



The Hebrew University, Israel's leading academic institution, carries out more than 1/3 of all academic scientific research in Israel and 43% of its biotech research.

Yissum Research Development Company of the Hebrew University of Jerusalem was founded in 1964 to protect and commercialize the University's intellectual property. Ranked among the top technology transfer companies in the world, Yissum has collaboration with industry leaders such as Novartis, Johnson & Johnson, Roche, Merck, Teva, Adobe, Google, Nestle, Phillips, Syngenta, Vilmorin, Monsanto and many more.

Products based on inventions of Hebrew University's researchers, commercialized by Yissum, generate over \$2 billion in worldwide sales every year. To date, Yissum has registered over 7,000 patents covering 2023 inventions and has licensed out 530 technologies in many fields, including nanotechnology, medicine and pharmaceuticals, agriculture and nutrition, water and environmental technologies, computer science, chemistry, physics, homeland security, and more.

In addition, the technology transfer company has produced more than 68 spin-off companies, among them Mobileye, BioCancell, Chiasma, BriefCam, Intec Pharma, Collplant, Nasvax, Tiltan and Novagali – each of which is a success story in its respective field.

Success stories:

1. The long shelf life and cherry tomatoes success story involves the development of the world's most popular cocktail hybrids for greenhouse production of Cherry Tomatoes by Prof. Nachum Kedar and Prof. Haim Rabinowich from the Hebrew University of Jerusalem's Faculty of Agriculture. With 2009 sales of over \$70 million and a total of over \$1 Billion in sales over the past 20 years, they formed the basis for the success of Israel's top two seed companies, Hazera and Zeraim Gedera. Both, in turn, were acquired by leading multinationals – Vilmorin and Syngenta, respectively – and continue to maintain significant operations in Israel employing many graduates of the very same faculty of Agriculture. Yissum is proud of its role in establishing Israel as a leading centre in the world market for seeds.

2. Exelon®, a cholinesterase inhibitor developed by Prof. Marta Weinstock-Rosin of the Hebrew University's department of Pharmacology, treats the symptoms of Alzheimer's disease and other dementias. Licensed to world leader Novartis, 2009 sales were \$954 million. A new once-a-day patch formulation is now being launched around the world, providing further relief to patients and caretakers.

3. DOXIL®, the only cancer medication of Israeli origin currently on the world market, was developed by Hebrew University researcher Prof Yechezkel Barenholz and his colleague Prof Alberto Gabizon, currently Head of Oncology at Shaarei Tzedek Medical Centre in Jerusalem. The Doxorubicin HCl liposome injection is Alza's lead product for oncology and provides relief to many ovarian and breast cancer patients around the world. 2009 sales were ~\$500 million.