

# Israel Summer Business Academy

Entrepreneurship and innovation  
like no place else in the world.

Learn about entrepreneurship and innovation from the unique viewpoint of WashU Olin faculty and Israeli business and educational experts. This exclusive opportunity, open to undergraduate students of all academic disciplines, faiths and beliefs, allows you to study entrepreneurship, innovation and startup creation through coursework, experiential learning, speakers, presentations and company visits.

Application deadline: **February 1, 2023**

Program dates: **June 18 to August 3, 2023**

Completed applications will be evaluated and section preference will be given to students who apply by December 15.



**6-week**  
summer program  
in Tel Aviv



**\$6,500**

program fee  
includes housing and  
immersive activities (2022)

**\$9.9**  
billion

invested in Israeli  
startups in 2020

**6** | credit  
hours

“ISBA helped me prepare for my future career by teaching me how to handle ambiguous challenges. On ISBA, you are fully responsible for creating a startup and bringing it from ideation to minimum viable product.”

—Evan Segal, Accounting and Finance Major, ISBA 2019

## Israel Summer Business Academy

The Israel Summer Business Academy (ISBA) is a collaboration between Olin Business School at Washington University in St. Louis and the Interdisciplinary Center (IDC) in Herzliya. ISBA is a 6-week, 6-credit summer program that combines learning in the classroom and experiential learning opportunities in and around Tel Aviv.

### Business, Innovation and Entrepreneurship in Israel Course

Israel is an innovation and entrepreneurial hub. Learn about the Israeli economy, different industries, culture and politics, along with the critical business challenges and opportunities that face the country. The course includes visits to innovative companies, meetings with Israeli entrepreneurs and venture capitalists, and insights from government officials.

### Venture Creation Course

Student teams either advance their own business ideas or support emerging Israeli entrepreneurs. The teams will research, write and pitch business plans for new commercial or social ventures. As a result of this process, students will gain an understanding of what it takes to launch a startup venture.

## Program Details

- 6-week summer program in Tel Aviv.
- Program format combines time in the classroom, experiential learning opportunities and weekend excursions.
- Coursework includes Business, Innovation and Entrepreneurship in Israel, Venture Creation, and visits to companies and startups.
- Curriculum includes the book *Start-Up Nation* and an interdisciplinary team project where you help solve real business issues for Israeli nonprofits.
- Olin Business School at Washington University in St. Louis grants the course credit. Transcripts are sent to your home institution at the conclusion of the program.
- Program fee covers tuition, housing, insurance, immersive activities, and some meals.
- Students are responsible for airfare, food budget and any additional expenses, including but not limited to elective travel. Need-based scholarships are open to all participants.

## Eligibility

- Open to undergraduate students of all faiths and beliefs
- 3.0 GPA required
- Previous business coursework or knowledge of Israel not required to participate

## Sample Site Visits

- |                 |                |
|-----------------|----------------|
| • Lool ventures | • Samsung Next |
| • Carat.io      | • UBIMO        |
| • Tabtel        | • TLV Campus   |
| • Facetune      | • WeTrip       |
| • Outbrain      | • OurCrowd     |
| • Geminin       | • Ironsource   |
| • Flex          | • Google       |

## How to Apply

Apply online at [sa.wustl.edu](https://sa.wustl.edu)

Completed application must include application essays, official transcript and two academic letters of recommendation.

All materials must be uploaded to [sa.wustl.edu](https://sa.wustl.edu) by February 1, 2023.

