

# THE TRIDE FUND



## Trilateral Industrial Development

*A Catalyst for  
Joint Regional Cooperation and Development*



# Objective & Management

## Objective:

Contribute to regional cooperation and development, by promoting business cooperation between Israeli, Jordanian and U.S. companies through projects with significant R&D content

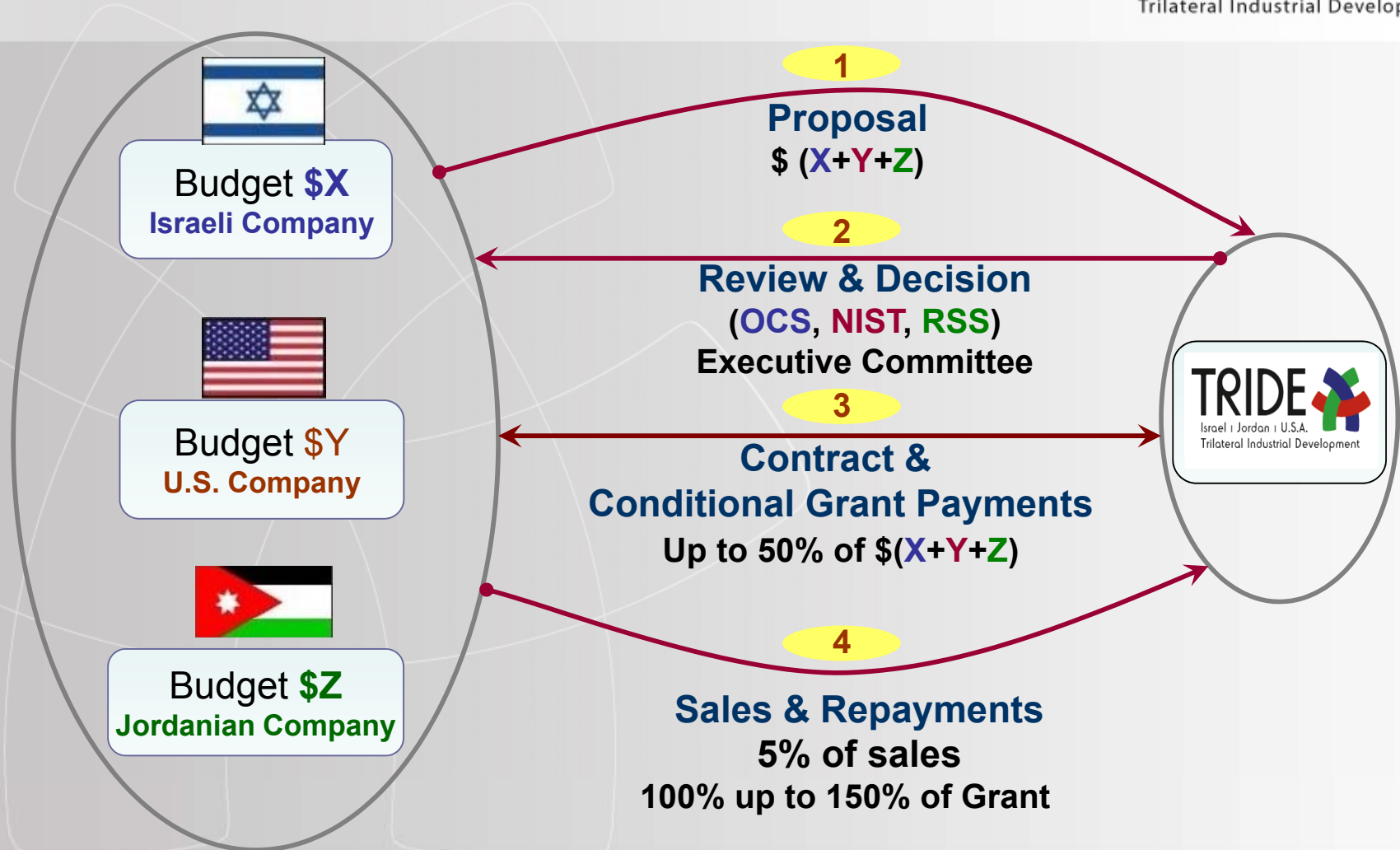
## Management:

Managed by the BIRD team, using similar procedures and with minimal overhead

# Principles

- ✓ Project performed by three companies, one from each country
- ✓ Conditional grant up to 50% of project budget; other funding provided by the participating companies
- ✓ Project ends in a functioning system and/or marketable product, which produces revenues
- ✓ Pilots or  $\beta$ -sites possible – revenues based on final system
- ✓ Grant is repaid only from **revenues** from the project, at **5%** rate;
- ✓ Maximum repayment is **150%** of grant

# THE TRIDE MODEL



# Key Events in TRIDE's Evolution



- ✓ **6/1996** - Announcement of TRIDE as a pilot initiative; Initial **\$1 M funding approved**; 1<sup>st</sup> Executive Committee appointed
- ✓ **11/1996** - First 2 TRIDE projects approved
- ✓ **10/1999** – 3<sup>rd</sup> TRIDE project approved
- ✓ **12/2005** - 2<sup>nd</sup> round of funding completed - **\$1M**
- ✓ **9/2007** - 1<sup>st</sup> Project (second round) approved
- ✓ **2009** - 2<sup>nd</sup> and 3<sup>rd</sup> Projects (second round) approved
- ✓ **2012** - 3<sup>rd</sup> round of funding - **\$2M (working for approval)**

# TRIDE Project – Example (Approved Sept. 2007)



Name of Project:	<b>Real-Time, content based interactions between distant family members</b>		
Project budget:	\$600 K (TRIDE grant: 50%)		
Duration:	13 months		
	Jordanian Co.	Israeli Co.	U.S. Co.
Name of Co.	ZD	FamCorner	BCF
Location	Amman, Jordan	Beit Shemesh, Israel	Virginia Beach, VA

# TRIDE Project – Example

## (Approved May 2009)



Name of Project:	<b>Second Generation, Bio-Synthetic Diesel Fuel Production</b>		
Project budget:	\$1M (TRIDE grant: 50%)		
Duration:	15 months		
	Jordanian Co.	Israeli Co.	U.S. Co.
Name of Co.	NERC	MME-IL	Nibor Enterprises
Location	Amman, Jordan	Beit Yitzhak, Israel	Miami, FL

# Three Members in TRIDE's Executive Committee



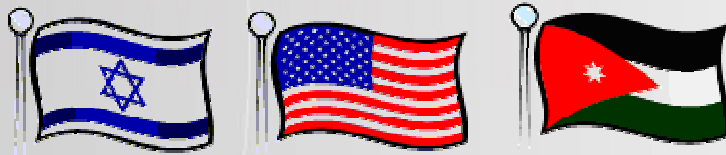
- ✓ From Jordan – Secretary General, Ministry of Industry and Trade
- ✓ From Israel – Chief Scientist, Ministry of Industry, Trade & Labor
- ✓ From the U.S. – Associate Director for Innovation and Industry Services, National Institute of Standards and Technology (NIST)



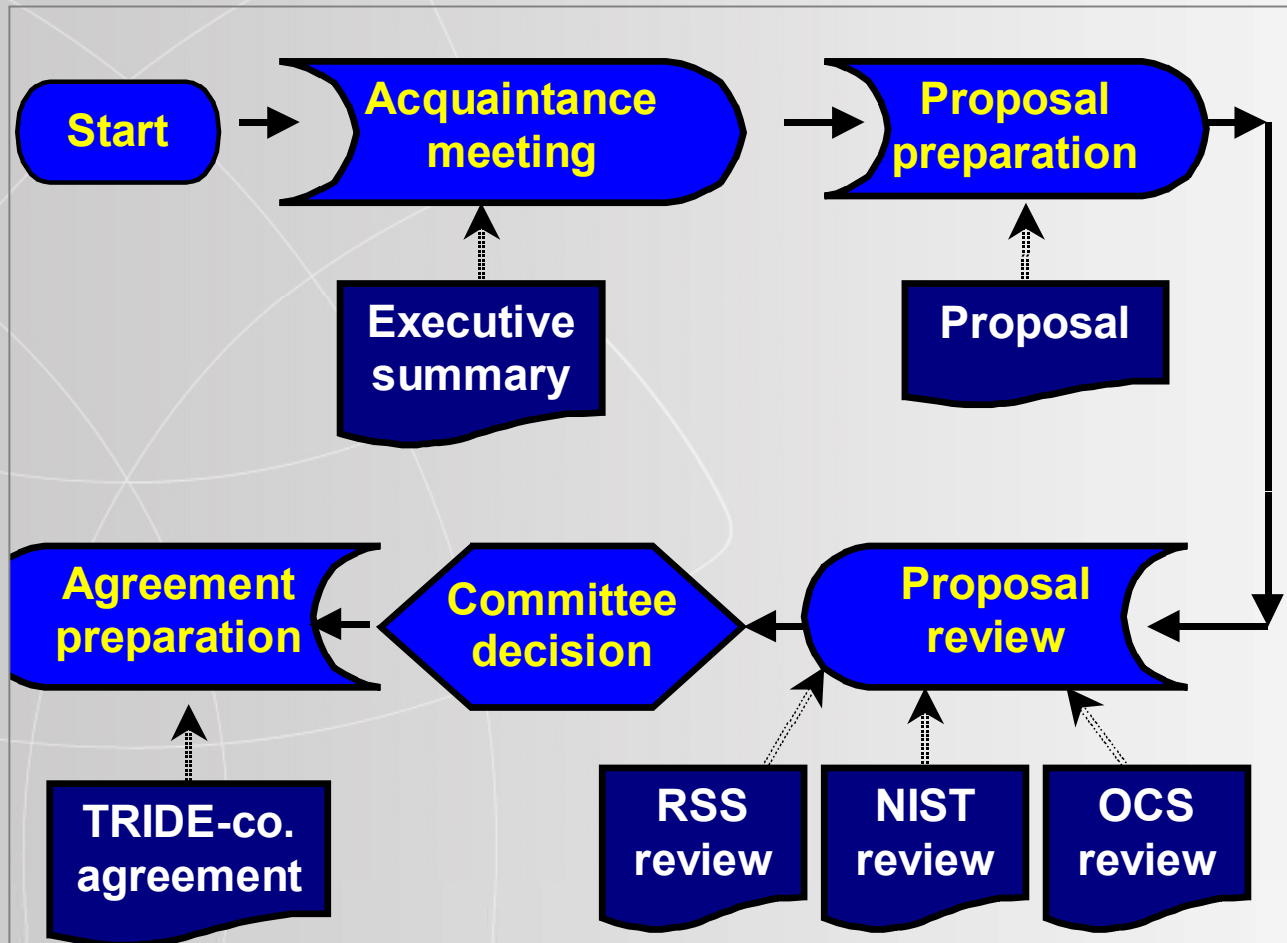
# Project Evaluation

Each proposal submitted to TRIDE is reviewed and graded, independently, by 3 professional reviewers, one from each country:

- ✓ A reviewer from the American National Institute of Standards & Technology (NIST)
- ✓ A reviewer from the Office of the Israeli Chief Scientist (OCS)
- ✓ A reviewer from the Jordanian Royal Scientific Society (RSS)



# Procedures in Applying for a TRIDE Project



# Areas of Interest - Examples

- ✓ Water – efficiency, reuse, desalination of brackish sources, etc.
- ✓ Energy – efficiency, renewables, etc.
- ✓ Agriculture in hot and dry areas
- ✓ Communication systems
- ✓ Software systems
- ✓ Healthcare systems

# Economic/Social Benefits

- ✓ Funding is leveraged by the partnerships to produce significant revenues and high level jobs
- ✓ Opening of markets that are hard to reach otherwise
- ✓ Promoting business relationships between Jordanian and Israelis with US backing
- ✓ Platform that can be expanded to much larger joint projects, by using TRIDE to fund a pilot or a  $\beta$ -site
- ✓ Proven model which can be used for other regional partnerships

# Summary

- ✓ TRIDE is an excellent vehicle for regional cooperation, encouraging Jordanian and Israeli industry people to work together, backed by strong U.S. support
- ✓ The Jordanian and Israeli Governments have committed continued funding; the U.S. support is now being discussed

*Open to your ideas and proposals!*

*Thanks!*

*شكرًا !*

*תודה!*



**Dr. Eitan Yudilevich**  
**eitan@birdf.com**  
**eitan@tride-f.com**

