

# Aussie makes waves at Israeli start-up

## ZIONIST FEDERATION OF AUSTRALIA

Oliver Rose, a graduate of Bialik College, Melbourne, recently completed his biomedical engineering degree and has landed a dream job in New York as product manager at LifeBEAM, an Israeli start-up company taking the athletic and artificial intelligence market by storm.

Oliver, nearing the end of his degree knew he needed industry experience to make it in the competitive job market and decided to take a break from his studies and apply for a Masa Israel internship through the Zionist Federation of Australia's Israel Program Department.

Masa Israel Journey offers young Jewish adults between the ages of 18 and 30 a range of up to 10-month Israel experiences including life-changing gap year, study abroad and volunteer programs as well as professional internships in all field and industries.

Masa Israel also offers very generous grants and scholarships for eligible applicants.

Oliver, an engineering student decided a Masa internship at an Israeli start-up would be a great opportunity to gain hands on learning experience.

"I wanted work experience where I would not be repeating the same task over and over. I wanted to prove my creativity, learn about starting and growing a business, and to make a lasting impact. Israel's start-up culture was the perfect opportunity."

Oliver selected to intern at LifeBEAM – a leader in biotech and bio-wearing technology. Oliver was thrown into the day-to-day operation of the business, integrating himself into the company and was tasked with researching relationships between LifeBEAM



Oliver Rose: dream job in New York.

sensors and body functions, designing trials in the nearby Olympic Centre and developing the user experience.

He also acted in a support role for the chief operations officer, helping to redesign the company's website, analyse website traffic, manage customer support, and oversee product deliveries. Over the six-month internship he gained invaluable experience from leading start-up minds and was mentored by his bosses and colleagues.

"Israel is a hub of social, commercial and technological innovation offering exciting internship opportunities that are simply not available at comparative companies and organisations in Australia" says ZFA Israel Program co-ordinator Sarit Braver.

"Masa Israel internships provide young Jewish adults the opportunity to live in Israel

like a local and gain professional experience in their field. Israel has so much to offer in terms of business development, growth and industry advancements and these companies and organisations are eager to recruit interns from around the world.

"With Masa Israel being a project of the Israeli government and Jewish Agency it has the connections and network to offer impressive internship placements at some of the country most impressive companies such as Teva Pharmaceuticals, Jerusalem Post and even Google."

The benefits of a Masa Israel internship are not only the work experience opportunities but the social ones as well.

Oliver said: "I made friends for life, learned to live independently, and grew up emotionally. Masa added tremendous value to the

internship program, by providing enjoyable educational and cultural activities, including weekend tours around Israel, during which our group of 40 grew very close.

"I made friends from all over the world and will never forget swimming in the desert oasis at Ein Gedi, or rafting down the Jordan River," he said.

"These Israel-based internship programs are a fantastic, but untapped resource for the Jewish community. They provide valuable experience in a country that has the leading edge in so many fields. The six months I spent living and working in Israel was one of the happiest and most successful times of my life."

Upon returning to Melbourne to complete his biomedical engineering degree at the University of Melbourne, Oliver was offered to a job with LifeBEAM.

He has watched and been a part of the company's growth from its early stages. His move to New York will see him take up a full-time position as product manager, working directly with the CEO on their latest product, Vi, the world's first true artificial intelligence personal trainer.

Vi is a virtual trainer that lives in bio-sensing earphones, finds your ideal path to fitness and coaches you in real time, a product that is sure to make waves in the virtual reality market and become one of the most highly coveted products in the fitness market.

*For information on internship opportunities in your field or volunteer and study programs in Israel through Masa Israel Journey, contact: Sarit Braver. Israel Programs co-ordinator ZFA. Email: israelprograms@zfa.com.au Telephone: 03 9272 5584.*