



DRIVING MUNICIPAL INNOVATION

by Efrat Barit Marom





IT'S
GOOD
TO
SEE
YOU!

Entrepreneurship VS Municipality

Organizational Needs Map

Needs Analysis

- 1X1 interviews
- Resident Feedback

Mission statement + Leadership Goals

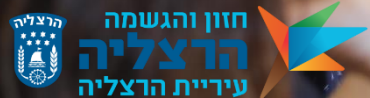
Municipal Service Center
Social networks



Driving Innovation

Outside -> In

Bottom -> Up



Outside - In

A Probono Accelerator focused on:

Urban-tech

Organizational needs map

Leadership goals



Startups

SoliDrip
Water on demand

 **alteco**

 **Hicity**

 חזון והגשמה
הרצליה
עיריית הרצליה


STREETWIZE VR

Outside - In

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Startups chosen by:

Board of advisors – Municipality employees & Industry experts

Potential for a fruitful collaboration – pilots

Team

Product stage



Bottom - Up

Innovation Leaders Program

Helping employees become Intrapreneur

Creative thinking

Needs identification

Problem definition

Market research

Business Plan

Messaging – Storytelling, Pitching


Leadership



Thank you

Keep in touch

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 Efrat Barit

