

## HONDA OPENS DOOR TO ISRAELI TECH COMMUNITY

Honda engages Israeli tech community for the first time at OurCrowd Global Investor Summit  
Jan. 25<sup>th</sup>

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**Silicon Valley/Jerusalem, January 21, 2016** – Seeking new opportunities for collaboration, Honda will formally engage the Israeli tech community for the first time in a plenary address at the OurCrowd Global Investor Summit, to be held January 25<sup>th</sup> in Jerusalem. Drawn in by mobility start-ups pursuing vehicle intelligence technologies, apps and software, along with several notable exits, Honda executives and engineers from Japan and North America will descend on the two-day summit. Honda has engaged OurCrowd, the world’s leading equity crowdfunding platform, to access its portfolio companies and facilitate introductions to notable innovators and entrepreneurs.

*“Honda believes that partnering together with entrepreneurs, start-ups, developers and academic institutions will help us develop truly transformational new products,”* said Nick Sugimoto, Senior Program Director for Honda Silicon Valley Lab, who will address the Summit in a plenary session on the future of mobility.

*“Israel is particularly well positioned to produce companies relevant to the auto industry given its strengths in embeddable devices, machine vision and related algorithm development and cybersecurity,”* added Jon Medved, OurCrowd founder and CEO. “We are proud to be working closely with Honda, a company dedicated to investing in the future.”

Representatives from two Honda open innovation initiatives – Honda Developer Studio and Honda Xcelerator – will attend the event. [Honda Developer Studio](#) enables app developers to work directly with Honda engineers to create apps that are road-ready more quickly. [Honda Xcelerator](#) provides tech innovators with funding for rapid prototyping, a collaborative workspace and pairing with Honda mentors.



**NOTE TO PRESS:**

Nick Sugimoto, Senior Program Director, Honda Silicon Valley Lab will speak at the OurCrowd Global Investor Summit, Monday, Jan. 25<sup>th</sup> at 9am on the Future of Mobility Panel, along with VocalZoom, Engie and Zoomcar. More details [here](#).

**About Honda Motor Co., Ltd.:** Established in 1948 and headquartered in Tokyo, Japan, Honda produces a wide range of motorcycles, Honda and Acura automobiles, automobile engines and transmissions, Honda all-terrain vehicles, power equipment products, and the HondaJet advanced light jet. Learn more at [world.honda.com](http://world.honda.com)

**About OurCrowd:** OurCrowd is one of the world's leading equity crowdfunding platforms for accredited investors to invest in Israeli and global companies. Managed by a team of seasoned investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital, and brings startups to its accredited membership of 10,000 global investors. OurCrowd investors must meet stringent accreditation criteria and invest a minimum of \$10,000 per deal of their choice. OurCrowd provides post-investment support to its portfolio companies, assigning industry experts as mentors and taking board seats. OurCrowd has raised over \$200M for its 93 portfolio companies, which include leading companies, such as mPrest, Enverid, Surgical Theater, Borro, Zebra, Consumer Physics (SCiO), BioCatch, and ReWalk, OurCrowd's first portfolio company to complete a successful IPO on the NASDAQ. Visit us online at: [www.ourcrowd.com](http://www.ourcrowd.com)

**Press Materials:** <http://blog.ourcrowd.com/index.php/press-release-honda-opens-door-to-israeli-tech-community/>

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