



פורום מיכל סלה  
Michal Sela Forum

## Michal Sela Startup Academy: Cohort 3 Graduates!

February 2023

*Is it possible to predict a future act of violence - even before the first date?*

*Can an app detect someone else snooping on your phone?*

*How can a secret digital diary save you from being gaslit in a relationship?*

The Michal Sela Forum is proud to share that Cohort 3 of the Michal Sela Startup Academy graduated on February 9, 2023. The seven graduating startup teams participated in the Michal Sela Safe@Home Hackathon in May 2022, and in October 2022 joined the three-month long Michal Sela Startup Academy in cooperation with Google for Startups.

These seven teams were founded by entrepreneurs to develop technological solutions to prevent violence against women. The Michal Sela Startup Academy met on a weekly basis at the Google for Startups Campus, in order to further develop these life-saving ventures. The Academy is tailored to the needs of each entrepreneur, including professional lectures, workshops, meetings with Google executives, mentoring, and professional video production for each venture.

**For a playlist of Cohort 3's ventures, please visit the Michal Sela Forum's youtube channel, [here](#)**

The graduation event was held in the presence of Ya'akov Margi, Minister of Welfare and Social Affairs; Barak Regev, CEO of Google Israel; and Lili Ben Ami, CEO of the Michal Sela Forum. Also present were Noa Elefant Loffler, Director of Public Policy at Google Israel; Yuval Passov, Director of Google for Startups Israel; Michal Sela Forum donors and partners; investors from the high-tech field; and the Michal Sela Forum alumni community.



All seven graduating teams will now join the Michal Sela Rooftop Community, an exclusive alumni program for entrepreneurs of Michal Sela Forum technological programs. Through the Rooftop, entrepreneurs will be eligible to receive workspaces, personalized mentoring programs, expert consulting, and group networking meetings with senior executives. Through participating in the Rooftop, each team will be able to continue developing their technological startup until they become products available on an app store.

**Lili Ben Ami, Founder and CEO of the Michal Sela Forum:** After my sister was murdered, I tried to find answers to the questions: Was it possible to save her? Was it possible to predict the murder? Today's event is the culmination of a journey in which I received a clear answer: In a rare combination of forces together with Google and the summit of the Israeli hi-tech industry - It is possible to prevent women from being murdered in their homes and save their lives. Michal could have been saved. May her memory be a revolution.

**Ya'akov Margi, Minister of Welfare and Social Affairs:** The Ministry invests many resources fighting domestic violence, but the allocation of resources is not the be-all and end-all. Fighting such a complex and silenced phenomenon also requires original and creative thinking. I am very happy that Israel's technology community, led by the Michal Sela Forum and Google, took the lead and harnessed entrepreneurs and start-up companies to offer solutions from the world of technology. I am sure that the good and effective ideas will be adopted by all the partners, and will be an important tool in the fight against this phenomenon. The Ministry will continue to be the leading ministry in the development of services to prevent and combat domestic violence. It will continue to support initiatives from the civil society and accompany the Michal Sela Forum based on the belief that by combining forces we can achieve the best results.

**Noa Elefant Loffler, Director of Public Policy and Government Relations, Google Israel:** Google's ongoing collaboration with the Michal Sela Forum is an expression of the importance we attach to the fight against violence towards women. We believe that technological innovation can provide significant solutions and help prevent violence towards women. The cooperation between the private sector, the government, and associations is key to creating change and we hope for continued fruitful cooperation in this area.



From left to right: Yuval Passov, Director of Google for Startups Israel; Noa Elefant Loffler, Director of Public Policy and Government Relations, Google Israel; Minister of Welfare and Social Affairs Ya'akov Margi; Barak Regev, Director, Google Israel; Lili Ben Ami, Founder and CEO, Michal Sela Forum