

EcoMotion's Main Event 2015

Monday, April 27th, Jaffa Port

WHY

In our ever-challenging world, the transportation arena is begging for innovation and change to improve efficiency and safety, and reduce the carbon footprint worldwide.

Israel too is paying attention. Its academic community, government and entrepreneurs are all aware of the need for change. This recognition spurred the creation of EcoMotion (www.ecomotion.org.il), a "smart transportation" initiative of the Prime Minister's Office (Fuel Choices Initiative), Israel Innovation Institute, Ministry of Science, Keren Hayesod and the automotive and high-tech industries. EcoMotion is building an interdisciplinary community to serve as the support platform for knowledge-sharing, networking and collaboration for everyone in the sector.

EcoMotion holds Challenges, Hackathons and Innovation events dealing with issues such as cyber security for smart transportation, design, smart cities, investing, and programs tailored to engineers, academics, entrepreneurs, and the broader community. This year's schedule of programs will culminate in a one-day Main Event to be held on April 27th.

WHO

EcoMotion is inviting local and global Smart Transportation entrepreneurs, investors, developers, engineers, designers, government, academia, industry, and anyone interested in the field.

HOW

EcoMotion's 3rd Main Event is a showcase of excellence in innovation and entrepreneurship. The Main Event is held in an Un-Conference format—a participant-based event. The participants determine the content, atmosphere and tone. The entire event is based on projects that the participants prepare and show. The presenters will register at the event on the main board. Simultaneously, workshops will be conducted in other areas (driving simulators, hack-a-car workshop, EST) and the main area will be a café, where the invitees can network, interact and create.

An UnConference is a participant-based event. As one can grasp from its name, the "unconference" is a conference with an irregular structure. It is up to you to determine the content, atmosphere and tone. The entire event is based on the projects that you prepare. Participants who attend the unconference are welcome to listen to the projects that they find most interesting and attractive. Only YOU determine what happens! The concept has been tested in similar innovation events, which were all resounding successes; such as "MACHANET", "GeekCon" and "Kinnernet".

Due to the unconference format, the event does not have a traditional schedule (the Smart Transportation exhibition will take place outside through the day):

09:00	Arrival & Registration
10:00	Opening Plenum – A brief presentation by each project/person
11:30	Workshops, lectures, project presentations
13:00	Lunch
14:00	Workshops, lectures, project presentations
19:00	Festive Dinner
21:00	Night Activity

The EcoMotion team will be updating the event website with the presenters and startups as they are confirmed. The list is expected to be complete by April 20th.

Some other interesting activities that will happen during the event:

- **The Accelerator Demo Day!** Our 1st wave of Smart Transportation Accelerator of 5 very interesting Startups will present their work and products to investors.
- **EcoMotion Challenge 2015 Finals!** 10 teams with innovative Smart Transportation ideas will compete for a prize pool of 35K NIS.
- **The Accelerator 2nd Wave Finals!** 10 teams will compete for the 5 open slots in our next accelerator wave (100K NIS per project, office space, mentoring and advisers program).

Join us for 15 hours of innovation in Transportation and meet the key people in the evolving Israeli sector!

For more information contact Boaz Mamo, EcoMotion's Executive Director @ boazm@ecomotion.org.il

