

Organized by



In Association with

BUSINESS SEMINAR

"Moving Business from Start-up to Scale-up"

KEYNOTE SPEAKERS



AVI YARON

TED TALK SPEAKER & VISIONARY ENTREPRENEUR, EXECUTIVE CHAIRMAN AND STRATEGIC ADVISER



ELIAV ALALUF

TED TALK SPEAKER & MARKETING EXPERT, AUTHOR AND BUSINESS STARTUP ADVISOR

SCHEDULE & FEE



Tuesday,

26 March 2024

From 9:00 am - 5:00 pm

VENUE - *Oakwood Premier Phnom Penh*

***Fee:**

\$85
per pax

(*includes lunch and 2 refreshments)

"EMPOWERING ENTREPRENEURS IN CAMBODIA, WITH THE KNOWLEDGE AND TOOLS NEEDED TO SUCCESSFULLY TRANSITION THEIR BUSINESSES FROM THE STARTUP PHASE TO A LARGER, SCALABLE OPERATION."

KEY INSIGHTS



Keynote Speakers: Gain valuable insights from two eminent **TED Speakers** from Israel who will share their knowledge and experiences on successfully scaling their businesses.



Panel Discussions: Get essential perspectives on business strategy from Industry Experts who will discuss on key topics; funding strategies, team building, marketing for growth, and operational efficiency.



Workshops: Interactive sessions providing participants with practical tools and resources to implement the strategies learned during the seminar.



Networking Opportunities: Participants will have the chance to connect with fellow entrepreneurs, investors, and mentors.



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Our Seminar

Keynote Speakers

from Israel

Avi Yaron is a visionary deep tech entrepreneur, Executive Chairman, and strategic adviser, with extensive knowledge of the medical and Neuro-technology arenas. Avi founded and led disruptive companies targeting unmet needs, inventing and registering over 20 patents in the process. Avi created his most notable company, Visionsense, after being diagnosed with an inoperable brain tumor, searching to develop a solution for his own treatment needs. Avi led Visionsense for 16 years, through financial and technological crises to clinical adoption and global sales (A period during which he lived in New Jersey and California (2004-2013)). Since then, Avi embarked on many other deep tech and AI-based successful ventures in the health, mental health, and well-being sectors such as FIND Nero, Betteryou, Spiritu, and MEDINT.

Besides his serial-entrepreneurial activity, Avi has founded and managed Health-tech-oriented investment funds totaling over 100 million USD.

Passionate about disrupting medicine utilizing advanced technologies for enhancing resilience and life quality, Avi extended his reach by working on personalized predictive preventive medicine systems, as well as mentoring entrepreneurs, and supporting patients with brain tumors during their treatment process.

Eager to share his knowledge and experience, Avi is a guest lecturer and is teaching Entrepreneurial MBA classes in prestigious institutions in Israel and the US, such as Tel Aviv University, IDC, MIT, Stanford, SCE, and Babson College, using a case study written about Visionsense.



AVI YARON

**TED TALK SPEAKER & VISIONARY
ENTREPRENEUR, EXECUTIVE
CHAIRMAN AND STRATEGIC
ADVISER**



ELIAV ALALUF

**TED TALK SPEAKER &
MARKETING EXPERT, AUTHOR
AND BUSINESS STARTUP
ADVISOR**

What drives our clients? Why do we feel compelled to purchase this or that brand? How to communicate our story clearly and stand out from the general marketing noise? All these questions and many more are part of **Eliav's** realm, as a seasoned marketing professional who has worked with over 100 prominent brands in the world including Coca-Cola, Zara, Taboola, El Al, IBM, and many more, and whose work has not only driven revenue but has also shaped brand stories that linger in the minds of consumers.

Every brand has a story, a unique essence that sets it apart. But in the hustle and bustle of daily operations, this essence can become blurred or overshadowed. That's where Eliav comes in, serving as a magnifying glass that reveals the finer details, delving deep into the brand's narrative, and uncovering those hidden gems that make it truly unique.

Eliav is a human behavior specialist known to have transformed the narratives of both industry leaders and budding startups, amplifying their unique voices in a crowded marketplace, empowering their brands, and telling their stories in the most impactful way.

Marketing may sometimes feel unnatural as when it comes to people and human behavior there is often more than one right answer, and sometimes opposite answers can all be right at the same time. This contradiction became Eliav's specialty over the years, resolving these communication knots is a passion Eliav is always happy to share. Above and foremost Eliav is a storytelling passionate. Over the years he gained extensive experience in understanding how to build a compelling story and how to create an emotional connection with the audience. His unique mindset and creative approach make him a one-of-a-kind lecturer who has the capacity to renew, if not revolutionize, the way a brand communicates its strengths to its audience.

Event Agenda

Oakwood.
PREMIER
PHNOM PENH

Morning Session:

9:00 AM – 9:30 AM:

WELCOME &
INTRODUCTION

- Introduction to the seminar goals and agenda.
- Icebreaker activity to encourage participant interaction.

9:30 AM – 10:30 AM

UNDERSTANDING THE
STARTUP VS. SCALEUP
MINDSET

- Key differences between a startup and a scaleup mentality.
- Identifying if your business is ready to scale.
- Assessing your internal readiness for growth.

10:30 AM – 11:00 AM

BUILDING A SCALABLE
BUSINESS MODEL

- Analyzing your current business model for scalability.
- Identifying potential bottlenecks and growth opportunities.
- Designing a framework for a scalable business model.

11:00 AM – 11:30 AM

11:30 AM – 12:30 PM
SCALING YOUR TEAM &
CULTURE

Coffee Break & Networking

- Attracting and retaining top talent for growth.
- Building a high-performing and scalable team culture.
- Managing organizational changes during expansion.

12:30 PM – 01:30 PM

Lunch & Networking



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Event Agenda

Oakwood.
PREMIER
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Afternoon Session:

1:30 PM – 2:30 PM:
**MASTERING
FUNDRAISING FOR
SCALEUP**

- Different funding options and their suitability for various growth stages.
- Pitching your business to investors for scaleup funding.
- Negotiating terms and managing investor relationships.

2:30 PM – 3:30 PM
**MARKETING & SALES
STRATEGIES FOR
SCALEUP**

- Adapting your marketing and sales strategies for larger scale.
- Leveraging technology and automation for efficient growth.
- Building a sustainable customer acquisition and retention strategy.

3:30 PM – 4:00 PM

Coffee Break & Networking

4:00 PM – 4:30 PM
**Q&A SESSION & PANEL
DISCUSSION**

- Address participants' questions and concerns about scaling up.
- Hear from successful entrepreneurs who have navigated the startup to scaleup journey.

4:30 PM – 5:00 PM
**WRAP-UP & ACTION
PLAN**

- Key takeaways and actionable steps for participants to implement.
- Call to action and resources for further learning and support.



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