



BIRD Foundation Newsletter

October 2013



Dr. Eitan Yudilevich
Executive Director

For more than 36 years BIRD has been promoting and supporting U.S.- Israel collaboration between companies in all technology sectors. In general, our philosophy has been to focus our financing on projects in a broad range of industry sectors, using a competitive process to make the final selections, thus allowing the “market” - private sector companies and entrepreneurs - to determine the preferred direction. This approach has worked well and we certainly plan to continue this strategy going forward.

However, in parallel, we have identified opportunities to enhance U.S.-Israel collaboration in specific sectors, through the BIRD Energy program. BIRD Energy was established in 2009, based on an agreement between the U.S. Department of Energy and the Israeli Ministry of Energy and Water, and on legislation approved by the U.S. Congress at the end of 2007. Since its inception, BIRD Energy has funded 13 projects, whose total budgets amount to about \$25M, in areas such as solar and wind energy, energy efficiency, alternative fuels and storage. The next round of projects will be selected on November 5, 2013, in Washington, D.C.

Recently, new legislation has been proposed in the U.S. Senate to extend the BIRD Energy collaboration until 2024 and expand it to include projects focused on natural gas. The proposed legislation praises the achievements of the established programs: “The United States acknowledges the achievements and importance of the Binational Industrial Research and Development Foundation (BIRD) and the United States-Israel Binational Science Foundation (BSF) and supports continued multiyear funding to ensure the continuity of the programs of the Foundations.”

Some energy experts and investors express doubts about the extent to which renewable energies will be adopted, especially because of the new gas sources available in the U.S., as well as in Israel. At least until now, the numbers in the U.S. don't support the skepticism. From 2009 to 2012, wind generation rose 92% and solar generation rose by almost 4 times. In the U.S., wind generation accounts for about 60 gigawatts, which is about 5 times the electricity production in Israel and more than the total production in Australia (source: WSJ).

The need for diversification of energy sources, the adoption of “microgrids” and the effects on the environment will continue to incentivize the adoption of renewable energies. Large scale adoption will require innovations that will significantly reduce the costs and the variability of supply. Two specific areas which require further development are technology to reduce the costs of solar cells and energy storage.

The U.S. and Israel have common interests and views on energy. As expressed by the proposed legislation, energy is of strategic interest to both countries. However, governments can only support and facilitate. It is the private sector - innovators, entrepreneurs and investors with vision who are the key to this continued effort and its success.

At BIRD, we look forward to continuing on this road, supporting U.S.-Israel joint innovations in energy and reducing the risks of these ventures.

Eitan Yudilevich, Ph.D.
Executive Director

Latest Investments

BIRD Foundation to invest \$11 million in 14 new projects

The approved projects involve innovations in the areas of medical devices, water technologies, energy, neurotechnology, cyber security and more.

During its meeting on June 5, 2013, the Board of Governors of the Israel-U.S. Binational Industrial Research and Development (BIRD) Foundation, approved \$10.95 million in funding for fourteen new projects between Israeli and American companies. In addition to the grants from BIRD, the projects will access private sector funding, boosting the total value of all projects to approximately \$33 million. The semi-annual meeting was held at the campus of the National Institute of Standards and Technologies (NIST), Gaithersburg, MD.

Spotlight on BIRD Projects

American Water Awarded Contract from Israel-U.S. Binational Industrial Research and Development Foundation



American Water (NYSE: AWK), the nation's largest publicly traded water and wastewater utility company, announced it is a partner to a \$1.8 million, 2-year award from the Israel-U.S. Binational Industrial Research and Development (BIRD) Foundation along with **Stream Control Ltd.** for the development of an advanced pressured management system.

This research project demonstrates the feasibility of installing modifications on existing pressure system controls that could reduce pressure in a system in response to reduced customer demand. International efforts to reduce leakage have confirmed that reducing excessive pressure not only reduces the volume of leaks through pipes but reduces the frequency of pipe failures. The expected outcome of the project will enable average reduction of water leakage significantly.

Healarium, Inc. and Mayo Clinic Team up to Reduce the Risk of Repeat Heart Attacks

Cardiovascular disease leading to myocardial infarction and cardiac death is the leading cause of morbidity and mortality in the world.

Cardiac rehabilitation following these events is included in all major cardiovascular societal guidelines as a proven secondary prevention measure. However, patients underuse rehabilitation programs due to difficulty with compliance, less individualized approach, and poor monitoring capabilities.

Computers and smart-phones are evidence-based, technologically innovative tools aimed at improving compliance through a patient-centered approach.

Healarium has employed the expertise offered by the world-renowned Mayo Clinic cardiac rehabilitation program to create an online and smartphone-based application to be used by patients in the months following a heart attack.



BIRD Foundation Provides Support for GTI- Nortec Asset Lifecycle Tracking System



Gas Technology Institute (GTI), a leading U.S. research, development and training organization serving energy and environmental markets, and Nortec, a leading Israeli-based manufacturer and distributor of comprehensive custom solutions for identification and traceability in harsh environments, will join forces to develop and manufacture an innovative barcoding solution for underground asset lifecycle tracking.

On September 12, 2013, the Israel - U.S. Binational Industrial R&D (BIRD) Foundation, which promotes collaboration between Israeli and American companies for the purpose of joint product development, signed an agreement with GTI and Nortec awarding a significant grant to complete the development of technology to automate the process of documenting new pipe installations and old pipe replacements using mobile geospatial technology.

BIRD Upcoming Events



Seminar: Partnerships for Success

Practical Tips on International Collaboration for Entrepreneurs - October 9, 2013- Nazareth, Israel

The seminar's objective is to give entrepreneurs, seeking cooperation with American and other international companies, practical information on international collaboration. Following the seminar, the entrepreneurs will have the opportunity to set up one on one meetings with the speakers.

BrainTech Israel Conference - October 14-15, 2013 - Tel-Aviv, Israel

Israel's first international brain technology conference will showcase cutting-edge developments in the Neurotechnology industry from Israel and around the world. The event will bring together companies, entrepreneurs, academics, investors and life science and technology multinationals to explore opportunities in brain technology and enhance collaboration.

WATEC Israel - October 22-24, 2013 - Tel-Aviv, Israel

The largest water technology trade show in Israel, bringing together Israeli & international business executives, political decisions makers and leading researchers, WATEC 2013 is a showcase for the most advanced technologies and solutions globally.

BIRD set to host panel at WATEC 2013 International Conference . The panel will be held on October 23 and will focus on the topic: "Water Technologies and Applications in the Food/Beverage and Pharmaceutical Industries." The panel will be moderated by BIRD's Executive Director, Dr. Eitan Yudilevich.

Panelists include: Dr. Paul T. Bowen, Water Technology Director, Coca-Cola; David M. Hughes, P.E., Manager, Water Research, Innovation and Environmental Stewardship, American Water; Professor Eyal Shimoni, CTO, Strauss Group; Meirav Avigdor, Director, Global Environment, Teva Pharmaceuticals; Rotem Arad, Vice President, SBU Food and Beverage, Atlantium; Elad Frenkel, CEO, Aqwise; and Lazer Bezdin, Vice President Business Development, Elcon Recycling.

BIRD has approved several projects in recent years focusing on innovations in water technology including: Desalitech (Israel)/GE (U.S.); Stream Control (Israel)/American Water (U.S.); Curapipe (Israel)/Milliken (U.S.); and Water Flow Tech (Israel)/Mueller Water Products (U.S.).

BIRD Energy Dinner Reception - November 5, 2013 - Washington D.C.

"BIRD Energy" is the implementation of a cooperation agreement between the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) and the Israel Ministry of Energy and Water Resources. This cooperation is based on the Energy Independence and Security Act of 2007, which includes cooperation between the U.S. and Israel on renewable energy and energy efficiency industrial research and development

The reception will follow BIRD Energy's Executive Committee Meeting where new projects will be approved. For further inquiries, please contact Ms. Andrea Yonah, andreay@birdf.com, Tel: 609-356-0305

3D Printing Event - November 12, 2013 - Santa Clara, CA

The BIRD Foundation in cooperation with the Silicom Ventures and the Economic and Trade Mission office to the West Coast of the Israeli Ministry of Economy will be organizing an event focusing on 3D printing. The event will provide a unique opportunity to hear from industry leaders and innovative companies about new technologies and initiatives related to the evolving 3D printing space. The event will focus on business opportunities and will discuss challenges being faced and solutions being developed to address them.

Among the presenting companies are: Autodesk, PARC (a Xerox company) and Made In Space.

For additional information about the event, please contact Ms. Michal Miasnik, michalm@birdf.com, Tel: 650-752-6485

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