

LevelUP
By Unistream

JEZREEL VALLEY

Description

A traditional agricultural area with fields, orchards, kibbutzim and villages. The area is full of agricultural life but suffers from a decline in manpower and youth who are interested in staying there.

Challenges

- Declining agricultural profitability
- Lack of local labor

Startup

Taranis – a drone and AI-based system that monitors fields and gives farmers accurate, real-time information about the condition of crops. This improves yields, saves costs, and strengthens the connection between agriculture and innovation.

LevelUP
By Unistream

TEL AVIV

Description

Tel Aviv is the Israeli innovation capital. Every moment can become an opportunity. Entrepreneurs, creators, freelancers, students – everyone here is trying to build something of their own.

Challenges

- High competition between entrepreneurs, designers, and small businesses.
- Need for professional personal expression in an instant digital age.

Startup

Wix – A platform that can turn anyone into a professional website owner without knowing a single line of code. In a city like Tel Aviv, where everyone is trying to promote an idea or a portfolio, – Wix has developed a simple solution. There is no need to contact a programmer or spend a lot of money.

WIX

Level UP
By Unistream


JERUSALEM

Description
Capital city of Israel. Very diverse; Jews, Arabs, secular, religious, ultra-Orthodox. Dense construction and busy roads.

Challenges

- Traffic accidents
- Preservation versus progress

Startup
Mobileye – developed at the University of Jerusalem.
A smart car vision system that identifies dangers and prevents accidents.
The company was sold to Intel and employs hundreds of Jerusalemites – many of them from diverse populations in the city.



unistream
מניסטרם

Level UP
By Unistream

NEGEV

Description
A vast desert region in the south of the country – about 60% of Israel's territory, with harsh climatic conditions, little rain, and poor soil.

Challenges

- Water shortage for agriculture
- Extreme heat and radiation
- Regional development without large population centers

Startup
Netafim – invented the drip irrigation method, which brings water directly to the plant's roots. This technology saves water, improve crops – and is one of the most important Israeli developments in the world.



unistream
מניסטרם

Level UP
By Unistream

THE ARAVA AND EILAT

Description
Isolated, desert areas, with a lot of tourism – but almost no natural agriculture or regular water infrastructure. Severe heat and difficulty in supplying food and water.

Challenges

- Geographical isolation
- Difficulty in growing food

Startup
Watergen – developed devices that produce water from air.
The device extracts moisture from the air, condenses it, and turns it into clean drinking water – a development that has also reached communities in Africa and the US.



unistream
מניסטרם