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# INNOVATION AS A MINDSET

Integrating creativity and solution-seeking thinking as a way of life.

## Tuesday, 14 May 2019

13:15-14:45            UNHQ CR7

Keynote address  by

## Nobel Laureate - Prof. Ada Yonath

**Ms. Ruth Polachek**, Serial Entrepreneur. Founder and Chairwoman of shecodes; (she-codes.org). CEO & Co-Founder of Fincheck.

**Ms. Ayelet Cohen**, Social Entrepreneur. Deputy Director of HUJI-Innovate, The Hebrew University Innovation & Entrepreneurship Center. Co-Founder of Google Educators' Groups Israel

**Mr. Guy Franklin**, General Manager, SOSA NYC (Operating the Global Cyber Center) Founder, Israeli Mapped in NY.

**Ms. Milica Begovic PhD.**, Knowledge and Innovation Team Leader, UNDP.

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# INNOVATION as a MINDSET

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**Tuesday, 14 May 2019 # 13:15 - 14:45 # Confrence Room 7, UNHQ**

How can we encourage innovation?

Innovation is not just an idea, method or device – it is a way of thinking and a way of living.  Every community faces challenges, yet how can we foster an ecosystem that supports disruptive solutions?  How can we create a society that values curiosity and entrepreneurship?

Israel is recognized for its innovation ecosystem: a lack of natural resources and an abundance of human capital, encouraged by immigration, youth empowerment and social diversity, are some of Israel's features.  These have led Israel to become the birthplace of revolutionary products, which have transformed our world.

In this panel, we will explore ways to foster a passion for finding solutions through science, technology and innovation.  Panelists will also examine actions that different sectors can take to create an environment receptive to these creative solutions.

Join us for an exciting interactive conversation on practical measures that can turn innovation into a mindset.
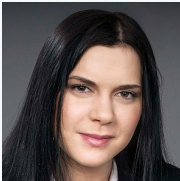
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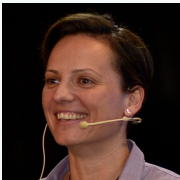Scan me

# INNOVATION AS A MINDSET

## Integrating creativity and solution-seeking thinking as a way of life.

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**Ruth Polachek** is a serial entrepreneur, founder and CEO of fintech and edtech startups. Polachek was formerly Head of Citibank's Startup Accelerator, where she mentored and led FinTech startup companies to collaborate with business units and top executives at the global bank, including blockchain startups as early as 2015, introducing these technologies to Citibank's innovation labs and technology teams globally.
Polachek is the Founder and CEO of she codes; is a community of female software engineers, with over 50,000 members and over 500 team members. she codes; holds more than 200 monthly events and runs computer science training programs in 50+ branches across Israel in all the Universities and in major tech hubs and companies, such as Google, IBM, Microsoft and Amazon.

**Millie Begovic** Ph.D works as a regional innovation advisor for Europe and CIS, supporting UNDP offices in 19 countries and territories to accelerate learning about emerging risks and opportunities stemming from 4th industrial revolution technologies and changing migration patterns (to name a few), and adopt new ways of doing development in order to design new policy responses to deal with these risks. Millie also works with the strategy and planning team at the UNDP's Executive Office supporting the corporate innovation agenda including design of the Accelerator Lab network (setting up 60 Labs in 60 countries), rethinking emerging governance institutions in the age of new technologies (#NextGenGov), and translating principles of platform way of working in international development.

**Ayelet Cohen i**s the Deputy Director of HUJI-Innovate. HUJI Innovate is the Hebrew University's platform to encourage and assist students, faculty and alumni to develop their Innovation and Entrepreneurship capabilities. Prior to this, she served as the director of Jerusalem activities at Start-Up Nation Central, leading a strategic project to develop the Jerusalem tech ecosystem and establish collaboration between multinational corporations, investors, startups, academic institutions and the government. Ayelet also co-founded and managed Google Educators' Groups and Google Teacher Academy in Israel. In addition to her work, she founded and leads several social initiatives such as Dada, 30ish and #53poems.

**Guy Franklin** is the General Manager of SOSA NYC, an open innovation platform connecting between the largest corporations in the world to technologies and startups. SOSA NYC was recently chosen by the city of NY to run the official Global Cyber Center of the city. In addition, Guy founded "Israeli Mapped in NY" which is an interactive map and platform of all the Israeli startups operating in NY with over 350 of them.

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