



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

BIRD Newsletter - August 2015



Dr. Eitan Yudilevich
Executive Director

August 10, 2015

I'll dedicate my initial words in this newsletter to some significant personnel changes that have recently occurred at the BIRD Foundation.

Mr. Shlomo Cohen has retired after serving as BIRD's CFO for 35 years. It's just amazing to think that Shlomo joined BIRD only three years after its inception! I would like to thank Shlomo for his outstanding contribution to the success of the BIRD Foundation and through it, to U.S.-Israel collaboration. I use this opportunity to welcome Ms. Natalie Galperin, BIRD's new CFO, and wish her success and fulfillment in her new position.

At a very emotional farewell ceremony held during the BIRD reception at the Israeli Embassy in Washington D.C., on June 17, 2015, Shlomo delivered a wonderful and heartfelt farewell speech in which he summarized, "I trust that BIRD will continue to be in the forefront of the ground breaking industrial research and development work in Israel and the U.S.A. for many years to come."

I also have news from the West Coast. Ms. Maya Vardi Shoshani joined BIRD and became the new West Coast Representative on April 1, 2015. Maya is already fully integrated into our team and contributing. Maya replaced Ms. Michal Miasnik who served BIRD in this position for 14 years. Michal brought to the job enthusiasm and a passion for high standards. Many BIRD projects were the result of Michal's personal connecting powers.

The BIRD Team, with its new members, will continue its tradition of hard work to support U.S. and Israeli R&D partnerships and will continue to seek out new creative ways to enhance U.S.-Israel collaboration in innovation. In this regard, we expect to initiate soon a new program entitled "NexGen First Responder Technologies," jointly sponsored by the Department of Homeland Security in the U.S. and the Ministry of Public Security in Israel. The formal announcement is expected to take place in November 2015. [Click here to view information about the seminar "Advancing Technologies for First Responders"](#)

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Latest Investments

BIRD to invest \$8 million in 10 new projects

The approved projects involve innovations in the areas of healthcare & wellness, advanced materials, manufacturing technologies, water and others.

June 29, 2015 – During its meeting on June 18, 2015, held in Washington D.C., the Board of Governors of the Israel-U.S. Binational Industrial Research and Development (BIRD) Foundation approved \$8 million in funding for ten new projects between U.S. and Israeli companies. In addition to the grants from BIRD, the projects will access private sector funding, boosting the total value of all projects to approximately \$19 million.

[Click here to read the full article](#)

Latest Events

BIRD Reception – Washington D.C.

On the evening of June 17, BIRD held its biannual reception to mark the semiannual selection of innovative technology collaborations between U.S. and Israeli companies approved by BIRD's Board of Governors. The reception was held at the Embassy of Israel in Washington, D.C.

Introductory remarks were made by BIRD's Executive Director, Dr. Eitan Yudilevich and Ambassador Reuven Azar, Deputy Head of Mission, Embassy of Israel. Other speakers included Mr. Avi Hasson, Chief Scientist, Israel Ministry of Economy, Dr. Phillip Singerman, Associate Director for Innovation and Industry Services, National Institute of Standards and Technology (NIST) and Dr. Jonathan Margolis, Deputy Assistant Secretary for Science Space and Health, Department of State.



A presentation was made by U.S. BIRD Grantee Mr. David J. Abell, Chief Strategy Officer, Trilumina Corp



Mr. Shlomo Cohen, BIRD's CFO, who is retiring after 34 years with the BIRD Foundation, was honored for his distinguished service & contributions to BIRD

Digital Healthcare Delegation to the U.S.

From May 18 - May 22, 2015, a delegation of a dozen Israeli Digital Healthcare companies came to the U.S. to meet with major industry stakeholders to explore business opportunities, demonstration pilots and collaborations. The delegation included the following companies:

Consumer Physics, Healarium, HealthWatch Technologies, Kyma Medica, LifeonKey, medCPU, Medisafe Project, Medivizor, Sweetech, Telesofia, Totally and Tyto Care.

The delegation was led and organized by the BIRD Foundation and the Ministry of Economy led by the Israel Economic Mission in New York and San Francisco, and in cooperation with the New England Israel Business Council.

The visit to NY, Boston & San Francisco offered a unique opportunity for the companies to present their technologies to leading hospitals and have pre-arranged meetings with companies such as Khosla Ventures, Samsung Strategy & Innovation Center, Google Ventures and McKesson. In addition, the Israeli companies met with hospitals such as NYU Langone Hospital, Brigham and Women's Hospital in Boston, Stanford Hospital & UCSF Hospital in San Francisco.



The Israeli Digital Health Delegation visit at McKesson Corporation

Following the visit, Ms. Sonia Ben Yehuda, President of medCPU, sent us the following remarks: *"What a great trip it was! You guys worked very hard and the outcome was a very well organized trip and I believe that it bears also very promising results for the future. For me the west coast was undeveloped area of opportunities, it gave me a glimpse of the potential collaborations for our company and much more. I am glad to share with you that after the meetings I had already quite a lot of activities both on the collaboration side and potential funding for the future."*

[Click here to read about the companies participating in the delegation](#)

Call for Proposals

Accelerating Growth Through U.S. - Israel Strategic Partnerships

The Next Opportunity to Submit U.S.- Israel Joint Proposals to the BIRD Foundation

Timetable and Deadlines:

Executive Summaries (using BIRD's template) - September 7, 2015

Full Proposals (following BIRD's detailed instructions) - October 14, 2015

Decisions - December, 2015

Please refer to BIRD's website for submission details - www.birdf.com

For further inquiries please contact:

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In the U.S.: Ms. Andrea Yonah, andreay@birdf.com, Tel: 609-356-0305

Upcoming Event



Advancing Innovation for First Responders Air Force House and Auditorium, Herzliya Thursday, October 8, 2015

First responders around the globe share a common mission to ensure the health, safety and security of the people they serve. The First Responders community is looking for innovative technologies and solutions to meet these needs.

This seminar "Advancing Innovation for First Responders", organized by SIBAT- the Ministry of Defense, the Ministry of Public Security and the BIRD Foundation, will address the needs and the requirements of First Responders organizations in Israel, the United States and around the globe. The seminar will also share the experience of Israeli and multinational companies currently selling to the First Responders market.

For more information, please contact:

Sibat: Ms. Shahar Horev, at shahar_horev@mod.gov.il, 03- 6977938

BIRD Foundation: Ms. Limor Nakar-Vincent, at limorn@birdf.com, 03-6988315

Spotlight on a BIRD Grantee



American Water Applies Innovative Technologies from Israel to its U.S. Operations

With the recent approval of its third BIRD project, American Water continues to bring innovative technologies from Israeli industry and apply them to its water/wastewater operations in the U.S. Israeli ideas in the water industry offer promise, given the country's ability to get full value from its limited sources of potable water using demonstrated skills in desalination operations, conservation and water reuse technologies. Since 2012, American Water and its Israeli partners have received BIRD awards on three projects totaling over 2.5 million dollars.

The first project with **Steam Control Inc** ., started in April 2013, is now nearing completion. The technology involves a product called Aqua Guard, a device that can modify the typically fixed downstream pressure of pressure reducing valves (PRV). Two other projects for which American Water has been approved for funding include **IOSight** and **WellToDo** . In the project with IOSight, American Water is helping to develop analytical tools to help identify data trends in water and wastewater treatment plants and allow plant operators to respond to these trends, thereby improving operational efficiencies. The project started in April 2015 and will continue for two years. In its newest project with WellToDo, an innovative nitrate removal system will be commercialized. This two-year project is scheduled to begin in October 2015. [Click here for the full article](#)

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