

„Startups and SMEs under the COVID19 crisis — Preparing for the Day After“

Live Webinar with
Dafna Kariv + Q&A

6. April 2020
14:00

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Rational

Startups are facing various crises along the course of their lives (e.g., financial, operational, product-related, etc.); yet, the COVID-19 has introduced a new type of crisis, fused in a new, unknown situation. While startups are apt, and most of them even 'experienced' in rapidly adapting to ambiguity, it seems that the confusion and anxiety in front of the COVID-19 crisis, are deeper and more substantial than ever.

Aims and vision

We have developed a timely initiative for startups and SMEs focusing on:

- (a) Typifying the new challenges startups face nowadays due to COVID-19 crisis
- (b) Establishing the best avenues to keep startups in motion, and to avoid the 'pause' mode, which is risky in the present and for their future
- (c) Introduce ways to detect the exact difficulty that startups face, by

pinpointing how is the current crisis related to the difficulty (to differentiated between the startups' daily crises and the new one)

- (d) Identifying the resources and capabilities required to:
 - confirm the business' survival;
 - Exploit opportunities for innovation in light of the needs emerging in the current crisis;
 - and prepare for the Day After.

Prof. Dafna Kariv

Professor Dafna Kariv is expert in Entrepreneurship, Innovation and Acceleration programs. She is the Chair the Department of Entrepreneurship and Innovation and of NOVUS, Center of Entrepreneurship at the School of Business, Administration at the College of Management (COLLMAN), Rishon Lezion, Israel. Professor Kariv is Affiliate Professor at HEC, Montreal, Canada. She is the author of five academic books, all around

entrepreneurship, published with Routledge UK, Routledge, NY and Edward Elgar, UK. She has published numerous papers in entrepreneurship in academic journals, with research teams from Canada, Europe and US, and presented her research in conferences around the world. She is a recipient of several prized funds including the European Commission funds; she is involved in many academic boards and in some companies' boards; she is the Ambassador of 'German-Israeli-Startup-Exchange Program' (GISEP). She is intensively involved in mentoring startups and developed a program on how to develop incubators and accelerators; she is well networked with local and international companies in projects on entrepreneurship and innovation.



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