

SouthUp - Strengthening the economy and local employment in Israel's southern periphery through 21st century innovation.

SouthUp news

November 2018

Meet our new candidate companies

We're pleased to introduce our new candidate companies which are currently in the process of application to the Chief Scientist. We trust that the companies will receive approval from the Chief Scientist and be able to join us in the Incubator soon.



YOUTILIGENT is a Big Data solution for the IoT world, collecting usage data in real-time, and converting it into meaningful business insights. Our technology enables taking any disconnected device and connecting it to the YOUTILIGENT platform—providing a 'Business as a Service' cloud solution to our customers.



GROWEE is an intelligent, fully automated hydroponic system allowing you to grow any plant easily using sensing and AI technologies. The system includes remote control, automation and an intelligent platform. It is easy to use and time effective.



CURIOSITY has developed "Haochi" – a novel, plush-like robot and the first AI for teaching toddlers English. Our RoboToy is on the one hand simple and appealing to infants, and on the other loaded with AI and sensors that support personalization & long-term interactions. Additionally, it supports infant's physical interactions and teamwork with parents.



ARUGGA is dedicated to transforming greenhouse vegetable farming into a data-driven, automated and efficient enterprise. This is achieved by designing the first autonomous robot that monitors and treats each individual plant in the greenhouse.



TEVEL has developed a fleet of riders for picking, thinning and pruning in plantations. The technology combines an airborne robotics platform with sophisticated algorithms that together provide a solution for holistic harvesting in orchards.



SYRACUSE is reducing transport time and improving crane productivity, by allowing sway during travel. The system maps all possible traveling paths to the target position and calculates the maximum sway, for every point along each path. Optimal traveling path and velocity at every point are determined, resulting in minimal transport time.

Guests and visitors

This month we were visited by many guests with the ability to leverage our activities and create new contacts and collaborations:

MICHAEL JESSER – CEO of San Diego Federation



We were happy to host Michael, tell him about our activities at the incubator and introduce him to some of the companies. We wish Michael success in his new job.

JNF Australia

Dan Springer, CEO and **Yossi Eshed**, Jerusalem Emissary, NSW – visited us and were very impressed with our start-ups. **Wolf** was at the meeting and introduced them to the companies. We look forward to continued cooperation and support from JNF.

Political department of the US Embassy

Our guests visited the Gaza envelope and came to hear about our activities! **The CEO of Robin**, an Incubator company, described his company's Student Loan program in the U.S.



Karlsruhe Germany



The delegation arrived in the framework of cooperation with the Sha'ar HaNegev Regional Council. The Mayor of the Regional Council sat down with our guests and described the Incubator's activities and the socio-economic boost to the region that it promises.

Visit of the Ambassador of Taiwan

A Taiwanese delegation came to learn about our activities and the ways in which we operate, particularly in growing economies in peripheral areas. We introduced them to the companies in the Incubator.

The visit was fascinating and the delegation was impressed by our model. They said they would be happy to adopt the model in peripheral areas in Taiwan.



Involving the young generation

Robin, a software development company and Incubator resident, launched a new version of an application it developed. In order to test the new version, the company invited young people from the region to participate in a "bug-finding" competition. A group of students from Sha'ar HaNegev High School (students of Aharale) won the competition. Well done!



Visit of the Israel Export Institute

The purpose of the visit was to explore new avenues for export and cooperation with the Incubator companies. Next month, representatives from the Israel Export Institute will meet with all of the companies, based on their fields of activity.



Our Current activities.....

As you know, we at SouthUp are dedicated to rejuvenating the economy and benefiting all citizens of perhaps Israel's most problematic region—the peripheral south. Not only do we suffer as a peripheral region, but are also under an almost constant security alert.

Happily, we feel that there is a sense of significant growth and action in the trail of our actions. Still, we're facing difficult times in these past months with a less than favorable security situation. We hope and believe that we will be able to advance this exciting endeavor and quickly develop. It is for the above reasons that we turn to various centers for assistance.

Today we face significant challenges in recruiting companies and finding donors.

Recruiting companies takes time. The Israel Innovation Authority is assisting us, but the process of contacting and receiving responses from the Authority also takes time. We estimate that within a year we will be able to fill the Incubator located on Kibbutz Nir-Am.

Donations remain a struggle for us. We would be more than happy to receive your assistance!

We are in the process of seeking partnerships with other countries and organizations and hope that they will respond positively.

Best regards,

SouthUp's team.