



MICHAL SELA STARTUP ACADEMY

Michal Sela Startup Academy – Cohort #5 Graduation Event

The Michal Sela Forum, in cooperation with Google for Startups and with the generous support of the Ronald S. Roadburg Foundation, proudly celebrated the Graduation of Cohort 5 of the Michal Sela Startup Academy on March 3, 2025, at Google Campus Tel Aviv.

This inspiring evening marked the unveiling of six groundbreaking SafeTech startups—technological innovations dedicated to preventing intimate partner violence (detailed on the following page).

These startups were founded by visionary entrepreneurs, selected from a pool of 35 innovative SafeTech solutions developed during the 2024 Michal Sela Safe@Home Hackathon.

The elite, tailor-made Michal Sela Startup Academy provided 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.

Completing this milestone marks another step on their journey – these teams are now joining the Michal Sela Rooftop, where they will receive access to co-working spaces, financial grants, exposure to investors, mentoring, legal consultation, expert guidance, and networking opportunities.

Esteemed speakers at the event included Yinon Aharoni, Director General, Ministry of Welfare & Social Affairs; Tzvi Cohen, CEO of the National Insurance Institute; Yuval Passov, Head of Google for Startups, Emerging Markets; Noa Elefant Loffler, Director of Government Affairs and Public Policy, Google; and Lili Ben Ami, Founder & CEO, the Michal Sela Forum.



The occasion also marked the second annual Michal Sela Forum **"Trailblazer Award,"** given to four exceptional women - visionary leaders, innovators, and changemakers who have challenged the status quo, disrupted the field of gender based violence prevention, and saved lives.



Attorney Amit Susanna
Lawyer and hostage survivor



Entrepreneur, Generative AI for Good. Shiran Melamedovsky-Somoch. For pioneering AI SafeTech campaign



Journalist Hadar Gil-Ad
For her impactful reporting on domestic violence



Chairwoman of the Murder Victims Families Organization, Lara Zinman. For her advocacy for victims' rights



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We are proud to share the SafeTech solutions being developed by Cohort #5:

She Proves is an AI-powered tool for secure evidence collection, using blockchain to document threats and generate legal documents

Protech Me is a smart self-defense ring, featuring a concealed pepper spray activation mechanism, specifically designed to enhance women's safety.

X.face.ai is a facial recognition home security system identifying unauthorized intruders. The system seamlessly integrates with regular IP and CCTV cameras, analyzes the videos in real-time and sends precise alerts. Developed by Applied Materials.

CheckIn is a mobile app that supports offenders undergoing therapy for domestic violence. It offers continuous support between therapy sessions to reduce the risk of escalations. Developed by HP.

BSTY is a real-time emotional feedback app detecting manipulations and internal reactions during a phone call, reflecting complex situations and offering insights for navigating them.

Watch Out is a smart wearable-integrated app that detects distress signals automatically via AI analysis of movement, heart rate, and speech.



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

SAVING LIVES IS OUR MISSION

