

# Upstart Ideas

IDEAS · OPPORTUNITIES · RESULTS

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

Over the last five years, 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 enter our sixth year, we are expanding our portfolio to include strategic consulting, marketing services and project management 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 recruitment strategy and marketing plan have been the decisive factors in turning Oranim Educational Initiatives—a small Kfar Sava-based travel firm—into the single largest organizer of Taglit-birthright Israel trips that presently has over 22,000 alumni.

Clients include the Alexander Muss Institute for Israel Education, the Bar Ilan MBA program, Livnot U'Lehibanot, Ulpan Akiva, the Pardes Institute and the Israel Ministry of Tourism, 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 workshops often 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:

**You Decide**—A series of informative magazine-style primers that were developed for and distributed to Taglit-birthright Israel returnees and other young adults.

**IsraelVotes.com**—Customized websites that allowed users worldwide to learn about and "vote" in the 2003 and 2006 national Israeli elections.

**Israel 360°**—A powerful and engaging presentation designed to "wow" unaffiliated students and spark interest in the State of Israel. This hour-long, media rich production is currently being delivered by cadre of trained professionals on campuses throughout North America.

### 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. We have 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. In addition, we manage a 3000-strong network of volunteer ambassadors who recruit for birthright.

## Our Team

**Michael Eglash, Founding Partner**—A highly effective educator, facilitator and manager, Michael has a strong background in hi-tech, marketing and sales. He has lived in Israel for 15 years.

**Eric Esses, Founding Partner**—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 in technology ventures. He has lived in Israel for 15 years.

**Josh Sussman, Senior Account Manager**—The Associate Director of the Orthodox Union's (OU) Office of Public Policy in Washington before making Aliyah in 2004, Josh holds an MA in Jewish Studies and MSW in Community Organization.

