



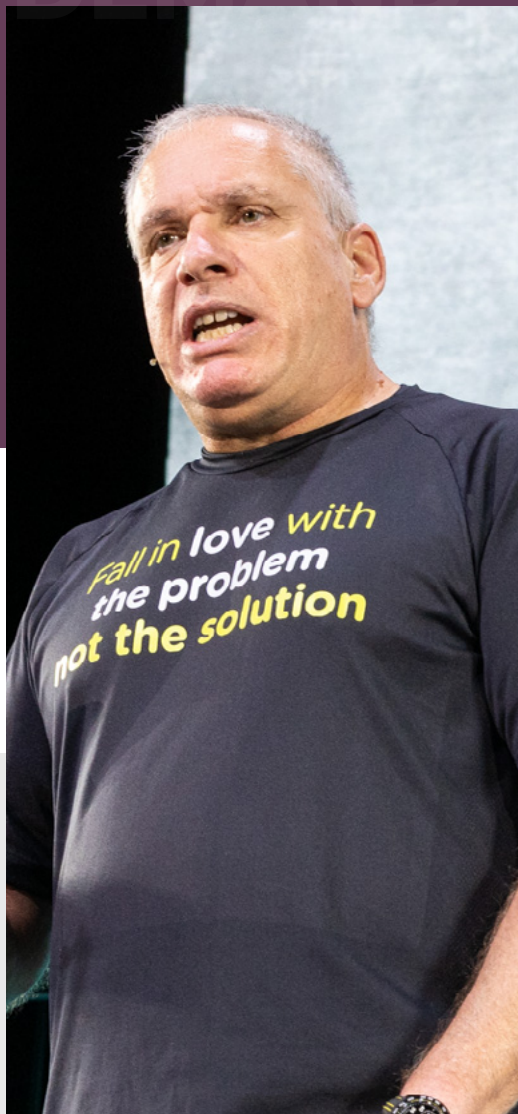
ON DEMAND

**WOBI PRESENTS THE
EXCLUSIVE MASTERCLASS ON
ENTREPRENEURSHIP**
with
URI LEVINE

CO-FOUNDER OF WAZE, AND
AUTHOR OF FALL IN LOVE WITH
THE PROBLEM, NOT THE SOLUTION

In this masterclass you will learn:

- Learn to think outside the box to come up with new ideas that can potentially revolutionize the market
- Overcome the fear of failure, commit to your ideas and work to find solutions that create value
- “How the values of entrepreneurship and intrapreneurship can drive value and growth in your company





ABOUT

Uri Levine

Co-Founder of Waze, and author of *Fall in Love with the Problem, Not the Solution*

Uri Levine is a passionate entrepreneur and disruptor, a two-time 'unicorn' builder (Duocorn), and author of [*Fall in Love with the Problem, Not the Solution*](#) - A Handbook for Entrepreneurs. He is co-founder of Waze, the world's largest community-based driving traffic and navigation app, which was acquired by Google for \$1.1 billion in 2013, and former investor and board member in Moovit, 'Waze of public transportation' - which was acquired by Intel for \$1 Billion in 2020.

Levine heads the "The Founders Kitchen", a company-builder fund and among his startups are Pontera, FairFly, Refundit, and SeeTree. Levine's vision in building startups is to disrupt inefficient markets and improve under-functioning services, focusing on solving BIG problems and saving consumers time and money while empowering them and changing the world for the better.



It's guaranteed that you're creating value because you're solving a problem. If you start with the solution, you might be building something that no one cares about.

Uri Levine



SESSION 1

1.5 hours

- What it takes to discover and take advantage of new market opportunities
- Falling in love with the problem, not the solution: why this is such an important – and often difficult – distinction to make
- Failing fast and moving on: how to build this capacity into every organizational culture
- Keys to executing effectively on new ideas
- The most common mistakes leaders make when driving growth and transformation



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish and Italian
- **Content:** 1.5 hours of content

PRICES

INDIVIDUAL	GROUPS
249 ^{USD}	3 tickets 639 ^{USD}
	5 tickets 1,039 ^{USD}
	10 tickets 1,999 ^{USD}



wobidigital.en@wobi.com



wobi.com/masterclass