



Upstart Ideas is a highly effective business consulting partnership. Our expertise lies in generating innovative ideas that create new opportunities, leading to extraordinary results.

Since 2001, we have enjoyed much success connecting young adults to Israel, creating Israel-oriented educational content and training students in effective pro-Israel activism. As we approach the end of our first decade of work, we are expanding our portfolio to include strategic consulting, business marketing and project management services to a wide range of clients.

What We Do

Connect People to Israel: Marketing Israel Programs and Trips

We use our knowledge of, and interaction with, the young adult demographic to help long and short-term Israel programs establish themselves, grow and succeed. Our implementation of a sophisticated recruitment strategy and marketing plan was the decisive factor in turning Oranim Educational Initiatives—a small Kfar Sava-based travel firm—into the single largest organizer of Taglit-Birthright Israel trips with over 45,000 participants.

Other clients include the Israel Ministry of Tourism, Taglit-Birthright Israel, Sachlav Educational Tourism, MASA Israel Journey, the Bar Ilan MBA program among many others.

Advocate for Israel: Training Workshops and Content Development

We teach proven activist strategies and skills to today's young adults. Engaging and interactive, our seminars employ case studies that prepare participants for the toughest scenarios they will face on campus and off. We helped to establish the wildly successful "Hasbara Fellowships" organization and have worked extensively with JNF's Caravan for Democracy, the Ministry of Foreign Affairs, the Jewish Agency for Israel and Hillel.

The educational primers, online initiatives and student resources we produce are not only unique and effective, they have attracted the attention of major media outlets in the US, Canada and Israel. Upstart's work has been featured in the *Boston Globe*, *Philadelphia Inquirer*, *Jerusalem Post* and *National Review*. Our initiatives include:

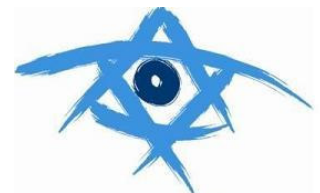
- **Israel 360**—A powerful and engaging presentation designed to "wow" unaffiliated Jewish students and spark interest in the State of Israel. Thousands of college students in North America and Israel have participated in this hour-long, media rich production which is being presented on a systematic basis to by cadre of trained professionals.
- **IsraelVotes.com**—Customized websites that allowed users worldwide to learn about and "vote" in the 2003, 2006 and 2009 national Israeli elections.

Consulting: Strategy, Marketing and Project Management

We offer strategic consulting, marketing and project management services for clients in the private and non-profit sectors. Upstart serves as senior strategic consultants to the Combined Jewish Philanthropies of Boston and to the CJP's Myra and Robert Kraft Passport to Israel program. Upstart was commissioned by Taglit-Birthright Israel to build marketing capacity among smaller trip organizers. In addition, Upstart has initiated, executed and managed complex, multi-partner projects including a large traveling exhibit highlighting Israeli technology and ingenuity for Israel's Ministry of Foreign Affairs as well as the management of large networks of volunteer promoters who recruit fellow students for Israel programs.

About the Co-Founders

- **Michael Eglash**—A personable and highly effective educator, facilitator and manager, Michael has a strong background in hi-tech, marketing and sales. He has lived in Israel for 17 years.
- **Eric Esses**—A former director of the 10-month Israel program Otzma, Eric also holds an MBA in Strategic Management from the Hebrew University of Jerusalem. His experience includes top marketing positions technology ventures. He has lived in Israel for 17 years.



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