

MICHAL SELA FORUM

Breakthrough innovation for saving lives and prevention of domestic violence

In memory of our beloved Michal Sela



Dear Members of the Michal Sela Accelerator,

Together, we have taken the first steps on our journey towards fulfilling the vision of the Michal Sela Forum: ending the murder of women in Israel. Just like time travel, our journey will lead us to a futuristic world in which innovative, life-saving solutions will be accessible within our homes. This sort of innovation will require great sensitivity and a clear commitment to maintaining individual privacy. Our journey will extract us from today's shameful reality and will turn issues like the murder of women and domestic violence into things of the past. Israel will grow into a world leader in eliminating domestic violence, following the route it has taken to become an anti-terrorism and start-up superpower.

You were the first group of pioneers who responded to the Michal Sela Forum's call to arms.

You listened eagerly to both your hearts and your heads. Armed with your keyboards, you were the first recruits to fight on the

front line in the battle to overcome violence against women through technological innovation.

Whoever dares to take those first pioneering steps will be remembered forever. I thank you for your contributions on our journey towards a social revolution - a journey which will give meaning to the completely unnecessary death of my younger

sister, Michal Sela, of blessed memory.

Especial thanks to Rimon Tubin, a visionary and a doer, who read the article I published in Ynet ten months ago – 'Technology could have saved my sister' – and decided to devote his professional experience and spare time to our cause, free of charge. Rimon conceived the Michal Sela Accelerator, and set up a community within the Forum comprised of tech experts and start-up founders who collaborate with one another. The means is no less important than the end.

Many thanks for this milestone on our emotional, empowering, restorative, and necessary journey. A journey which saves lives.

With my blessings for a year of healing, And with excitement and expectations for the future,

Lili Ben-Ami Chairwoman, Michal Sela Forum Michalsela.org.il



Beloved Michal Sala Forum Entrepreneurs, and our partners who have given from the bottom of their hearts.

Proud we are all here together as a family. What unites us is the vision of 0 murdered and willing to stand up and take action. In the spirit of values, entrepreneurship, innovation and technological capabilities.

Lily Ben Ami's article from January 2020 creamed skin and tendons. Lily wrote that technological initiatives could have saved her beloved sister Michal Sala. For me the journey began almost 30 years ago when my dear classmate Einav Rogel was murdered. So I was a fighter in top unit in the army but no weapon I had could help.

A partnership of fate and a way was cut with Lily at that meeting in my office in March 2020. We promised that no force would stop us. Today with you we are building a protective wall for those who need it so much. You came to Hackathon out of giving and a competitive spirit. It remains but today you have an impressive toolbox built thanks to the partnership with the 8200 and 8200 impact alumni organization in particular led by Chen Shmilo. You have received unique content alongside impressive mentors. The alumni organization of the College of Management led by Lior Cohen opened your heart and you won inspiring personal mentors and a series of groundbreaking lectures.

I am proud to be part of the College of Management alumni and together with partners who are friend to lead a social academy.

You are our pride, social entrepreneurs are the pioneers of the 21st century. Lily laughs at me for loving you like children. Lily is right this time too. I am very proud of you and know that with determination and partnership another long and challenging road awaits us.

During a visit to the Peres Center for Peace and Innovation with the 3 winning teams in Hackathon, they shared that when they asked Shimon Peres at the end of his life what he did not have, he replied "I did not dream far enough."

I tell you, dream, dream, dream... and we are here to fulfill the dream with you,

Rimon tubin
Director of Michal Sela Accelerator

Dear Entrepreneurs,

As of this writing, the news headlines are updating on the murder of two more women by their spouses. This is tragic news, but unfortunately it is not surprising. Violence against women is a global epidemic that does not miss Israeli society either. The Covid-19 pandemic we have been experiencing since the beginning of 2020 has increased the risk of women and children being in their own homes, and has even increased the risk group due to the severe health and economic crisis.

In the face of these difficulties, you have chosen to stand up and take action. This is not a trivial act, it is no longer an act of blessed volunteering in the community, but rather a brave decision to invest your time and energy in developing technological solutions. Some of you have even overcome the violence that has been directed at you, raised your head and taken the initiative to bring innovation and technology into the important fight to prevent domestic violence in Israel and around the world. In recent months, 8200 Impact program of 8200 Alumni Association has accompanied you on the first steps in the world of technological and social entrepreneurship. It was a privilege to establish the Michal Sala Accelerator and lead it together with the dear partners from the Michal Sala Forum.

Very quickly we became acquainted with a wonderful team of entrepreneurs, who combine true desire, skills and experience in many domains.

You were privileged to be in the first round of the innovative and groundbreaking activity led by Lily Ben Ami, chair of the forum, together with Rimon Tobin, Co-Director of Accelerator alongside other dear partners. Life as an entrepreneur is not full of pleasures, but entrepreneurship in the field of technological impact comes from the soul and often brings with it satisfaction.

I wish you to continue to do good, develop advanced technological products and measure their social impact over time. Only thanks to your activity can we one-day reach the desired goal - zero women murdered by their spouses in the State of Israel.

Good luck,
Chen Shmilo
8200 Impact Managing Director
& Co-Director of Michal Sela Accelerator







SafeTalk is a virtual consultant for people who notice a concerning behavioral change in a friend or a family member, and help the user diagnose whether there is a risk and if so, what they can do to help.



WONDER JEWEL is a smart fashion jewelry brand for personal safety.



HearMe develops a software to help domestic violence bystanders report in an anonymous and confident way, to estimate the severity of the case and recommended actions.



AWARE is a digital tool, built to raise your awareness, that you might be in an abusive relationship.



StayTuned develops a solution to detect signs of domestic abusive relationships based on active voice triggers and passive audio analysis.



MedFlag is a technological solution, enabling early diagnosis of patients exposed to domestic violence in the healthcare system



SoulSavers is a social community that trains people to detect signs of violent relationships, create trust-based communication, and refer to suitable care



Safe and Sound is a Domestic Violence Prevention App designated for saving lives in real-time emergencies

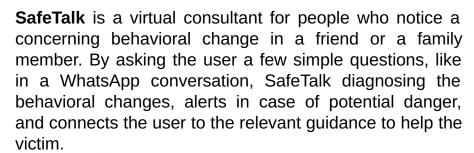


More Than Once is a database of domestic violence abusers



As leaders in the violence prevention education movement for almost two decades, the NGO El HaLev is now bringing their expertise to the development of an app that will provide resources to those vulnerable to or experiencing abuse and violence. The app will teach personal safety skills and help users develop the confidence to say "NO!"





The service is built by research and consulting with professional profilers, social workers, and relatives of past victims.

It is anonymous, accessible, user-friendly, and can be reached on any platform connected to the internet.





TEAM

CEO, Co-Founder Adi Nechemia
CTO, Co-Founder Avishai Vaisman

CONTACT SAFETALK

Adi Nechemia Adi@Safe-Talk.org +972-52-5708800

In one click, enables thousands of people to become profilers of abusive behavior

Michal Sela Forum





WONDER JEWEL is a stylish wearable, jewelry & accessories, for personal safety, aiming to provide fashionable automatic-immediate solution for violent attacks by identifying, alerts and ensure help in real time.

WONDER JEWEL provides an innovative solution to meet women lifestyle & reduces barriers to obtaining self-defense products, while combining core elements of fashion & design, community safety net and advanced technologies (IoT, AI & 3d printing).

It's time to make personal safety practical & beautiful. With WONDER JEWEL we can protect ourselves and our loved ones in a smart and elegant way!

Beauty & Confidence In Your Hand

TEAM

Founder and CEO Nitzan Kish Balan

CONTACT WONDER JEWEL

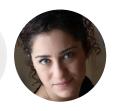
Nitzan Kish Balan nitzan@miznk.com +972-52-8480525











HearMe creates a powerful community, where domestic violence bystanders lend a voice to those who got silenced.

A bystander hears a violent case, opens 'HearMe Bot' that interacts with him\her through a questionnaire, and allows him\her to send a recording & location.

'HearMe Classifier' receives the report and applies a set of algorithms to classify it into the right severity level, that is then presented in 'HearMe Control' dashboard.

'HearMe' customers are municipal authorities personnel that increase their visibility over domestic violence reports in their controlled area.

TEAM

Co-Founder Tami Shlasky Nachalon

Co-Founder Raz Malka

Co-Founder Anna Li

CONTACT HEARME

Raz Malka razmal2509@gmail.com +972-52-6134348

Stop. Report. Save Lives.







AWARE is a digital tool built to raise your awareness that you might be in an abusive relationship or environment, and keep you safe.

AWARE will give you the data and with it the power to decide. Digital abuse is one of the many faces of domestic violence.

Our algorithms are built to learn your behaviour and will run in your phone background until someone else uses your phone. At that point, AWARE will detect the unusual use and send a personalized warning to you and to the trustees you defined in the installation stage.

TEAM

CEO

Monika Bercu

CONTACT AWARE

Monika Bercu monika.bercu@gmail.com +972-54-5631747

Be aware, stay safe, digital violence can kill you.











StayTuned uses voice recognition, audio analysis & AI in order to detect violence situations in real time.

Activated by voice triggers or fully automated, our platform identifies unordinary, violent situations and alerts pre-defined contacts and relevant authorities with an untraceable, location-based report.

All recordings are securely saved in the cloud in order to provide evidence to be used in court.

Data collected will be used to build common behavioural patterns in order to provide escalation predictions for early alert.

TEAM

Co-Founder

Co-founder

Co Founder

Nadav Barzilai

Ran Brook

Erin Rodman

CONTACT STAYTUNED

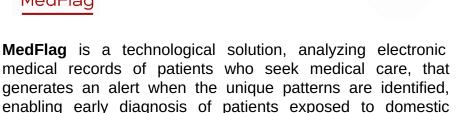
Nadav Barzilai barzilai.nadav@gmail.com +972-58-6999787

Giving a voice to those who can't shout for help.





violence.



MedFlag is proactive, searching for potential victims. This will enable treating domestic abuse with healthcare best tools-early detection and intervention.

MedFlag is a new point of view helping to see what is currently hidden- and save lives!







TEAM

Co-founder
Software Engineer
Biostatistician

Stav Devons-Sberro Eran Shpigelman Zmira Silman

CONTACT MEDFLAG

Zmira Silman zmiras@gmail.com +972-52-236-9239









SoulSavers is a social community that trains people to detect signs of violent relationships, create trust-based communication, and refer to suitable care.

The SoulSavers community members will be trained by experts, such as social workers, clinical psychologists, and communication experts, who will accompany them on their mission as SoulSavers.

The community is Facebook based, which allows it to easily grow into a large and powerful support network, while creating many connections within it, from anywhere and at any time.

We believe that together we can reach everybody and prevent the next case of violence!

TEAM

Co-Founder

Noam Meir

Co-Founder

Ram Yaari

CONTACT SOULSAVER

Noam Meir sokol.noam@gmail.com +972-54-9988885















Safe and Sound is an emergency platform for Domestic Violence Victims. The solution we offer is Voice-Based and will enable people to call for help at any time, no matter if they have physical access to their smartphone or not.

Using an integration of many different technologies, each user will be able to define specific "Key-Words" which by saying them the system will start working and will activate features such as location sharing with trusted contacts, recording of the situation, emergency call to the authorities and many more.

All features are modular and the user can choose which of them to use. Besides that, if the user suffers from digital abuse too, there is an option to make the app fully invisible and running in the background. **TEAM**

Co-Founder
Head of Operations

Co-Founder
R&D Team Leader

Co Founder

CMO

Gilad Bresler

Yarin Shitrit

Lee Sharir

Ron Yankielewitz

CONTACT SAFE AND SOUND

Daniel Rotem
Daniel@safeandsound-ltd.com
+972-52-5363744

Your Voice, Your Shield











More Than Once creates a database of domestic violence abusers based on victims' testimonies, police records, criminal charges, court ruling and journalistic sources.

The victim can fill out a form telling her story and the identity of her abuser, and the system informs her in case there is a match and the abuser already exists on database.

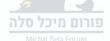
We believe this information will lead to the understanding that the abuser acted in this way more than once, that the victim might be in danger. The listener will eventually encourage the victim to act by asking for professional help and in that way save her from potentional murder

TEAM

Head of Project Karin Shpitzer
Backend developer Alona Sharpe
User experience Inbar Berger

CONTACT MORE THAN ONCE

Inbar Berger Bergerinbar@gmail.com +972-52-4024848











HomeSafe app will make the 5 principles of Empowerment Self Defense (ESD) accessible to users through a virtual platform that is user-friendly, efficient, and practical. Each user will take a personal journey, developing techniques to protect and assert themselves in ways that are appropriate for their individual situation.

Users will connect to and be supported by the professional community of El HaLev.

The HomeSafe app is for anyone - woman, man, or youth who wants to empower themselves through ESD, whether or not they have experienced violence or are in an abusive relationship.

We invite you to join us on this life-saving journey.

Help us develop and distribute this unique, groundbreaking app. Empower people all over the world to say, "NO!" and create a safer world for everyone.

TEAM

Project Director

Rotem Weinner Shapira

Founder

Yehudit Zicklin-Sidikman

Technology partner Avi Danon

CONTACT HOMESAFE

Rotem Weinner Sapira wshrotem@gmail.com +972-52-5222858





Adi Nechemia CEO @ SafeTalk

adi@safe-talk.org

4th-year Computer science and bioinformatics student at Ben Gurion University, I work in Startech and Intelligence Analyst at 8200 unit.

I have met amazing people, learn about entrepreneurship and domestic violence, and know I'm certain that we can make a change.

I believe in myself and others that we can make the world a better place



Avishai Vaisman CTO @ SafeTalk

avishai@safe-talk.org

A software engineer and an entrepreneur, have a unique approach that helps me address problems in an original way, and specialize in finding the right technology to meet challenges and build scalable, modular systems.

I gained the support and knowledge I need to take SafeTalk forward.

I believe we can make a significant impact both locally and globally



Ran Brook Co-founder @ StayTuned

ranibrook@gmail.com

A graduate in business administration and information technology from the IDC. Has extensive experience in online marketing, and two years also as full stack programmer. Has an affinity for entrepreneurship in general, and social entrepreneurship in particular.

in particular.

I got to know talented people from a variety of fields and backgrounds who ready to give of their time and from their professional knowledge.

I express my entrepreneurial abilities and technologies to realize solutions

for prevention domestic violence



Nadav Barzilai Co Founder @ StayTuned

barzilai.nadav@gmail.com

15 years of experience as a tech leader, many experiences in creating logical and innovative solutions to complex problems. Share interest and passion regarding social impact innovations

I have met some amazing talented people that have a mission of making this world better.

I have raised the awareness of domestic violence



Noam Meir Co-Founder @ SoulSavers

sokol.noam@gmail.com

I am an Aerospace Engineer, working as a System Engineer at a security industry company. The pressing issue of eradicating violence against women and children has always been something I wanted to contribute to. SoulSavers is my chance to make a change.

change.
I now have a deeper understanding of the domestic violence issue and the importance of making a move towards defeating it ASAP.
I learned the basics of entrepreneurship, creating a network, and promoting an idea.



Ram Yaari Co-Founder @ SoulSavers

r.yaari@gmail.com

Technical manager working in Elbit systems.

I feel honored to help people involved in a violence relationships .

Thanks to the forum I can cooperate to empower SoulSavers



Tami Shlasky Nachalon Founder @ HearME

tamishlasky@gmail.com

A product management director with ~15 years of experience. A mother of 3 wonderful kids. Passionate entrepreneur.

became more aware of the domestic violence phenomenon and its various aspects, and passionate for finding technological out of the box solutions for this phenomenon.

I am certain that the target of 0 murdered women in Israel can be achieved.



Raz Malka
Co-Founder @ HearME
razmal2509@gmail.com

Applied scientist.

I founded HearMe and applied my technological capabilities in the social field of Domestic violence.

I was able to bring my technological experience in order to combat domestic violence.





Lee Sharir Co Founder VP Product@Safe and Sound

lee@safeandsound-ltd.com

A project manager at the Israeli Smart Cities Institute. Leads a network in ProWoman organization that includes BIU, Haifa university, IDC and TAU to promote women in the Israeli labor market. MBA student with a bachelor's degree in economics, management and human resources from Bar llan University.

I was privileged to take an active part in this important struggle in a way that in my opinion can really make a difference.

I have improved my personal skills in the field of startups.



Stav Devons-Sberro Co-Founder @ MedFlag

stav.devons@mail.huji.ac.il

"Doctor of medicine from the Hebrew university of Jerusalem, and currently studies in the Biomedical Informatics program by ""Sheba" medical center and Bar-llan university. passionate about healthcare innovation and entrepreneurship. Wife to Amiel, and Itamar's mommy."

I dare to dream outside my comfort zone, to simply go to someone new at any position- and ask them to believe in me and my vision, and they do! I had the courage to challenge old ideas, to be confident that change is doable and reachable, And that we can make it happen.



Yarin Shitrit Co-Founder R&D Lead@Safe and Sound

yarinshitrit@gmail.com

22 years old Entrepreneur and Android Developer.

I met amazing people, started a startup with a strong mission to accomplish and received a lot of helpful information and continuous support from the forum in order to advance and make it happen.

I received a great advantage to take part in this important mission which aims to fight domestic violence and reduce the yearly murdered women to 0 by developing technology solutions



Zmira Silman Biostatistician @ MedFlag

zmiras@gmail.com

Escort companies and physicians in research design, statistical data analysis and computerized solutions for clinical and preclinical trials. My professional experience includes more than eight years of statistical services in epidemiology department, and 10 years in the biotech industry.

I can use my experience with the collaboration of our team to develop a solution of early detection of intimate partner violence.

We will help to reach the goal of no more murders



Gilad Bresler Co-Founder COO @ Safe and Sound

Gilad@safeandsound-ltd.com

I am a 23 years-old Entrepreneur. A graduate of the Jewish Peoplehood Leadership Academy. Currently I am fully devoted to our newly formed company "Safe and Sound".

I took my thoughts into actions and realized that my goals and dreams are achievable through hard work and dedication.

I believe great things will be achieved and a true change will occur.



Eran Shpigelman Software Engineer @ MedFlag

eran.shpiqi@gmail.com

After completing B.Sc. in Computer Science and Computational Biology at the Hebrew University of Jerusalem i worked in the high-tech industry for about 2 years and today i'm an M.Sc. student for Computer Science specialization in bioinformatics at Tel Aviv University. Apart from that, a volunteer in gender equality and lqbt+ organizations.

I changed my perspective about the tools we have to invoke change in society.

I plan to continue my involvement in fighting domestic violence, and specifically applying technology to do so



Ron Yankielewitz CMO @ Safe and Sound

ron@safeandsound-ltd.com

I am 23 years old originally from Tzur Hadassah , today i live in Rishon Lezion.

I thank the forum about this promotion of this very important subject -Domestic violence.

I can use my tools to achieve the goal of 0 murders every year.



Monika Bercu CEO @ Aware

monika.bercu@gmail.com

Entrepreneur, digital transformation leader, ultra runner and blogger.

It was an amazing journey, and is only the beginning. The partnership with Michal Sela forum made this happen. Thank you for this!

I will continue to work closely to make sure every women will feel safe at home





Rotem Weinner Shapira Project Director@HomeSafe

wshrotem@gmail.com

An activist in the world of women and girls empowerment for over a decade. Holds a master's degree in American-Israeli Jewry from the University of Haifa. In addition I am a women's philanthropy specialist.

הכרתי יוזמות נוספות שפועלות למעו אותה מטרה מקודשת בתחושת שליחות עמוקה ושיתוף פעולה יוצא דופו.

יצאתי למסע מרתק ומשמעותי והרגשתי חלק ממשפחה מיוחדת.



Yehudit Zicklin-Sidikman Founder @ HomeSafe

vudit@esdqlobalselfdefense.org

Created two organizations that share the primary purpose of teaching Empowerment Self Defense (ESD). abuse-prevention, and personal safety skills and strategies to those who want and need them.

As an survivor of sexual assault and abuse. Yehudit brings her experiences to all she does. She has inspired hundreds to share their stories, heal from past trauma, and move on to live fuller, healthier lives.



Avi Danon Technology partner@HomeSafe

avi@cpart.co.il

CEO at Cpart



Nitzan Kish Balan CEO @ WONDER JEWEL

nitzan@miznk.com

Fashion Designer, Goldsmith and Photographer. Extensive knowledge in managing marketing, sales initiatives and efforts.

I've got a solid and supportive ground for WONDER JEWEL to accelerate the execution of its vision and putting efforts in reducing violence in our communities

I found a group of great people who share a common important goal. whom allowed me to take much support, professional advices and friendship



Alona Sharpe Developer @ More Than Once

alona.sharpe@gmail.com

A software developer with many years of experience. Vegan. Feminist. Care about animal rights and like to read.

The subject of domestic violence is close to my heart. It's a subject that I cared about for a very long time. It's like a plaque. It never ends. Michal Sela Forum gave me the opportunity to finally do something about it. For the first time in my life I

feel less helpless, knowing that we

can do something about it. I know that we can help women and

hopefully prevent the next domestic

incident

a vision of saving lives



Inbar Berger UX @ More Than Once

bergerinbar@gmail.com

I am passionate about creating an accessible UX and better understanding the user experience. An entrepreneur, founder of Start -It that aimed at connecting entrepreneurs with technological development. I like to think about innovation and participated in about 30 Hackathons.

I met amazing people, expanded my toolbox and made new connections.

Lunderstand that this is the time to make a change and make an impact,



Karin Shpitzer Head of Project@More Than Once

Lawyer, Biz dev Consultant.

I met most amazing people and learned the complexity of the social impact entrepreneurship and violence against women pandemic

Thanks to the forum I have access to network of experienced and talented people and powerful information



STAY IN TOUCH

Aware	CEO	Monika Bercu	monika.bercu@gmail.com
HearME	Founder	Tami Shlasky Nachalon	tamishlasky@gmail.com
	Co-Founder	Raz Malka	razmal2509@gmail.com
HomeSafe	Project Director	Rotem Weinner Shapira	wshrotem@gmail.com
	Founder	Yehudit Zicklin-Sidikman	yudit@esdglobalselfdefense.org
	Technology partner	Avi Danon	avi@cpart.co.il
	Founder	Yehudit Zicklin-Sidikman	yudit@esdglobalselfdefense.org
MedFlag	Co-founder	Stav Devons-Sberro	stav.devons@mail.huji.ac.il
	software engineer	Eran Shpigelman	eran.shpigi@gmail.com
	Biostatistician	Zmira Silman	zmiras@gmail.com
More Than	Head of Project	Karin Shpitzer	
Once	Backend developer	Alona Sharpe	alona.sharpe@gmail.com
	User experience	Inbar Berger	bergerinbar@gmail.com
SafeTalk	CEO, Co-Founder	Adi Nechemia	adi@safe-talk.org
	CTO, Co-Founder	Avishai Vaisman	avishai@safe-talk.org
Safe and Sound	СМО	Ron Yankielewitz	ron@safeandsound-ltd.com
	Co-Founder and Head of Operations	Gilad Bresler	Gilad@safeandsound-ltd.com
	Co-Founder and R&D Team Leader	Yarin Shitrit	yarinshitrit@gmail.com
	Co Founder&VP Product	Lee Sharir	lee@safeandsound-ltd.com
SoulSavers	Co-Founder	Noam Meir	sokol.noam@gmail.com
	Co-Founder	Ram Yaari	r.yaari@gmail.com
StayTuned	Co-Founder	Nadav Barzilai	barzilai.nadav@gmail.com
	Co-Founder	Ran Brook	ranibrook@gmail.com
	Co-Founder	Erin Rodman	
WONDER JEWEL	Founder and CEO	Nitzan Kish Balan	nitzan@miznk.com





אל תגידי לי זה לא יקרה!

פני לשם קבלת ייעוץ וליווי מקצועי אך ורק מגורם המומחה בתחום האלימות במשפחה. עלייך לוודא האם הגורם הטיפולי הוא אכן מומחה בתחום. חשוב מאד לשתף גם גורם מקצועי וקרוב/ת משפחה.

חייגי למוקדי החירום סביב השעון:

118 -משרד הרווחה (סיוע בכל השפות)

(נעם) נשים ערביות במרכז - 08-9965008 - 055-7000128 מוקד חירום שקט - סמסים. של משרד הרווחה

*6724 - עמותת ל.א. ואונלייף (סיוע בכל השפות)

1800 - 292333 עמותת בת מלך - דתיות וחרדיות

106 - הרשות המקומית שלך

- 073-3927747/48/49/50 מוקד סיוע משפטי חינם - 073-3927747/48/49

(ויצו) קו לגברים במעגל האלימות - 1-800-393-904

02-5328000 לגברים דתיים

04-6566813 - קו חירום לנשים ערביות

- 02-6730002 לנשים דתיות

נפגעות תקיפה מינית:

נשים 1202 גברים 1203

וואטסאפ: 052-8361202

https://www.kolmila.org.il :צ'אט סיוע

*9201 קו החירום של נעמת

כלל ברזל: רגע הפרידה מבן זוג אובססיבי עשוי להיות סכנת חיים!

Michalsela.org.il