

# Lookout

## Monthly Newsletter

June 1, 2018

## Welcome to theDOCK

By Hannan Carmeli



A new automated, flying ambulance completed its first solo flight, offering a potential solution for challenging search and rescue missions. Completing such missions in rough terrain or combat zones can be tricky, with helicopters currently offering the best transportation option in most cases. But these vehicles need clear areas to land, and in the case of war zones, helicopters tend to attract fire.

Earlier this month, Israeli company Urban Aeronautics completed a test flight for a robotic flying vehicle that could one day go where helicopters can't. On Nov. 14, the company flew its robotic flyer, dubbed the Cormorant, on the craft's first solo flight over real terrain. The autonomous vehicle is designed to eventually carry people or equipment (as reflected in its former name, the AirMule) without a human pilot on board. Urban Aeronautics said the test was "a significant achievement for a student pilot, human or nonhuman," and said the company is "proud" of the vehicle's performance. The Cormorant uses ducted fans rather than propellers or rotors to fly.

## What's Inside?

### Welcome to theDOCK

### Technology on the Water Pitch Night

### Startups - Unveiling theDOCK's Portfolio

### Marketing Updates

### Partners of theDOCK

## theDOCK Community

Community is what innovation hubs are all about... Following are some statistics from our CRM and social media channels:

#### CRM database:

Our community consists of 1,567 contacts from 580 companies.

#### Social Media followers:

LinkedIn - 289

Facebook - 182

Twitter - 68



**GREAT SUCCESS**  
More than 300  
attendees at our  
Technology on  
the Water  
Pitch Night  
April 26, 2018

## Community - What Innovation Hub is All About

### Some Highlights:

- 300 attendees (67% show up!)
- Perfect mix of our stakeholders: 28% **Startups**, 17% **Partners**, 8% **Investors**
- **Academic institutions:** Haifa Univ., Technion, IDC Herzliya, Oceanographic Inst., Shikmona, Ben-Gurion Univ., Galilee College
- **Government reps:** Israel Innovation Authority, Ministry of Economy, Israel Shipyards, Administration of Shipping and Ports



### Speakers:

- **Israel's Contribution to Global Maritime Innovation** - Hannan Carmeli, theDOCK
- **Haifa Welcome the Maritime Technology Community** - Yona Yahav, Mayor of Haifa
- **Keynote** - Thomas Hougaard, Venture Partner at Maersk
- **Judges** - (1) Jesper Praestensgaard, Senior Maritime Executive, (2) Thomas Hougaard, Venture Partner of Maersk, (3) Aharon Aharon, CEO of Israel Innovation Authority, (4) Ran Merkazy, VP Product & Services Innovation of Lloyd's Register, (5) Alitche Frenkel, VP Biz Dev & Marketing of Haifa Port (6) Yigal Maor, Director General of Administration of Shipping and Ports
- **Startups Pitching** - Loginno, FAST, Pick-A-Pier, AiDock, Haystack Magic, Ladingo

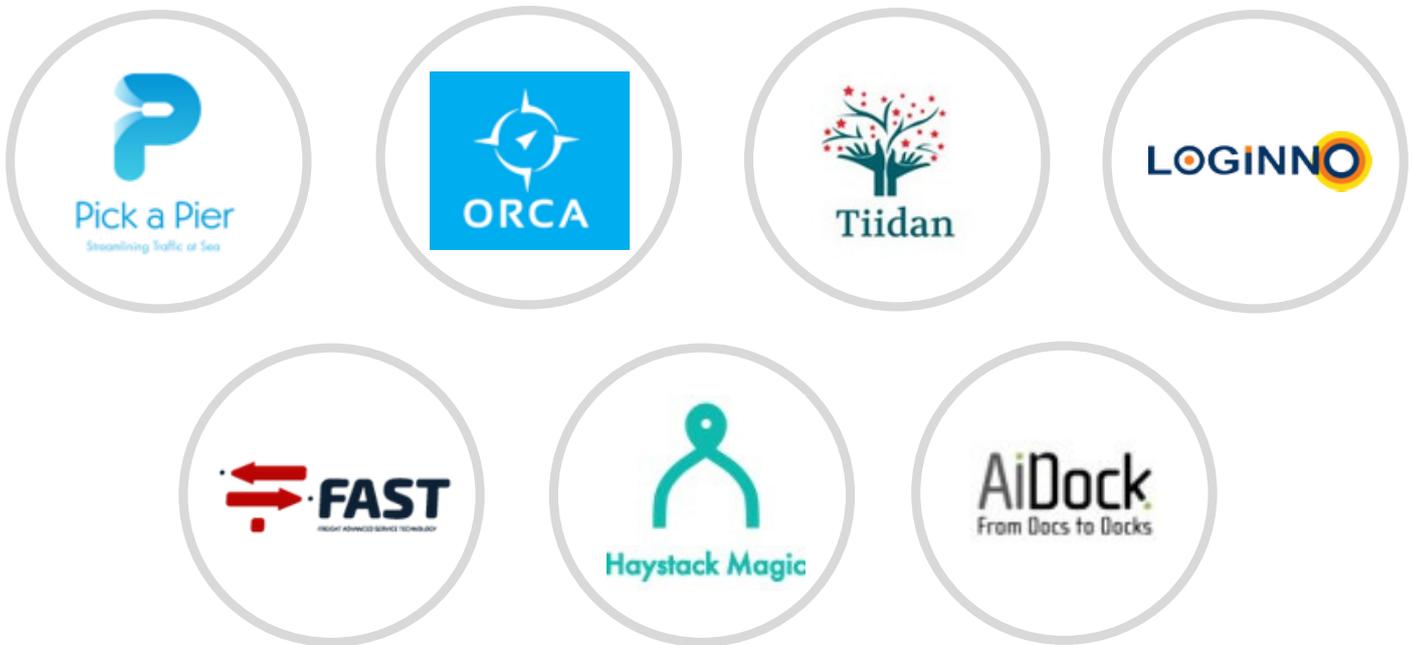
*"I was truly delighted to attend the Dock's Technology on the Water Pitch Night!  
I was stunned by the multitude of connections and opportunities that opened during this event!"*



# Startups

## theDOCK's Selected Portfolio of Startups

We have finalized screening the 47 startups applications and are proud to unveil our selected portfolio!



Part of our go-to-market efforts is to constantly promote our startups to leading maritime organizations and key players. Recently we presented our startups in front of the following leaders:

### One-on-ones:

Maersk (Copenhagen)  
 Marlink (Italy)  
 NYK (Japan)  
 ONE (Singapore)  
 PSA (Singapore)  
 Lloyd's Register (UK)  
 DNV-GK (Norway)  
 Wartsila (Finland)  
 Marine Traffic (Greece)

### Presentations:

- CyberTech Tel-Aviv - January 2018, Tel-Aviv
- Technology on the Water (theDOCK) - April 2018, Haifa
- 6th EcoMotion Main Event - May 2018, Tel-Aviv





# Marketing

## Media Coverage:

Interview with Peli the Tiger, People & Computers, Feb.2018 (in Hebrew)

Press Release, Port Technology: "Maersk Seeks Start-Ups Through Israeli Innovation Hub", Mar.2018

Press Release, Fathom World: "theDOCK signs partnership agreement with Lloyd's Register", Apr.2018

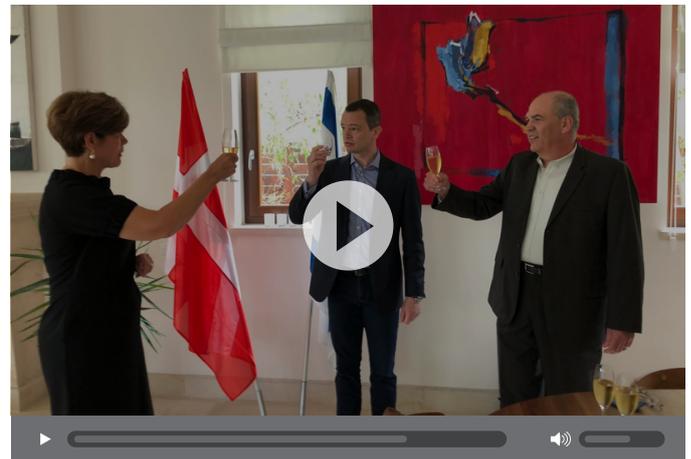
Technology on the Water Pitch Night event on PORT2PORT news, Apr.2018

Blog Interview with Hannan Carmeli: "The Story of the Hub for Israeli Maritime Innovation & Startups", May.2018

## Contents:



Promo video - about theDOCK Innovation Hub



Maersk-theDOCK Signature Ceremony at the Danish Ambassador's Residency

## Events we presented at:

CyberTech Tel-Aviv | Jan.30, 2018 | Tel-Aviv

EcoSystem ii2020 | Feb.15, 2018 | Haifa

American Association of Port Authorities,  
Smart Ports | Mar.6, 2018 | Oakland, USA

Technology on the Water - theDOCK |  
Apr.26, 2018 | Haifa

Opening Oceans | May.2, 2018 | Copenhagen,  
Germany

EcoMotion Conference | May.23, 2018 | Tel-  
Aviv

## Upcoming Events:

ShipTech Connect | June 1, 2018 | Athens,  
Greece

PORT2PORT Logistics Conference | June 20,  
2018 | Tel-Aviv





# Partners

## Existing Partners:

We have officially signed 2 partnership agreements with Maersk and Lloyd's Register.

- **Maersk** is the largest shipping company in the world. Our agreement is both with Maersk Growth and Maersk Digital. Maersk will be a **strategic** partner to theDOCK
- **Lloyd's Register** is one of the largest classification companies in the world. LR will be a **strategic** partner to theDOCK



## Potential Partners:

Our relentless marketing and business development efforts led to the following global players to consider becoming a partner to theDOCK:



Stay tuned with our activities, follow us on:



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