



# MICHAL SELA HACKATHON

# SAFE@HOME

## CORPORATE IMPACT 2025

ההאקתון היחיד בישראל להצלת חיים ומניעת אלימות כלפי נשים

## Michal Sela Safe@Home Hackathon 2025 – Summary Report

Held annually on the birthday of the late Michal Sela, the Michal Sela Safe@Home Hackathon is the world's largest developer competition focused on creating tech solutions to prevent femicide and promote safety at home.

This year's event—held in partnership with *Calcalist*, the *Israel Innovation Authority*, and the *Peres Center for Peace and Innovation*—took place under the shadow of war and amid a troubling rise in intimate partner violence following October 7. Over an intense three-day sprint, 31 entrepreneurial teams from across Israel's corporate and public sectors joined forces to develop breakthrough technologies aimed at saving lives.

The semi-finals were hosted at the Israel Innovation Authority in Jerusalem, where seven teams advanced to the final round. The grand finale was held on May 20 in Tel Aviv-Yafo, at a gala event at the Peres Center for Peace and Innovation. Watch the summary movie [here](#)!

The gala event was co-hosted by *Barkuni*—an Israeli satirical puppet, known for his playful jabs at the high-tech world—and actress Agam Rodberg, a passionate advocate against gender-based violence. The event was dedicated to the memory of David Sela, Michal's brother, who tragically passed away in a car accident just two months prior. The night opened with a moving performance by Liron Atia and Gilad Levi of the Blue Pill band. It concluded with Lior Peretz and Noga Sela performing "The Journey of Life," a powerful song written by the late Michal Sela.

**This year's winning teams received an incredible prize package**, including:

- \*50,000 NIS, a gift from the Inter-Ministerial Committee for the Prevention of Domestic Violence
- \*12 tickets to *Calcalist's MIND THE TECH* conference in NYC (valued at \$6,000)
- \*6 professional courses from the *Open University* (valued at 18,000 NIS)
- \*Legal consulting from *Meitar Law Firm*
- \*Entry into the *Michal Sela Startup Academy* in partnership with *Google for Startups*

[Photos from the Semi-Final Event](#)

[Photos from the Final Event](#)

Photo credit: Omer Messinger

**SAVING LIVES IS OUR MISSION**

[info@michalsela.org.il](mailto:info@michalsela.org.il) | +972 54 4312203



Thank you to our friends and partners for making the sixth annual Michal Sela Safe@Home Hackathon a resounding success!



**First Place Winner: The Elephant in the Room. Developed by Neuroderm.**

An AI-based smart decorative item in the shape of an elephant. Developed to ensure the safety of caretakers such as social workers, the elephant decodes the audio in the room. If the elephant detects a violent situation, it calls security and sounds an alarm.

Watch their video [here!](#)

**Second Place Winner: You Know. Developed by MalamTeam.**

An AI-based virtual assistant that helps a victim of intimate partner violence undergo an anonymous risk assessment through a "human" non-judgmental, discreet and encrypted conversation that is not saved in any system.

Watch their video [here!](#)

**Third Place Winner: Shachar. Developed by an independent team.**

Tablets placed in mikvahs (ritual bathhouses), designed for use by ultra-Orthodox women who may not necessarily have access to smart phones or technology. The tablet contains a discreet platform that helps women identify violence and receive assistance. The platform includes a smart and discreet chat bot and connects women with intimate partner violence experts within the ultra-Orthodox society.

Watch their video [here!](#)

**TECH ACTION**

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**Audience Favorite: MAXinMIND. Developed by MAX (credit card company).**

MAXinMIND identifies clients experiencing economic violence. The company will offer them various coping options, including hiding bank account transactions and receiving a discreet prepaid credit card into which they can deposit money for their exclusive use.

Watch their video [here!](#)



**Judges at the finale event, from right to left: Efrat Duvdevani, CEO of the Peres Center for Peace and Innovation, Shira Lev-Ami, CEO of the National Digital Agency, Yinon Aharoni, CEO of the Ministry of Welfare and Social Security, Dr. Alon Stoppel, Chief Scientist for Innovation and Chairman of the Israel Innovation Authority, Micha Kaufman, CEO of Fiverr, Adi Sofer Thani, CEO of Meta Israel and EMEA Management Board Member, Noa Tamir, CEO of Calcalist, Lili Ben Ami, CEO of the Michal Sela Forum, Barak Regev, CEO of Google in Israel, and Co-host Agam Rodberg.**



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