



Bezeq launches new business enterprise channel: "Havzaka" Unique employee incubator in Israel

January 15, 2001

Bezeq launches new business enterprise channel: "Havzaka" Unique employee incubator in Israel

January 15, 2001

Bezeq has announced the establishment of a new enterprise for technology initiatives and development, under the name "HAVZAKA".

The enterprise, the only one of its kind in Israel, is designed to encourage initiatives by Bezeq employees, and is yet another layer in the combined activities of the company in venture capital and in employee development and fostering.

Havzaka will offer company employees who wish to develop telecommunications and other high-tech ideas, preliminary advice and financing for a number of months, which will be devoted to examining the technological and business feasibility of the idea, while reserving the employees position and function in the company and preserving the rights he has accumulated during his employment.

If it is estimated, at the end of the investigation period, that the idea has business potential, the employer and Bezeq will establish a joint company (start-up), in which Bezeq will be allotted 25% of the share capital in consideration of its preliminary investment and assistance; the employee will hold the other 75%. Upon its establishment, all the intellectual property rights of the specific approved enterprise will be vested in the start-up.

Havzaka is a joint initiative of the Manager Development department at Bezeq, headed by Ehud Mezuman, and the Business Development division, headed by Michal Even-Chen.

The CEO of Bezeq, Ilan Biran, said that the Havzaka initiative is yet another way of fostering employees, who are among the best and the brightest of Israel's communications and technology personnel, and their striving for excellence. "Bezeq will be the main beneficiary of

the channel it has developed for its employees for their personal and professional advancement and development, a channel in which the sole criterion for success is excellence," said Biran.

Bezeq's Vice President for Managerial Resources, Gideon Kadussi, said that the company has been working on the project for several months, and that its establishment necessitated solving problems in a series of organizational questions. "The Managerial Resources division consistently directs its attention to the development and fostering of quality personnel, and this step is part of an overall plan in this area. Its aim is to place emphasis on the attractiveness of the company for quality professional employees, which is part of the strategic concept in managing the company's human resources."

The Vice President for Business Development, Michal Even-Chen, noted that Havzaka is an additional layer in the company's venture capital activities, which includes investment in venture capital funds and direct investments in start-ups. "From the company's experience in venture capital investments, we have learned that the know-how of the technology experts at Bezeq in filtering and assessing the technological and business applicability of ideas in the telecommunications sector, is second to none in the market," said Even-Chen.