



## Michal Sela Forum: Safe@Home Hackathon 2024

**The Michal Sela Safe@Home Hackathon** is Israel's only entrepreneurial competition designed to develop technologies to save the lives of women caught in IPV. In 2023, the MSF developed a cooperation with Israel's Innovation Authority, a market audience who invests over 2 billion NIS in technological startups each year. Building on this cooperation, the fifth annual Michal Sela Safe@Home Hackathon competition and semi-finals (May 22-23) was hosted in the Innovation Authority's headquarters in Jerusalem's technological park.

In 2024, the Safe@Home Hackathon was held under the banner of "Corporate Impact." In addition to several independent teams, 25 leading companies sent teams, including: Align Technologies; HP; CyberArk; PayPal; Axonius; KPMG; Deep Instinct; Paragon; Applied Materials; Israel Aerospace Industries; Neuroderm Ltd.; Salesforce; Hibob; Aramis; Deloitte; Capitolis; ICL; Malam; Israel's Law Enforcement and Collection System Authority; and Israel's National Digital Agency.

At the semi-final on May 23, the MSF organised a special panel held at the Israel Innovation Authority's main auditorium, on the topic of SafeTech - how to convert existing technologies to save women's lives. Actress Agam Rodberg MC'd the panel. Panel participants: Lee Sharir, founder and CEO of Relyon AI (conceived of at the first ever Michal Sela Safe@Home Hackathon); Moran Habib, Director of Strategic Innovation at Microsoft; Ofra Frankel, Government CIO in the National Digital Agency; Dr. Avital Sharift, Deputy CTO for the Advancement of Technologies in Israel's Aerospace Industry; and Lili Ben Ami, founder and CEO of the Michal Sela Forum.



The seven teams chosen at the semi-finals on May 23 represented teams from: Paragon; HP; PayPal; CyberArk; Applied Materials; Salesforce; and Israel's Law Enforcement and Collection System Authority.

Click [here](#) to see pictures from the semi-final; and here to see a [movie summary](#)!



The final event was held, for the fifth year in a row, at the President's Home in Jerusalem, in the presence of the President of Israel and leading high-tech, industry, and government leaders and officials.



Judges at the finale, pictured left to right: Barak Regev, CEO Google Israel; Maisam Jaljuli, CEO Tsofen; Yizhar Shai, former Minister of Science and Technology and high-tech entrepreneur; Lili Ben Ami, CEO Michal Sela Forum; President of the State of Israel Yitzhak Herzog; Adi Soffer Teeni, CEO Meta Israel; Minister of the Interior MK Moshe Arbel; Dror Bin, CEO Israel Innovation Authority; Shira Lev Ami CEO National Digital Agency.

PayPal won first place with their venture, [Safeside](#)

Paragon won second place with their venture, Phonession

Salesforce won third place with their venture, [KOLOT](#)

The top three winners won cash prizes to further their ventures; free courses at the Open University; and free legal advice from Meitar, Israel's leading law firm.

This year, in another first, the Michal Sela Forum introduced the "Crowd Favorite." Built similarly to the popular Eurovision contest, audiences at home were able to vote, for a nominal fee to the Michal Sela Forum. This year's crowd favorite was won by HP, for their venture, [Check In](#), which is aimed at the violent predator.