



## **Angel Investment Program - Certified by NYU**

### **Course Objective:**

Develop the expertise and practical skills needed to evaluate and invest in early-stage startups as a private investor (Angel)

### **Description:**

A hands-on, exclusive program for up to 15 participants, spanning 6 sessions of 4 hours. Throughout the course, participants will learn and practice investment decision-making in early stage startups. Sessions will feature experienced angel investors, legal and tax experts, practical simulations, and a live pitch event with startups seeking investment

### **Target Audience:**

Individuals with available capital who are interested in starting to make private investments in early-stage startups and/or accredited investors with experience in venture capital investing, seeking to deepen their professional knowledge and connect with a new and unique investor community being built under the IL Angel Club.

### **Participation Requirements & Fees:**

- Short personal introduction interview
- Participation fee: **US \$1,700 + VAT** (US \$1,000 course, US \$500 NYU certification, US \$200 administration)
- A **US \$500 refund** granted (as a management fee credit) to participants who invest via IL Angel Club within six months after completing the course (applies to those paying full price)

### **Schedule & Location:**

- **Dates:** Tuesday, 5:00PM-9:00PM, Starting - November 4th, 2025
- **Venue:** Edmond de Rothschild Bank, Wine Cellar, Rothschild 20, Tel Aviv
- ❖ **VIP Parking:** Complimentary parking for participants at Rothschild 20.
- ❖ **Hospitality:** Light kosher dinner and drinks served at each session.

### **Key Takeaways:**

- Acquire knowledge and experience to evaluate early stage investments.
- Build connections with fellow investors for potential co-investments and gain access to professionals who can support future investment decisions
- Opportunity to invest alongside IL Angel Club network
- An official **NYU program completion certificate**.
- Access to sessions summary, Investor memo template and more.

## **Syllabus - High level:**

### **1. First Session – Kickoff, Angel Investment fundamentals & Legal Foundations**

Overview of the venture capital investment landscape in Israel, common investment models, investor profiles and market trends from an angel investor perspective. This session will also include a legal primer covering essential investment structures and key legal terms relevant to early-stage investments.

### **2. Second Session – The VC Model & Taxation**

A deep dive into how venture capital funds operate, how they are evaluated, and how they compare with other investment approaches.

This session will also include a comprehensive overview of tax-related considerations for private investors, including the Angel Law, investment structuring for individuals and companies, and key tax incentives.

### **3. Third Session – Meet Angel Investor & Investment Simulation (workshop)**

An intimate session with a seasoned investor with extensive experience across diverse industries, sharing insights into decision-making strategies, team evaluation, risk mitigation, and key lessons learned from both successes and failures. This session will also include an Interactive simulation of the due diligence process. Using real-world startup materials, we will assess the opportunity based on the team, market, problem-solution fit, business model, etc.

### **4. Fourth Session - GTM Strategy & Founder Dynamics & VC Decision-Making**

This session focuses on evaluating a startup's Go-To-Market strategy, including target customer definition, acquisition channels, and value proposition.

It also explores the interpersonal dynamics between founders, identifying constructive team relationships and potential red flags.

The session concludes with insights into how experienced venture capitalists assess startup teams, evaluate risks, and make high-stakes investment decisions.

### **5. Fifth Session - Live Startup Demo workshop**

Live session with several startups actively seeking investment.

Participants will engage in direct evaluations, participate in Q&A, and work in small groups to analyze each opportunity and form preliminary investment opinions.

### **6. Sixth Session – Angel Investor Playbook & Certification**

Closing reflections and final takeaways from a leading angel investor.

Participants will review lessons learned, finalize integration into the IL Angel Club investor platform, and receive official certificates of completion.

- **Sessions 3, 4 and 5 include 1:1 meetings with senior early stage investors who will share their professional journeys, investment strategies, success stories, and challenges they've faced.**

## Detailed & Time table:

Lecturers Bio: [🔗](#)

Session	Time	Lecturer	Subject	Description
#1 4/11	17:00-17:15	Meeting opening		Course and participants introduction
	17:15-18:30	Ram Yonish, ILAC CEO	Local ecosystem overview	An in-depth look at Israel's startup ecosystem, including the key players, funding sources, and investment vehicles shaping the market in 2024. The session will explore current investment trends across various verticals and examine the role of angel investors in fostering innovation, with a special focus on deep-tech. Additionally, participants will gain insights into reliable sources of information for evaluating entrepreneurs and startups
	18:30-19:00	Light dinner		
	19:00-20:15	Yuval Lazi, Barnea Legal Firm	Legal - Key aspects	An overview of essential legal considerations in investment agreements, including the key differences between SAFE and equity investments. The session will also cover preferential rights, follow-on investments and dilution, share types, and other critical legal terms that impact investor decision-making. ownership of intellectual property (IP), assessing agreements with suppliers, evaluating the use of open-source software, and other relevant factors
	20:15-20:30	Meeting summary notes and next session overview		
#2 11/11	17:00-17:15	Meeting opening		Previous meeting highlights and next session overview
	17:15-18:30	Michael Blajwas,	The VC model vs. other	An exploration of different investment vehicles, with a focus on venture capital (VC) funds as the primary investment model. The session will highlight the

		CEO and Co- Founder GCLUB  *Waiting for approval	<b>investment vehicles</b>	distinctions between VC funds and other investment approaches, emphasizing the unique role of angel investors. Participants will also learn about key performance metrics for evaluating VC fund success, including DPI and IRR, as well as the factors that influence a fund's performance and the key differences between various types of funds.
	<b>18:30-19:00</b>	Light dinner break		
	<b>19:00-20:15</b>	<b>Shlomit Dola</b>  Partners PWC	<b>Taxation - Key Aspects</b>	Key aspects in the field of taxation that every private investor must be familiar with, including, for example: the Angel Law, tax credits for technology companies, tax structure individual investor/company, method and taxation of withdrawing profits, financing, implications upon exit, etc.
	<b>20:15-20:30</b>	Meeting summary notes and next session overview		
<b>#3</b>  <b>18/11</b>	<b>17:00-17:15</b>	Meeting opening		Previous meeting highlights and next session overview
	<b>17:15-18:00</b>	<b>Inbal Shenfeld,</b>  COS, Helios	<b>I</b>	Inbal has invested in more than 50 startups across various industries. During the meeting, she will discuss her motivations for investing, her decision-making process, key factors to be cautious about like intuition and team evaluation, and how to mitigate risks as a private investor. She will also share both success stories and failures, highlighting valuable lessons for the future.
	<b>19:00-19:30</b>	Light dinner break		
	<b>19:30-20:15</b>	<b>Simulation Led BY Ram</b>		Participants will take part in an interactive simulation of an early-stage investment process. Using real-world startup materials, they will assess the opportunity based on the team, market, problem-solution fit, and business model.

				Working in small groups, participants will practice identifying key risks, formulating investor questions, and framing a go/no-go perspective. The simulation is designed to mirror real angel investor scenarios and sharpen decision-making skills under uncertainty.
	<b>20:15-20:30</b>	Meeting summary notes and next session overview		
<b>#4</b> <b>25/11</b>	<b>17:00-17:15</b>	Meeting opening		Previous meeting highlights and next session overview
	<b>17:15-18:15</b>	<b>Yam Regev</b>  Global Marketing Advisor	<b>Go-To-Market Strategy</b>	A professional overview on how to critically evaluate a startup's go-to-market strategy: identifying the paying customer or user, defining distribution and acquisition channels, and analyzing early-stage product-market fit. The session will also introduce basic unit economics related to customer acquisition and revenue generation models.
	<b>18:15-19:15</b>	<b>Yael Daniely</b>  Founder & CEO, YD Scale Up Your Business; Therapist & Startup Psychologist	<b>Winning Team and Founders Relations</b>	This lecture will explore the dynamics between co-founders - from the selection phase to the establishment stage. Yael will share insights on how to analyze the quality of these relationships, including signs of healthy vs. dysfunctional dynamics, and their impact on startup culture and performance. Special emphasis will be placed on evaluating interpersonal risk—both as part of the investment decision-making process and as a factor in ongoing investor-founder relationships.
	<b>19:15-19:30</b>	Light dinner break		
	<b>19:30-20:30</b>	<b>Moshe Sarfaty,</b>  Managing Partner, Aristagora VC	<b>VC/ Angels challenges</b>	Moshe will share his experience as a VC managing partner investing in early-stage startups. Moshe will focus on challenges relating to early-stage investments including investing alongside/ following angel investors and will share his learnings from successful and unsuccessful Investments.

	<b>20:30-20:45</b>	Meeting summary notes and next session overview	
<b>#5</b> <b>2/12</b>	<b>17:00-17:15</b>	Meeting opening	Previous meeting highlights and next session overview
	<b>17:15-18:30</b>	<b>Demo Day</b> - Workshop 1st part	A double session featuring live meetings with startups actively seeking investment. Each startup will present its case, followed by group analysis and discussion. Participants will assess the startups using frameworks learned in previous sessions and work collaboratively to formulate investment conclusions.
	<b>18:30-19:00</b>	Light dinner break	
	<b>19:00-20:15</b>	Demo Day 2nd part	
	<b>20:15-20:30</b>	Meeting summary notes and next session overview	
<b>#6</b> <b>9/12</b>	<b>17:00-17:15</b>	Meeting opening	Previous meeting highlights and next session overview
	<b>17:15-18:30</b>	<b>Yossi Moldawsky</b>  Chairman, Plus VC	<b>Angel Investor #2 meeting</b>  Co-Founder and Active Chairman of Plus Ventures, one of Israel's most active early-stage VCs, boasting a portfolio of over 35 companies. With more than two and a half decades of experience in investing & nurturing Israeli-related startups, Yossi has been recognized as one of the leading professional angel investors in the country. In his talk Yossi will share his experience of reviewing thousands of early stage startups, his tips for success and de-risking investments.
	<b>18:30-19:00</b>	Light dinner break	
	<b>19:00-20:15</b>	<b>Ram Yonish</b>  ILAC	Introducing IAngelClub: Our investor club's work processes, how to access investment opportunities, management tools, agreements, and our approach to collaborating with investors.
	<b>20:15-20:30</b>	Summary, feedback session, and certificate distribution.	