



MICHAL SELA

STARTUP ACADEMY

Michal Sela Startup Academy – Cohort #6 Opening Event

Every 10 days, a woman is murdered in Israel.

The Michal Sela Forum believes that technology can change that reality.

The Michal Sela Forum, in cooperation with Google for Startups and with the generous support of the Ronald S. Roadburg Foundation and Cross River, proudly celebrated the kickoff event of Cohort 6 of the Michal Sela Startup Academy on November 3, 2025, at Google for Startups in Tel Aviv.



Cohort 6 was hand picked from dozens of promising initiatives born at the Michal Sela Safe@Home Hackathon 2025. The elite, tailor-made Michal Sela Startup Academy will provide each team with a personalized program including mentoring and personal accompaniment, professional lectures and workshops, a promotional video, opportunities for networking and cross-sector collaboration, and more.

At the event, each team took the stage to present their initiative before a distinguished and packed audience — including impact investors, senior representatives from the police and welfare authorities, tech executives, and industry leaders. Attendees were invited to scan a QR code for each team and provide real-time professional feedback, creating an engaging and interactive showcase.

Esteemed speakers at the event included Roi Kahlon, Head of the National Task Force for Combating Crime in the Arab Sector at the Prime Minister's Office; Yuval Passov, Head of Google for Startups Israel & Emerging Markets; and Lili Ben Ami, CEO of the Michal Sela Forum.





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We are proud to share the SafeTech solutions being developed by Cohort #6:

Tzayer Li: Detecting domestic violence through AI analysis of children's drawings

DOT: Identifying emotional abuse and harassment in WhatsApp messages

Shahar: Tablets in women's ritual baths with a chatbot identifying distress among ultra-Orthodox women

GuardAI: A wearable safety app for automatic detection of risk and assault

AI Legal System: A legal-tech platform enabling efficient case management for survivors

SiiS: A smart bracelet with a built-in taser, recording device, and distress alert system

The Elephant in the Room: A smart device detecting violence in therapy sessions and triggering an alarm

Kriket: A digital companion for teens, guiding them to recognize and avoid relationship violence

Tofy: Digital rehabilitation for survivors of sexual assault

LUNA: A discreet device and app that detects distress responses



Your support
makes
everything
possible.
**Together, we
are saving
lives.**

SAVING LIVES IS OUR MISSION

