



# Michal Sela Startup Academy

—  
Combating Domestic  
Violence via Tech



**פורום מיכל סלה**  
Michal Sela Forum

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Google for Startups

# Michal Sela Startup Teams

Cohort 2022




    
Tal Sharon Gabriel Balko


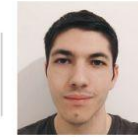


     
Dan Shalev Ofir Shofty Omer Reuveni

      
Maayan Sar Shalom Mor Pedaya Nadav Vilder Noga Vilder

    
Inbal Meir Naor Hayoun

     
Gali Sarid Hilla Werner Yakir Hasid

      
Tomer Weisman Ido Kosover Tal Angert Shai Lavie

     
Or Navon Or Nizri Yotam Salmon






## Michal Sela Startup Academy Cohort C - 2022

The Michal Sela Startup Academy is a 3.5 month long professional accelerator program for selected teams from the Michal Sela Safe@Home Hackathon. This elite, tailor-made program provides each team with a focused response to their professional needs in order to help them develop their entrepreneurship.

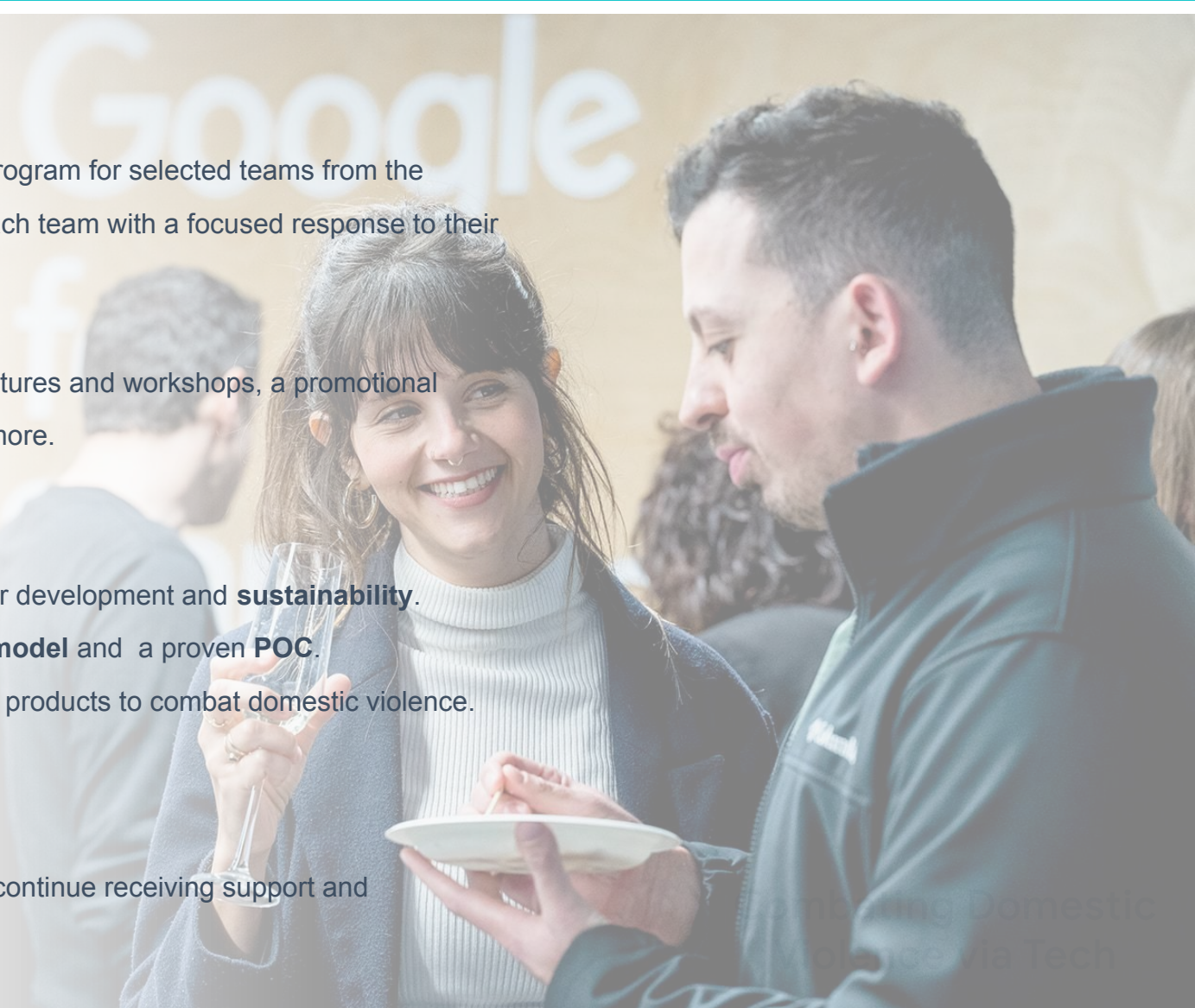
The academy provides mentoring and personal accompaniment, professional lectures and workshops, a promotional video for each venture, develops networking for cross-sector collaboration, and more.

### Goals:

-  To assist startups dedicated to combating domestic violence, to facilitate their development and **sustainability**.
-  To ensure that most of participating entrepreneurs have a **viable business model** and a proven **POC**.
-  To create a **SafeTech vertical** by providing a growing range of technological products to combat domestic violence.

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MSF Academy alumni are invited to join the Michal Sela Rooftop Community to continue receiving support and mentoring.






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**HIDEY**

**Hidey** is a B2B solution that allows apps to remain hidden while still providing full access to all the application's services to the device owner. Hidey's technology removes the fear and danger from accessing helpful apps for women in abusive relationships and allows companies to focus on developing their unique solutions.

### *Achievements*

- MVP
- Successful Pilot with "The Safe"
- 4 employees

### *Team*



Gabriel Belko  
CEO



Tal Sharon  
CTO









**Lopo** is a network of sensors providing a layer of security, without requiring the threatening party's cooperation or consent. If a threat is detected, Lopo will automatically notify the victim, as well as any other predefined emergency dispatch. Think of it as placing a digital watchdog who was trained to identify your enemy, and who barks every time that enemy is around. Using Lopo ensures a stress-free headspace, and a future without needing to look over your shoulder.

Lopo has been thoroughly reviewed and enthusiastically approved by a leading expert in the tech-law-privacy in the fields of law, privacy, and technology.

## Achievements

- An operational version of the product is already available.
- Unit economics: each sensor costs \$9
- Advanced negotiations are underway with key organizations from diverse backgrounds such as welfare agencies and homeland security.

## Team



Omer Reuveni  
Co founder & CEO



Dan Shalev  
Co founder & CPO



Ofir Shofty  
UX/UI









**The Safe** is a secret hidden app - a secure digital diary, that allows women who suffer from gaslighting and other forms of abuse, to document what is happening to them. By using The Safe, they can upload physical evidence that can be used for legal purposes, and can use it to fight the gaslighting being done to them. Many aggressors stalk their spouses digitally, and so The Safe sends all the files to a secure external cloud and deletes them automatically from the phone without leaving any digital traces. The only one who has access to the files is the woman who uploaded them.

## Achievements

- 200K NIS Fundraising by Crowdfunding
- MVP launch June 2023

## Team



Hila Verner  
Co founder & CEO



Gali Sarid  
Co founder & CPO



Yakir Hasid  
Co founder & CTO









**Timeout** is a tool for people who are already in treatment to address their violent behavior. Unlike other solutions that focus on the user himself, this innovation is oriented for therapists to adapt the treatment method in a modular way, according to the nature and progress of the patient. Timeout is based on a well-known technique for treating people with violent tendencies, the main patterns of which are: cutting off contact with the person you conflict with; lack of emotional and cognitive processing; and set the foundations for direct and positive communication with the person you are or were in conflict with.

## *Achievements*

- Pilot with the Welfare Ministry (40 users) at the Center for the Prevention of Domestic Violence.
- Pilot with Moresee.

## *Team*



Tal Angert  
Co founder & CEO



Tomer Weisman  
Co founder & CTO



Ido Kosover  
Co founder & CPO



Shai Lavie  
Co founder & VP R&D



Google for Startups



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הצלת חיים  
ומניעת אלימות כלפי נשים  
באמצעות חדשנות וטכנולוגיה

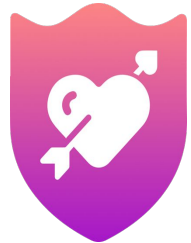


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Viosense

**Viosense** is an app that integrates with popular dating platforms and warns users - in real-time - about potential matches that have been reported by other members of the Viosense community. With a community-driven reporting system, users have the power to report instances of harassment or violent behavior, creating a safer and more pleasant space for people to meet.

When Viosense observes a dangerous exchange, the app can assist in numerous ways - send notices, reach out to an emergency contact, or even let you anonymously consult with someone familiar with the person sending you questionable messages.

## Achievements

- Success pilot with 50% retention
- 4 Employees
- The App exists in Google Play

## Team



Or Navon  
Co founder & CEO



Yotam Salomon  
Co founder & CTO

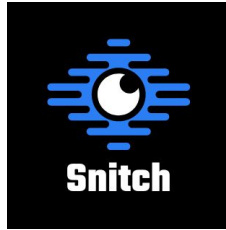




Micha  
Startup

Combating  
Vik





**Snitch** is an app that can detect phone snooping using advanced technology (filming and screen recording). Snitch provides evidence of who was snooping and what the snooper saw and did on the victim mobile phone. This data is saved in real time on a discrete cloud. Snitch is a hidden app, and only the phone owner has access to it. Knowledge is the first step in protecting your privacy!

## *Achievements*

- Ideation

## *Team*

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Inbal Meir  
CEO



Naor Hayon  
CPO







# Ruthi

**Ruthi** is a discreet reservation system that allows women in abusive relationships to stay in hotels for a short period of time, significantly increasing their chances of successfully leaving the violent relationship. The women will undergo a professional risk assessment to ensure that they are not in an emergency situation. The system will look for collaborations with tourist apps such as booking.com.

## Achievements

- Ideation

## Team



Maayan Sar Shalom  
CEO



Nadav Vilder  
CTO



Noga Ben Aratzi  
CPO



Mor Pedaya  
UX/UI



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