1. **Background**

Israel has been a world expert and leader in the field of technological innovation for many years. One of the foremost sources of economic and social growth in Israel is the high-tech industry and the broad and advanced ecosystem which includes start-up companies, risk capital funds, private investors, academies, Israeli companies with international scope and more.

For several years, Poland has been developing technological development abilities which focus on the core topics such as machine learning, AI, BIG Data, algorithmics and more.

1. **The Motivation**

To transform the existing ability, experience and knowledge of these two countries into a close relationship based on mutual connections of transmission of technological knowledge, definition of common needs, execution of joint academic studies and as far reaching as building technological companies with both Israeli and Polish holding.

1. **The Idea**

To lead an academic program in the field of innovation at Warsaw University, which will be a foundation for the establishment of a knowledge center for innovation,

a knowledge center from which groundbreaking studies, innovative technological enterprises and companies will develop. The program will include extensive and advanced content relating to each of the stages encountered when working in innovation, such as:

* 1. **Identification of the Need and Definition of the Problem**

The initial, complex stage in the journey is identification of the need and definition of the problem, in light of needs trends, vision and strategy. Precise diagnosis of the components of the problem, based on a broad knowledge base and proven methodologies, is required in order to reach possible solutions which take the range of perspectives into account and definitely raise the chances of success.

* 1. **Raising Ideas for a Solution**

An innovative idea is creative but also useful and implementable. The process of formulating ideas to solve problems therefore requires an excess of creativity and a profusion of ideas, alongside more practical thinking. We will study many methodologies for formulating ideas as well as methods for selecting the best and most correct of them.

* 1. **Selecting the Idea for Implementation**

The abundance of ideas for a solution require meticulous categorization and examination according to various criteria. Suitability to the organizational strategy, the required risk level, the development capabilities, the marketing possibilities and even ‘gut feeling’ – could all be relevant, and must be examined in a thorough manner in order to choose from among good ideas which reached the finish line.

* 1. **Advancing the Idea Toward Assimilation**

The idea has been selected and has been translated into a detailed business plan; however, it still has a long way to go to reach implementation. Day-to-day constraints and lack of resources—alongside oppositions to the change the innovation brings about—may all bring the journey to a halt. Foreseeing obstacles when selecting the idea and assessments with tested tools ensure that the innovation will not perish at this stage.

* 1. **Implementing the Idea into Innovation**

Innovation of an idea or process, improves or breaks forth – unexpected problems arise during the implementation process which require solutions which are themselves creative and innovative. The journey is only complete when the product reaches the customer, the final consumer or a factor in the organization who benefits from its yields. We will learn how to reduce risks, deal with them in advance and reach the finish line.

1. **Brief Background About Me:**

My name is Golan Malka.

I have some 20 years’ experience in directing international technological corporate activity with approximately 30 different countries across the world.

The activity, which began with roles of developing and engineering advanced technologies, continued with senior management roles of CEO and Deputy CEO in the largest defense industries in Israel, among others in Elbit and Nice Systems.

In recent years I have been working in the field of entrepreneurism, lead several technological ventures, and assist several academies in Israel to develop entrepreneurism and the high-tech ecosystem.