

Tel Aviv: World Innovation Clusters Research

Evolution on a Global Landscape

The expansion and evolution in Tel Aviv's entrepreneurial character ultimately stems from the government, schooling and a few ambitious families. In 1909 66 entrepreneurial families set the foundation for city that thrives off of innovation. These 66 businesses are responsible for Tel Aviv being the modern city it is today thought their aspirations to build empires. This was the early development of Tel Aviv, as of recently the primary source of expansion is very technological and application based. An example of these application frenzies a is the viral application "get taxi". This app is software that allows you to get rides and pay all through mobile which makes the process of finding a ride simple.

Another noticeable trend that might play a role in the evolution of Tel Aviv is there immigration. They are very focused, particularly the universities, in attracting foreign student whose interest lies in entrepreneurship. Meaning that on every level they are incentivizing innovation. By bringing in bright minds from other countries they are greatly investing in themselves. similarly, with the invitation from entrepreneurs, they are increasing likelihood of innovation and revolutionizing its industries. In my mind what truly gives Tel Aviv the entrepreneurial edge is the technological expertise they have in so many fields. With mandatory military service most citizens receive technological training the provides them with expertise in computing and engineering. They mention this in the BBC article as well "Israel is a world leader in terms of research and development spending as a percentage of the economy; it's top in both the number of start-ups and engineers as a proportion of the population." This duo of entrepreneurship and advanced plethora of engineers, Tel Aviv has surmountable potential.

The Innovation Culture

Tel Aviv has innovation embedded into its culture. This is a city that lives out innovation, in every aspect of life. The government especially supports this ideology. They created the YOZMA program which is a creator for venture capital, or in layman's terms an organization that funds new ideas, generally in technology. Due to so much support by the government, and high incentives Tel Aviv is second in creating startups only to Silicon Valley. Besides these situational factors the culture is one of a competitive nature "These entrepreneurs are thinking big, they're using the latest web technologies, they are trying to build global businesses - they're not satisfied by building something small, they're really trying to create something huge," says Saul Klein, a Tel Aviv-based investor people of Tel Aviv is also described as resourceful . People aren't afraid to make the step and take the risk. Furthermore this is displayed in the society by innovation festivals that are hosted and continue to push for the innovative culture they wish to maintain.

Innovations and Inventions that have Impacted How We Live in This World

Tel Aviv has impacted the world through a technological perspective, such as the creation of apps and businesses that maximize efficiency as well as satisfaction. One global problem that they are trying to solve is the need to find alternative solutions to oil. Tel Aviv is doing just that;

Tel Aviv University is to open an institute on transportation innovation. In The Jerusalem Post by Sharon Udasin, they state “The global need to reduce greenhouse gas emissions and air pollution in urban centers generates a worldwide interest in finding innovative solutions that will enable transportation without reliance on oil” (3). Tel Aviv is doing just that, impacting the world by creating institutes that will solve the problem. Inventions that have been coming to exist are from the top ten most innovative companies in Israel. The top ten companies are: Nice Systems, Water-Gen, Billguard, Mobileye Vision Technologies, Silentium, Moovit, Wix, Outbrain, Zerto, and Secure Logic. Some have the potential to soon become global and some are operating in a global standard. One example of this that has major benefit everybody across the world is Water-gen.

Water-gen is a company that is based in Tel-Aviv, Israel and its purpose is for creating water where soldiers need it the most. It has developed three machines where one turns air moisture into drinking water, one that cleans dribbles of air-conditioning units, and one that cleans the water of any source. This company allows for the transportation of the water maker and has sold to seven countries militaries, including the United States. One other company of the top ten that has the potential to have a major global impact, specifically for small businesses is WIX. This company provides free services to build websites and only charges for features as removing ads. This has the potential to grow even more because it allows small business, like the ones created in Tel Aviv to grow more rapidly due to the publicity that this inexpensive program provides.

Impact on the Global Society

Tel Aviv gave global society a lesson on entrepreneurship. According to the Omer Shai of Wix, well-known business guru from the United Kingdom, Tel Aviv had three key sources of competitive advantage with their startup culture, including attitude, boldness, and creativity. The economic environment, and internal and external connectivity to the world have attracted foreigners, and Tel Aviv welcomes them as long as they are potential assets to the culture they have created. In brief, Tel Aviv is moving from the outside in first focused on creating a positive impact in Israel and then the global landscape. The brand that Tel Aviv is recognized for encompasses a higher quality of life and the ability to encourage, develop, and foster the innovation of the city’s human resource.

Drivers of Innovation and Entrepreneurial Shift

The drivers of innovation come from the culture, which are the entrepreneurs that come to Tel Aviv to start-up their own business. These drivers are high-tech professionals and investors that come all around the world looking for an opportunity to succeed. The reason for this entrepreneur shift is because of the great tourism Tel Aviv receives, that draws foreign investors. Tel Aviv is shifting to a more global scope in order to have more access to foreign audiences so they can support and encourage the technological innovations that come from this country. This shift is causing to remove the barriers to entering and doing more business in Israel to make the city into an international hub for a global entrepreneurial community.

These drivers have established a culture to promote start-ups and continue expanding causing an attraction for those who wish to succeed in the new era of the technological world. One other driver that has been a key element for innovation for Tel Aviv has been the government and its creation of YOZMA. YOZMA is known as the creator of venture capital industry, facilitated the start of technological programs. It does equity investments in technological companies targeting companies of information technologies, which is what Tel Aviv is known for. The reason for this is to bring together entrepreneurs who are in the early stage because they believe in the potential that these companies could have and so they provide funding for their success.

References

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