

# Israel Entrepreneurship Week

**Fit for:** Physical Education (PE) / Sports Class

**Topic:** The Body as Code – Programming Principles and "Bugs"

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## Preparation

Print the "Command Cards" from the appendix (found at the end of this guide).

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## Goals

In the high-tech world, programming is the language that powers almost every venture—from navigation apps like **Waze** to smart medical systems. Israel, known as the "Start-Up Nation," is home to tech giants like **Wix, Check Point, and Mobileye**, whose products are built on complex code. While there are many programming languages, most operate on the same core principles.

In this activity, we will simulate programming concepts (**If, While, Loop, Broadcast**) through physical movement. Each student receives a "command" or "condition," and the entire class functions together like a single piece of "software."

The main goal is to understand that code requires absolute precision and that "bugs" (errors) are an inseparable part of the journey to success.

**Pro-Tip for Younger Groups:** If the students are too young to know companies like Check Point, explain the concepts through "Problems vs. Solutions":

- **Waze:** "Remember how people used to get lost using giant paper maps? Israelis invented an app that talks to us and tells us exactly where the traffic is."
  - **OrCam:** "For people who have trouble seeing and can't read books, Israelis invented a tiny camera that 'whispers' what's written into their ear."
  - **Wix:** "It used to take a computer professor to build a website. Now, thanks to an Israeli invention, any kid can build a site as easily as playing with LEGOs."
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## Warm-up Game: "Land vs Sea" – Israeli Tech Edition

This is a twist on the classic "Land vs Sea" game to test knowledge and reflexes.

1. Mark a line on the floor.
2. One side is "**International Company**" (Global) and the other is "**Israeli Company.**"
3. The instructor calls out a company name. Students must jump to the correct side.
4. After each jump, briefly ask: "Does anyone know what this company does?"
5. **The Twist:** Mid-game, shout "**PIVOT!**". From that moment, the sides flip (Israeli is now the other side). This tests the students' focus and their "entrepreneurial agility"—the ability to adapt to rapid market changes.

### Company List:

- **[Global] Apple:** The American company that gave us the iPhone and iPad.
- **[Israeli] Waze:** The navigation app helping millions avoid traffic.
- **[Israeli] Fiverr:** A platform to buy and sell digital services (logos, songs, etc.).
- **[Global] Netflix:** The world's biggest streaming service for movies and shows.
- **[Israeli] Wix:** A platform that lets anyone build a professional website easily.
- **[Global] Tesla:** The leader in electric cars and clean energy.
- **[Israeli] OrCam:** A smart wearable device that reads text for the visually impaired.
- **[Israeli] Check Point:** A pioneer in "Cyber Security," keeping our data safe from hackers.
- **[Global] Google:** The world's largest search engine and creator of Android.
- **[Israeli] Mobileye:** Develops autonomous driving tech to prevent car accidents.
- **[Global] Disney:** The empire behind Mickey Mouse and the world's greatest theme parks.
- **[Israeli] Monday.com:** A smart platform that helps teams manage projects and deadlines.

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## Main Activity: The Human Code

### 1. Programming (Assigning Roles)

Hand out one command card from the appendix to each student. If you have fewer than 20 students, some can take two cards. Ensure everyone understands their **Trigger** (When do I act?) and their **Action** (What do I do?).

### 2. The Beta Run

Shout "**Start Program!**" to activate the code. *Note:* The first time will likely end in total chaos or a sudden halt. Don't stop them immediately—let the "bug" happen.

### 3. Testing & Debugging

Once the "software" crashes or gets stuck, pause the class. Ask the students:

- "Where did the code freeze?"
- "Who didn't act on their trigger?"
- "Who acted too early?"

**Instructor Note:** Explain that code isn't "wrong"—it simply does *exactly* what it was told. If the result is wrong, that's a **Bug**. In Israeli tech culture, we aren't afraid of bugs; we learn from them.

### 4. Deployment (The Final Run)

Try again. And again. Continue until the class can run the entire sequence of commands smoothly without a single error.

**Pro-Tip:** Remind the students that **precision is key**. Writing code requires maximum focus!

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## Wrap-up Discussion

- **What was your function?** (Were you a condition, a loop, etc.?)
- **How many people "activated" you, and who did you activate?**
- **How did it feel to fix a "bug" and succeed on the second or third try?** (This is the heart of the entrepreneurial experience).
- **How is this like how a computer or an app like Wix works?**
- **Why is it important to "test" an app before releasing it to the world?**