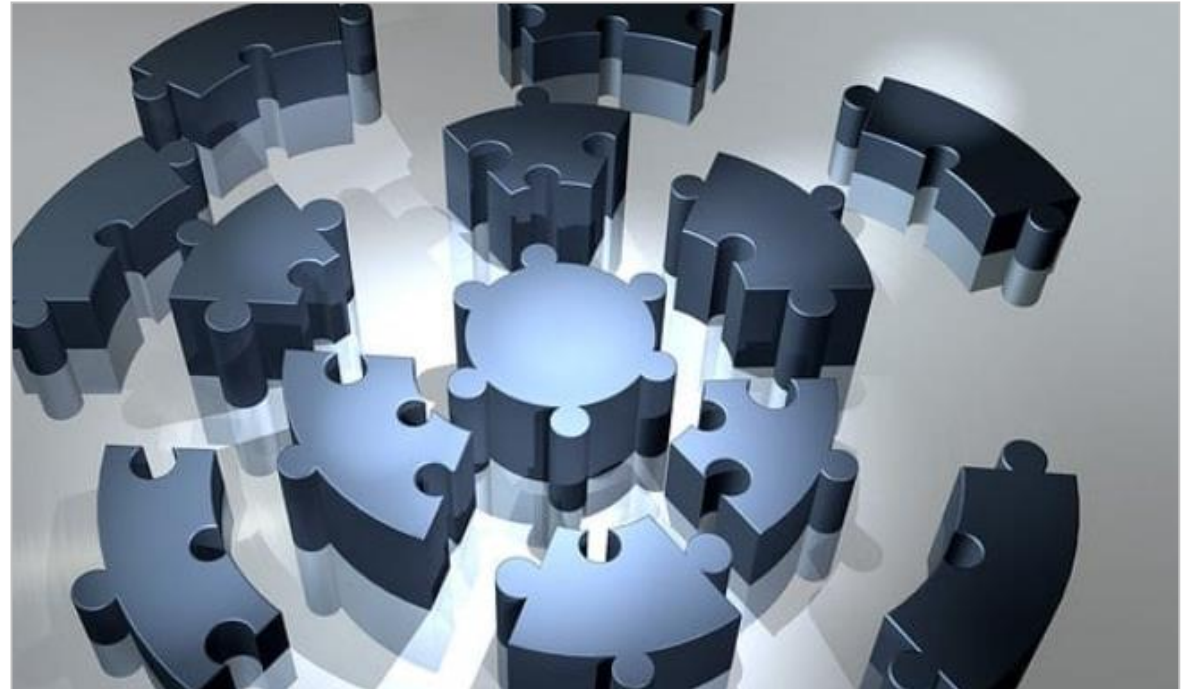
**Together the two companies streamlined the productions of mutations and their functional assessment**

## 2. Systems Integration Project

**The technology of one company is seamlessly integrated into the platform of the other company, resulting in an enhanced and more robust product.**

### **Example:**

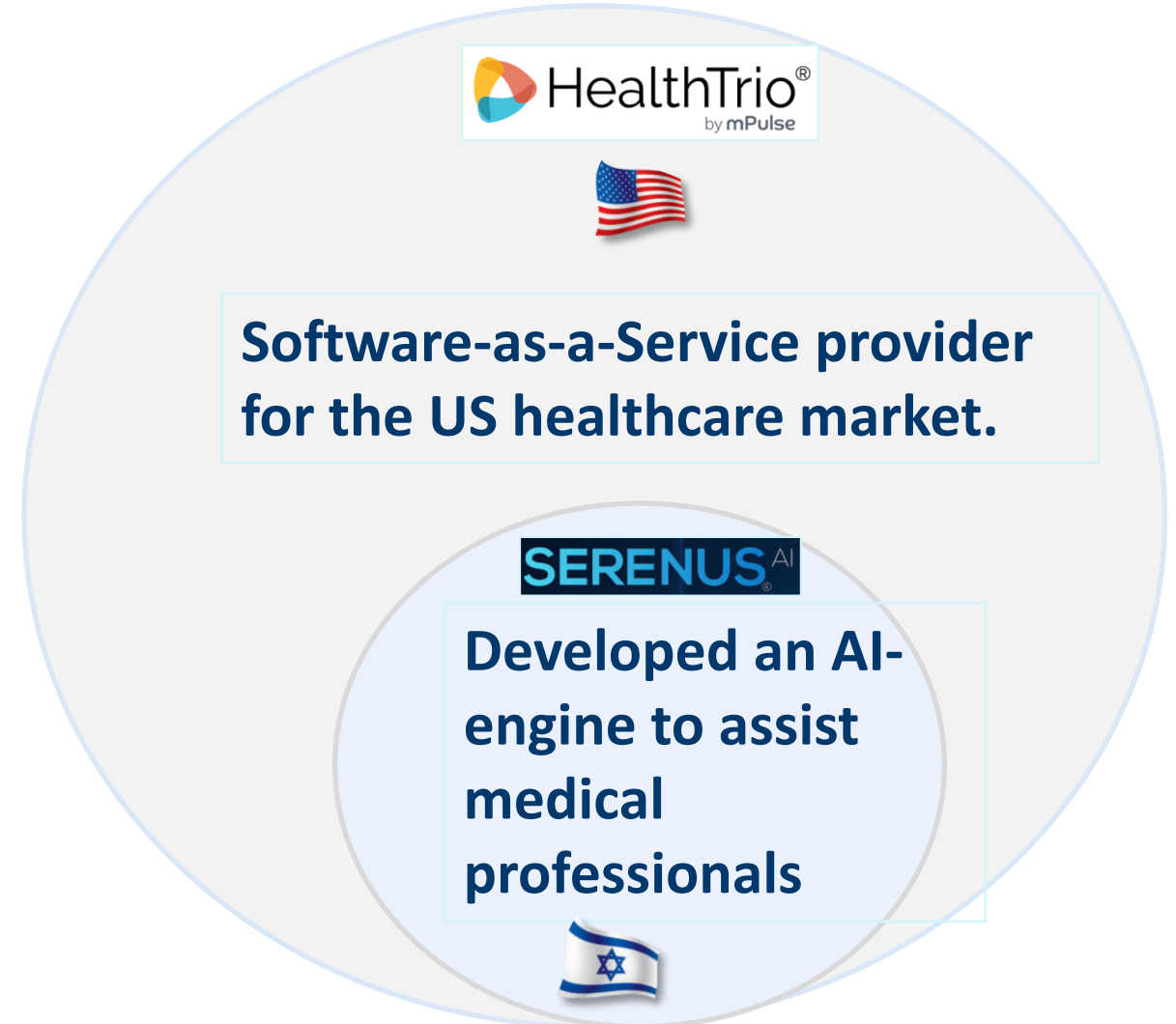
Developing innovative computational biology modules and integrate it into a comprehensive Synthetic Biology Platform





## 2. System Integration – Case Study

The project integrated Serenus's AI application into the HealthTrio platform, allowing users to automate and improve the Prior-Authorization process of providers and payers.



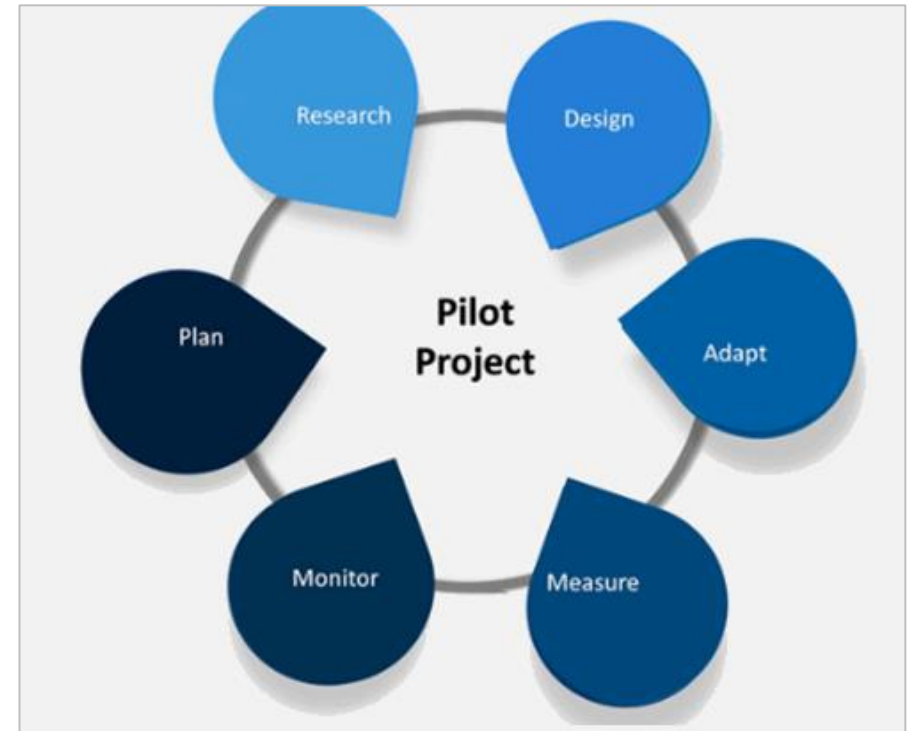


## 3. Pilot Project

**Validating the technology within a real-world environment. The aim is to accelerate the technology's commercialization by demonstrating its effectiveness in practical applications.**

### Examples:

- Clinical Validation - Clinical trial
- The 'commercial' partner should provide insights and directives on how to enhance customization of the technology/product to meet the specific requirements of the market.



### 3. Pilot Project – Case Study



**An CRO for the development and adoption of focused ultrasound in the clinical world**

Fund Data Monitoring and Safety Board and maintenance of the lab and the per-patient cost of the crossover trials.



**A developer of advanced therapeutic solutions using acoustic energy**

Conduct the clinical trials and responsible for technological changes needed for making product commercially viable.

Clinical Validation and FDA submittal

**MR Guided Focused Ultrasound Non-Invasive Brain Surgery**

# Contact Details



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# Thank you!

## BIRD Foundation



Israel-United States Binational Industrial Research and Development Foundation

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