



Bridging the Israeli and Silicon Valley tech ecosystems

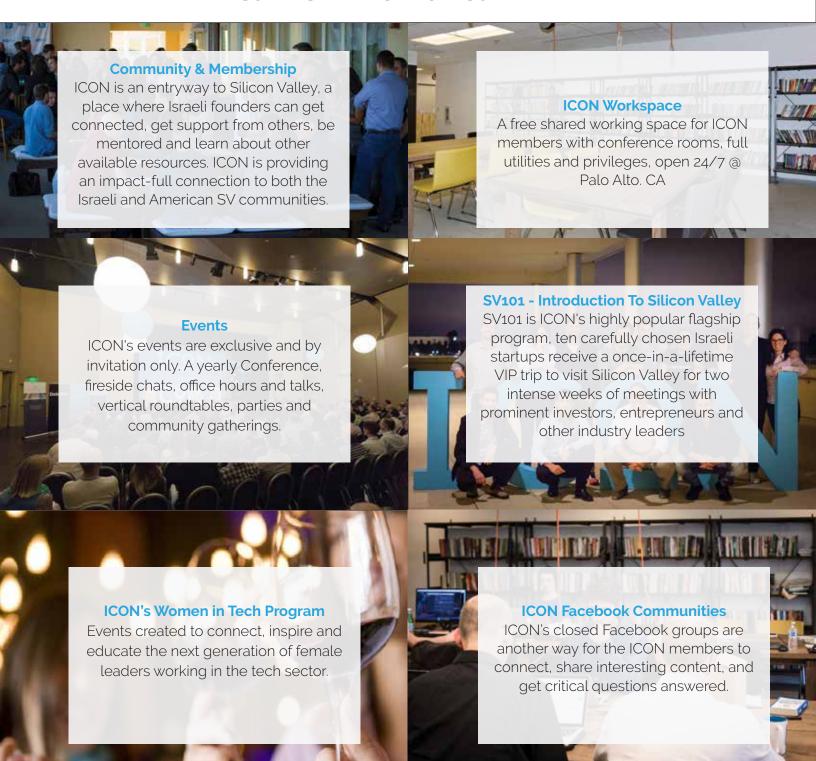
ICON is a **US-based** non-profit organization with the mission of creating a **community** in **Silicon Valley** of those who are passionate about **Israeli Tech** and innovation and harnessing the strength of this community to help **Israeli startups**.

Our community includes prominent Silicon Valley investors, Senior Corporate Executives and Israeli founders that are based both in IL/US.

Since 2014, ICON has established an outstanding reputation in the Silicon Valley high-tech ecosystem.

The ICON brand draws top founders and tier 1 investors, corporate execs and speakers such as Peter Thiel, Ben Horowitz, Susan Wojcicki, Jeff Weiner and others that have participated in ICON events.

ICON ACTIVITIES IN SILICON VALLEY





ICON IS COMING TO ISRAEL ICON INSIDERS CONFERENCE March 20th, 2018. IDC Herzeliya

A select group of 100 Israeli founders will be carefully selected for this exclusive conference.

They will join Adi Tatarko, Co-founder & CEO of Houzz, and Silicon Valley veterans for an exclusive, hands-on event to get answers to the questions they won't learn in business school from those who have been there. From negotiation techniques in fundraising, to how to hire the right people, they will leave with actionable insights that can improve the trajectory of their startup.



The event is for Israeli tech founders who have raised a minimum of \$1 million for their current venture. Spots are extremely limited and attendance is by invitation only. This event is free for those invited. We will ask them to pay it forward and commit to sharing the insights from the event with the rest of the community.



ICON INSIDERS CONFERENCE

March 20th, 2018. IDC Herzeliya



Keynote / Adi Tatarko, CEO & Co-founder of Houzz

Adi Tatarko is the CEO & Co-founder of Houzz, the leading platform for home remodeling and design. Adi and her husband and co-founder, Alon Cohen, started Houzz out of challenges that they faced during their own remodeling process. Today, millions of homeowners and more than 1.5 million active home professionals connect through Houzz.com and its mobile apps every month, sharing their photos, advice and product recommendations.

Fetured Speakers*

Gil Hirsch, Founder of face.com | Amir Glatt, Co-Founder & CTO at Duda | Micha Kaufman, Founder & CEO at Fiverr | Oren Kaniel, CEO & Co-founder at AppsFlyer | Chen Amit, CEO at Tipalti | Nir Blumberger, Venture Partner at Accel Partners | Eden Shochat, Equal Partner Aleph Ventures | Alon Churi, Co-Founder and CTO at Next Insurance | Zohar Levkovitz, Founder of Amobee | Eran Shir, Co Founder & CEO at Nexar | Effi Fuks Leichtag, Group Product Manager at Yelp | Amit Knaani, Co-Founder at Hibob | Omer Rabin, Managing Director, Startup Edition at WalkMe™ at WalkMe

Conference Agenda

9:00 - 10:00	Registration & breakfast
10:00 - 10:30	Keynote, Adi Tatarko - Morning session
10:30 - 10:50	Coffee Break & transition to round tables
10:50 - 11:30	Round tables - session 1
11:30 - 11:45	Coffee Break & transition to tables
11:45 - 12:25	Round tables - session 2
12:25 - 12:40	Coffee break and move into the auditorium
12:40 - 13:10	Keynote - closing part
13:10 - 14:30	Lunch and time for people to free network

^{*} press here for the most updated list and bios