



MERAGE FOUNDATION FOR  
U.S.-ISRAEL TRADE

4350 Von Karman Avenue, Fourth Floor • Newport Beach, CA 92660 • 949-474-5880

## Merage Foundation for U.S.-Israel Trade Application for the Leadership Program for Life Sciences Executives, Spring 2009

We are pleased that you are applying to attend the Merage Foundation for U.S.-Israel Trade's Leadership Program for Life Sciences Executives. The two-week program takes place in Irvine, California from February 1-13, 2009.

The Leadership Program for Life Sciences Executives focuses on enhancing your and your company's ability to operate in the United States and to succeed in the global marketplace.

The program provides highly effective approaches to successful marketing, negotiation techniques, applied networking and sales strategies, finance, and legal and procurement issues for Israeli entrepreneurs operating in the U.S. market. Faculty members include some of the most effective U.S. entrepreneurs as well as experts from leading U.S. business schools. Faculty lead you and your colleagues through highly interactive sessions that include relevant case studies, simulations, and project-focused assignments.

The integrated program features an innovative business development component beginning with introductions to relevant U.S. entrepreneurs possibly interested in cooperating with value-adding Israeli businesses. This relationship begins during your coursework in the program and expands on a continuous basis as you and your firm develop over the years.

### Criteria for Nomination and Selection:

The Merage Foundation for U.S.-Israel Trade selects up to fifteen participants for each Executive Leadership Program. The Spring program is limited to applicants from the life sciences-related industries including drugs and pharmaceuticals, biotechnology, microbiology and genomics, biomedical, medical devices, agro biotech, and related industries. The Foundation is seeking applicants who are executives at Israeli startup companies which have received first-stage financing. The Foundation may choose to admit a limited additional number of participants from companies of a different profile.

Applications are reviewed by the Foundation's Israeli Advisory Board. The top-ranked candidates will be interviewed by the Israeli Advisory Board, which submits nominations to the Merage Foundation for U.S.-Israel Trade for final consideration. Both the applicants and the company they represent must demonstrate a clear capacity and commitment to develop and implement strategies to successfully penetrate U.S. markets. The Foundation considers applicants and companies whose products and/or services reflect a potential comparative or competitive advantage in U.S. markets.

For participants from companies who are selected, the Foundation covers all non-incident costs of attending the program (food, lodging, etc.), except for transportation.

*Applicants must be citizens of Israel and speak English fluently.*

### Deadlines:

*Applications for the Spring 2009 Leadership Program for Life Sciences Executives must be submitted, preferably via e mail, not later than close of business **November 14, 2008** to Sherwin Pomerantz, Merage Foundations, Israel Liaison Office, POB 45005, 91450 Jerusalem; Tel. 972-2-571-0199, Fax 972-2-571-0713, email: sherwin@atid-edi.com. Applications sent by post must be in duplicate. Applicants may be asked to participate in a teleconference, phone, or face-to-face interviews. The Foundation will select the final fifteen participants by December 31, 2008.*

Please type or print neatly.

### General Background:

Name: \_\_\_\_\_

Residence Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Residence Phone Number: \_\_\_\_\_ Business Phone Number: \_\_\_\_\_

Residence Email: \_\_\_\_\_ Business Email: \_\_\_\_\_

Are you an Israeli citizen?  Yes  No



**Education**

Please list any undergraduate and/or graduate degree(s) you have in chronological order. Please attach a transcript showing coursework and grades for your last degree.

Degree	Major Area of Study	Institution	Date Awarded

**SUPPORTING MATERIALS**

**CV**

Please attach your current résumé.

**Your Company**

A. Please describe your company’s focus and its history. Be sure to indicate the following:

- Date the company was established.
- Your company’s number of employees for each year for the last five years of operation.
- Sales volume by product/service in the Israeli market.
- Total export volume by product/service and target country for each year for the last five years of operation.
- Percentage of exports out of total sales.

B. Please attach an executive summary of your strategic business plan (if you have such a plan).

C. All applicants, regardless of whether or not your company has a strategic plan should:

- Describe whether you companies products and or services are still in development. If they are, what stage of development are they in?
- Describe in detail and readable language the products and or services you want to export to the U.S.
- Describe why you believe these products and or services have a comparative advantage and can compete in U.S. markets.
- Describe your specific objectives, priorities, and plans with respect to penetrating the U.S. market with products and services.
- Describe what your company’s next steps are with respect to exporting your products or services in the U.S.
- What are some of the key problems you believe your company has to overcome in exporting in the U.S.?

D. If you had a chance to briefly present what you see as your best product or service intended for export to the U.S., please develop and attach your presentation in 250 words or less.

**Executive Leadership Program Statement**

Please describe in 300 words or less what you and your company expect to gain from participating in the Merage Foundation for U.S.-Israel Trade’s Leadership Program for Life Sciences Executives.

Please send your application to Sherwin Pomerantz, Merage Foundations, Israel Liaison Office, POB 45005, 91450 Jerusalem, Tel. 972-2-571-0199, Fax. 972-2-571-0713 or by e mail to sherwin@atid-edi.com