Tips to take a safe and affordable fall road trip

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Small businesses remain resilient amid pandemic

Housing instability and COVID-19: New help is on the way

Budget-building resources for a more resilient tomorrow

Despite corona, irs firms raised $7.6B so far in 2020

Contraction, Remodels, Additions, Handymen does most anything

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References Available

By ISRAEL12lias staff

Despite the worldwide Co-

vid crisis, Israeli companies have raised a cumulative $7.6 billion thus far this year, including a record $1.1 billion in the first nine months, according to Start-Up Nation Central.

That puts the country on track to break

the record $8.3 billion raised in 2019 as reported by Tel Hivi

tech research company IVC-

ZAG.

The biggest investment

rounds in the past nine

months: insurtech-com

pany Next Insurance raised

$250 million, cybersecurity

firm Sprk ($200 million), fin-

techn in the Middle East.

As the nation moves for-

ward, Hispanics will continue
to drive the cultural economy. 7

3. Hands-on assistance: Those experiencing financial hardship and needing more help can seek help with a reputable nonprofit that of-

fers financial counseling, like Consumer Credit Counseling Services of Puerto Rico Inc./

Florida Consumer, a non-

profit that provides financial counseling services. “Now more than ever, it is critical to help people keep their financial house in order,” says Emilio R. Faucher, executive director.

"Their confidence may be

shaken, but we know through the history of this survey that businesses are resilient and they know how to adapt to change.”

According to the survey, half of businesses report increased use of technology since the outbreak began. New or increased use of electronic/telework payment systems, electronic/website-enabled sales or electronic banking/cash flow manage-

ment services and 19 percent increased use of fraud/identity protection tools.

The pandemic has also forced many businesses to shake up their product lineups to better align with consumer's new habits. A third of

business owners report making

changes either to the way they sell or deliver their products and services or to the types of products and services they offer.

Despite these positive signs of transformation and resil-

ience, the drop in business activity over recent months forced many to take drastic measures through workforce reductions: nearly four in 10 businesses has had layoffs. More businesses find new ways to service their customers since the start of the pandemic, although for 87 percent of those, the decrease is considered temporary or a furlough. In fact, 80 percent of businesses that had temporary layoffs or furloughs have already begun rehiring.

Faucher said that while the worst may be over and the economic activity is on the rebound, the “new normal” doesn’t mean a return to ro-

bust job and business growth that existed early in 2020.

(Stateline) Amid the his-
toric coronavirus pandemic, businesses are adapting by making major changes to their operations, including increased use of technology, according to the latest PNC semi-annual survey of small and mid-size business owners and execu-
tives, which concluded Sept. 8.

Eighty-two percent of business owners reported that they have had to make changes in response to COVID-19, including changes in the form of new policies and physical modi-
fications, while others have adopted work-from-home policies.

“Business owners have learned that the previous status quo doesn’t work anymore. A majority of businesses have reconfigured their operations and for many, these changes will be permanent,” says PNC chief economist, Gus Faucher.

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(Stateline) — The eco-

nomic downturn caused by the pandemic has cre-

ated widespread housing insecurity for both renters and homeowners. However, advocates say that free and low-cost legal assistance and other support is helping people stay in their homes.

“The economic challenges caused by COVID-19 are particularly acute for groups that are most vulnerable, most vulnerable communities, which have been disproportionately affected by job losses, rent and mortgage payments and under-employment and housing instability,” says Eileen Fitzgerald, head of Housing Affordability Philanthropy with the Ford Foundation.

By the end of the year, up to 40 million U.S. renters may face eviction, according to research from the Aspen Institute and the COVID-19 Eviction Defense Project.

Black and Hispanic tenants represent 80 percent of those potentially facing eviction nationwide.

The Centers for Disease Control and Pre-

vention issued an eviction moratorium until the end of the year, tenants must still be proactive. Here are steps you can take to prevent eviction,

according to the National Housing Law Project.

As soon as you know you aren’t

being evicted, contact your landlord.

• Gather documentation. Retain all correspondence and receipts from your landlord. Be sure to document phone calls and in-person conver-

sations.

• Know assistance is available. Call 2-1-1 to check local resources and services offering rental relief, financial support or free legal assistance. Visit

www.Legalfaq.org to learn more about services available in your area.

• Seek legal assistance. An estimated 90 percent of landlords are providing tenants with some form of assistance, while only 10 percent of tenants do, according to Har-\n
son’s report.

This creates a glaring equity gap, as legal representation can mean the difference between eviction and permanency.

For those who are facing eviction, the Housing Instability and COVID-19 Coalition is offering help. The group is working with partners like Hands on Banking, a finan-
cial education program and the Servicio de Puerto Rico Inc./

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profit that provides financial counseling services. “Now more than ever, it is critical to help people keep their financial house in order,” says Emilio R. Faucher, executive director.

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bust job and business growth that existed early in 2020.
Honing your small business toolkit in uncertain times

(StatePoint) — It’s been a challenging year for small businesses, with local shutdowns requiring many operations to close their doors, some temporarily, all while weathering the ripple effects of a global economic downturn.

However, experts say that by getting back to basics and honing your small business toolkit, you can run a tighter ship, leaving your enterprise in a better position to survive these difficult times. Here are a few strategies to consider:

**Automating Accounting**
Upgrading your accounting software will help you avoid errors that are common with manual number crunching and leave you well-prepared should your business be randomly audited. Keeping your books in order and automating back-office tasks like this will save you substantial time and energy, which is especially important these days when your attention is better spent on the big picture aspects of running your business. Just be sure to choose a trusted, vetted solution.

**Ditching Paper Payroll**
A 2019 survey by Intuit QuickBooks and Kelton Global found that small business owners spend on average 4.5 hours each pay period preparing, calculating, and filing payroll. By automating payroll, you can turn your attention to more pressing needs, such as finding new clients, exploring new digital offerings and maintaining your business. Various tech tools can help you get a handle on what may be your largest cost—paying your workers. A payroll service with a one-day direct deposit feature can be especially valuable, as it allows you to hold onto company cash longer. Overall, automating payroll can give you confidence that employees are paid on time and accurately.

**Owning Tax Time**
While traditional payroll software can be helpful, it may not go far enough — Intuit QuickBooks, for example, has an expanded suite of QuickBooks Online Payroll offerings that enable small businesses to run payroll and file taxes automatically. This saves small business owners valuable time each payroll cycle by eliminating manual data entry and reducing errors. QuickBooks also offers Tax Penalty Protection that guarantees if a customer receives a federal, state, or local payroll tax penalty from an error made while using QuickBooks Online Payroll, QuickBooks will help resolve it with the government and pay up to $25,000 in fees and interest. To learn more, visit www.getqb.com/payrolltools.

“Access the board, small business owners today are facing exceptional circumstances, only now they have the option of using new game-changing tools,” says Laurent Seller, vice president and business leader of QuickBooks Online Payroll. “By overcoming cash flow, payroll and tax challenges, companies can be in a better position to make it through these uncertain times.”

How to borrow smart for college

(StatePoint) — It’s no secret college can be expensive, and families are often faced with finding creative ways to cover the costs. Whether borrowing student loans or parent loans has always been part of your family’s plan or it is suddenly being considered due to new financial circumstances, there is good news:

Several smart strategies can help you save money.

- **Automate payments:** Automating payments not only gives you the peace of mind that comes with knowing that your bills will be paid on time, every time, but some lenders even offer interest reductions alongside this option.

- **Choose a shorter repayment term:** Some private lenders allow you to customize the length of your repayment term. If it’s in your monthly budget to do so, select a shorter term. While monthly payments will likely be higher, you’ll save in the long run.

- **Start early:** Consider making monthly payments on the loan while the student is still in school. Payments may be deferred during this time, but the loan may still be accruing interest that will be added to your loan balance. Check with your lender.

A student loan calculator, like one from College Ave Student Loans to see how a small monthly amount can make a big difference.

- **Go above and beyond:** Some lenders offer additional payments on your loan. Whether you choose to do this monthly or in lump sums after special occasions (e.g. tax refunds and graduation gifts), this can be a good way to get ahead of your repayment schedule and reduce interest charges. Just be sure your lender doesn’t charge a fee for doing so.

- **Borrow federal first:** Federal student loans in the student’s name first. They offer low fixed interest rates to all borrowers, not just those with excellent credit scores. Plus, they offer special benefits like income-driven repayment and loan forgiveness options not typically offered on private loans.

- **Shop around:** If federal student loans don’t adequately cover college costs, private student loans can fill the gap. Be sure to comparison shop to learn which lender will offer you a good interest rate, as well as multiple repayment options that fit your family’s budget. When shopping, look for a pre-qualification tool offered on the lender’s site that will share what rates you can expect without a hard check on your credit.

There are a number of private student and private parent loan options available at great rates from College Ave Student Loans, which offers streamlined customer service features and cost-saving perks, such as an interest rate reduction when you automate payments and no penalties for additional payments made. Their easy, transparent loan application process offers an instant credit decision, so there is no period of uncertainty. More tools, resources, guides and financial expert advice to help you navigate the financial road to college can be found by visiting, collegeave.com.

“The pandemic has created some uncertainty for many families,” says Joe DePaulo, co-founder and CEO of College Ave Student Loans. “However, there are steps you can take now to create a solid plan to cover your upcoming college costs.”

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Tallying the cost of items you so that your child has a turn can afford. Then, swap roles accordingly to buy only what they that they must budget accord or play bills) to start with, so customer by handing them tokens from a board game as figures as characters, and
tively, build a fashion store by or pantry supplies, setting a is easy. First, create the tal role in child development: movement to educate parents for further financial prepared- ness, consider these tips from Wells Fargo:
A natural disaster could potentially destroy paper cop- ies of documents needed for tax and insurance purposes. While you should protect these documents in a fire-proof, waterproof box that locks, you should also possess electronic copies. Save birth and marriage certificates, wills, deeds, tax returns, in- surance policies and stock and bond certificates on a thumb

drive or in a secure location in the cloud.
Keep an up-to-date inventory of your posses- sions. One easy way to do so is to use your smartphone to take photographs or vid- eos of everything valuable and store this in the cloud. Your documentation should include cars, vehicles and electronics, as well as any interior and exterior home improvements you’ve made which could increase your property value and help with insurance claims.

Review your what your insur- ance policy covers and deter- mine if additional insurance or coverage is needed. Be sure to take into account how life has changed in the COVID-19 era. For example, emergency shelters may not be an option for your family given social distancing guidelines, so you may want to consider adding coverage for temporary hous- ing to your policy.

If you haven’t already done so, consider setting up online banking, mobile banking, automatic bill pay and electronic account alerts. Should you be displaced from your home, these measures will make it easier to stay on top of your accounts and bills. Take this opportunity to ensure your online profiles are up-to-date in case your bank or lender need to contact you post-disaster.

Note that a disaster can shut down local ATMs and banks for days or even weeks. Include easily accessible cash in your emergency supply kit. Know in advance if and what resources your finan- cial institutions provide. For example Wells Fargo, customer- ers, including those with home mortgages, home eq- uity, small business, and auto loans, can contact 800-TO- WELLS or visit wellsfargo.com/recovery to learn more. “If COVID-19 has taught us anything it’s that disasters come in all shapes and sizes,” says Rullah Price, senior vice president, head of Wells Fargo Enterprise Incident Communications. “However, developing a plan well before an emergency strikes could save you countless hours of work and make the financial recovery process a lot less stressful.”

Fun games to play to make your child a financial genius

(StatePoint) — Financial literacy is an important component of STEAM learn- ing and a building block of a comfortable future. Unfor- tunately, many schools have limited programs. But there’s good news — not only can parents impart money-smarts at home — they can make it so fun kids won’t even realize they’re learning!

“Games and toys have the power to get kids of all ages involved and passionate about any subject, leading the way to joyful, healthy relationships with different areas of learning,” says Anna Yudina, spokesperson for The Genius of Play. “Math and financial literacy are no exceptions.”

Parents agree: 67 percent believe STEAM-focused toys are the primary way to encour- age development of science, technology, engineering and math in their child, according to a recent survey conducted by OnePoll on behalf of The Toy Association.

To turn your child into a math and money whiz, consider these tips from The Genius of Play, a national movement to educate parents and caregivers about play’s vi- tal role in child development:

• Play Store: Playing store is easy. First, create the inventory using toy foods or pantry supplies, setting a price for each item. Alternat- ively, list the prices in a store by hanging clothing on a rack for “customers” to browse through. This can also be played using dolls or action figures as characters, and tokens from a board game as the merchandise.

• Have your child the customer by handling them a set amount of money (real or play bills) to start with, so that they must budget accord- ingly to buy only what they can afford. Then, soup roles so that your child has a turn tallying the cost of items you bring to the counter. Many toy cash registers even feature

functional calculators, giving kids some practice with a vital learning tool.

• Get Tactile: Toys promot- ing hands-on exploration can strengthen numerical pro- cessing that’s necessary for financial literacy. Try games providing a fast-paced mental workout, such as Jacks, Con- nect 4 and Backgammon.

• Have a Game Night: Board games offer the opportunity to develop a variety of fundamental skills, including arithmetic and risk management. The next time family game night rolls around, consider breaking out a money management classic, such as Monopoly, to practice counting, saving and budgeting.

• Make a Savings Bank: Saving may not automatically appeal to kids at first, so create challenges and games offering rewards. For example, propose a one-time doubled allowance after successfully completing a “No Spending Week Chal- lenge.” Or, demonstrate how quickly money can add up by having kids put all the change they receive in their piggy bank (versus spending it). Then, at the end of the month, have them open the piggy bank and count up their savings!

For more games that teach real life skills, head over to TheGeniusofPlay.org. With so many fun games available to kids — from board games to apps and more — adding math and money into the STEAM-learning mix can be as easy as 1-2-3.
Insurance coverage can create additional stress during this uncertain time. However, it's vitally important for them to stay adherent to their medications to maintain their health and to reduce their risk of complications from COVID-19.

Fortunately, there are ways that people can obtain their medications affordably and predictably even if they have lost coverage.

One program is called Express Scripts Parachute Rx, which offers deep discounts on prescription medications, capping costs at $25 for a 30-day supply of generics, and $75 for a 30-day supply of select brand-name medications for eligible customers. There are also discounts on generic medicines available through the program, treating reproductive health.

As with conditions such as asthma, diabetes, glaucoma, heart disease, migraine, non-epileptic pain management, seizures and thyroid conditions. The program, which is available for a limited time, is not health insurance and does not require an enrollment fee or commitment to participate.

Get discounted medications delivered to your home
To take advantage of the Express Scripts Parachute Rx program, visit: www.express-scripts.com/parachute to view the list of available medications, eligibility requirements and restrictions. Once you've checked medical eligibility and prices, select the home delivery option.

Also, if you are an Express Scripts’ plan member who is losing coverage, you can transition your prescriptions to Parachute Rx by contacting the number on the back of your prescription card.

Pick up medications at your local pharmacy
There are more than 50,000 retail pharmacies, including national chains such as Walgreens, CVS and Rite Aid, and thousands of grocers and local community pharmacies that are participating in the Parachute Rx program. Your local pharmacist can check if discounts are available for your prescription, or you can visit www.express-scripts.com/parachute.

Affordable access to medication can help you come out of this crisis healthy and connected with the local community whose lives have been upended by this pandemic, there are programs available that can offer a softer landing.

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By Naama Barak

(ISRAEL21c) — The Bedouin, for example, tick the above two boxes: a minority community that, generally speaking, has a lower economic background, fewer opportunities for success and inadequate infrastructure in the unrecognized villages in the Negev Desert where many of them reside.

And yet, this doesn’t mean that the entrepreneurial spirit and amazing abilities that we’ve gotten so used to seeing around Tel Aviv’s Rothschild Boulevard don’t exist in the Bedouin towns of Rahat or Laqiya in the south.

This is exactly what a new tech accelerator called Start- up Negev was established to show and nurture, becoming home over the past few months to southern entre- preneurs intent on effecting change in their community.

It was established earlier this year by the non-profit Mata Advanced Technology Center in the Negev and partners, and has just completed its first cycle.

“We’ve been investing for quite some time in startups in the Negev, and I got to thinking that the Bedouin commun-

ity is at least one third of the Negev community,” explains Gideon Shavit, the chairman of Mata. “They also deserve our attention.”

“There are talented young people. The problem is that the education that they receive is not always enough and they’re not given training in techno-

logical professions,” he says.

“It’s time that we think of them like any other community and give them the opportunity and support to integrate into Israeli society. They are Israeli in every way,” he adds. “We support the Negev, so we can’t set aside the Bedouin community; they’re part of the Negev.”

Education, accessibility, gaming.

Startup Negev recruited young men and women with varying technological back-

grounds from across the Negev. They were divided into three much-hyped 11 teams that met regularly to learn and work on their products in the company of mentors provided by the ac-

celerator. In the end, there was no collaboration in the product.

Its reputation as Startup- up Nation is no doubt justified, with the innovation, creativity and innovation that characterize its tech scene.

But not all of Israel is party to this astounding success, particularly its minority com-

munities and those living in its more remote corners.

“We started out, the responses were fantastic. I didn’t expect such mobiliza-

tion!” Shavit says of the par-

ticipants. “They saw that they really are receiving a lot of knowledge, a lot of experience, and the competition was also a motivating factor because everyone wanted to win.”

The accelerator’s first cycle recently came to an end with a demo day that showcased all the teams’ work, which covered a wide range of fields such as education, accessibility and gaming.

The first-place winners of the competition and the recipients of the NSI 50,000 ($14,668) prize were a team of four: Bedouin father and son Haslan and Naser Elzidana and Jewish couple Yair and Michal Hollander, who created a technological learning plat-

form for young children with learning disabilities to help them with their schoolwork.

“We’re offering an app that gives a solution to most learning problems and inte-
grates the pupil in a regular classroom and gives a feeling of success, being part of the class and of being an equal among equals,” says Hassan Elzidana.

Their platform uploads a database that corresponds with the lessons plans being taught at primary school and serves as a kind of private tu-

tor. It can, for example, read out loud the text that the pupil finds challenging, re-read a difficult word and even ask the same question in a differ-
ent way to help make it more understandable.

Elzidana was one of the accelerator’s more tech-savvy participants, being a software engineer with a 27-year record who’s cur-
rently working for Citibank’s innovation lab. He teamed up with his son, Naser – “a talented guy with lots of love to give to the community,” he notes – and the Hollanders to create the app that they hope to pilot in the next three months and later introduce into schools.

Simply incredible

Elzidana notes that the accelerator experience was “very simply incredible. It gave us the tools to understand, to know and to correctly aim in the direction of success.

“I think that this initiative will make the change and bring about the transforma-

tion in understanding, accept-

ing and appreciating technol-

y and how important it is,” he adds. “Likewise, I think that in the next few years we’ll be seeing this transformation, we’ll start feeling it.”

Shavit agrees.

“I believe that within a few years this accelerator will be a key factor in encouraging the growth of the technology and tech industry in the Negev,” he says. “I promise you that this accelerator has received 100 (and) alumni in 100 such projects – it will make a difference in the community.

He envisionsthat the accele-

rator’s alumni will become role models in the Bedouin community. “People will say, ‘Hey, if they can do it then so can I.’”
**Resiliency and out-of-the-box thinking — that’s what the world needs now**

**By Jonathan Frenkel**

ISRAEL21c is a news site based in Israel I proudly con¬tribute to, and one of the organizations whose mission of spreading the Startup Nation ethos I support 100 percent. Which is why I recently had the opportunity to interview Nicky Blackburn, who is the editor and Israel director of Israel21c.

We are living in extraordinary times, when do you see the Israel Startup Nation in 5 years time?

When you live in Israel, you almost live always in extraordinary times. Since I came to Israel in 1993, we have gone through so many extreme situations — peace deals, wars, missile attacks, the assassination of a prime minister — the difference is that now the whole world is going through an extraordinary time all along.

When I look back there are some trends that are done — like to develop already — drones for example, AI, and biocomvergence. Coronavirus has without a doubt hastened the speed at which we are embracing many new technologies — like learning, video communica¬tions, AI, and so forth.

But if I look back at what we saw developing five years ago, what is most interesting is that some trends were im¬possible to predict, because Israel itself move very quickly to changing needs. This is what I love about the Israeli tech landscape and its creativity that really makes Israel stand out, isn’t going to disappear. In five years time, Israel will have a rash of new startups that we can’t even predict yet.

One thing that does worry me, however, is what the current gap in education will mean in years to come. I have a child in high school, and in the last six months we have been one of countless families who are trying to manage our property and make changes to the trust terms during your lifetime, and they allow property to pass to your beneficiaries without a court proceeding.

• Write a will and end-of-life documents: Your will governs who will receive property not otherwise designated by titling, the terms of a trust, or by bene¬ficiary designation (such as on retirement accounts or insurance policies). Other end-of-life documents might include a living will dictating what should or should not be done to keep you alive, or a simple letter regarding how you would like to be laid to rest. Keep all of your finalized, original estate planning documents in one place so they don’t get lost and make several copies to store in a different location, such as a safe deposit box.

Remember that keeping your estate plan up to date is necessary to preserve your wishes and prevent your loved ones from expe¬riencing unnecessary stress. Experts recommend that you review your estate plan annually or biannually to ensure it is current, and update it as major life events occur, such as marriage, divorce or the birth of a child.

You may want to consult a Certified Financial Planner professional to bring the different parts of your estate together into a plan that rep¬resents your wishes. To find a CFP professional near you, visit letsmakeaplan.org.

Estate planning may not be fun, but designing a plan now will help provide the best outcome for your family and friends when you are no longer with them.
How one Israeli startup changed the global landscape of cyber security

By Yaakov Lappin

(JNS) — In March of this year, as the deadly wave of the novel coronavirus rippled through the world, the Israeli application security company Checkmarx secured a $2.1 billion acquisition from private-equity firm Hellman and Friedman. The company's founder and CTO, Maty Siman, and the CEO, Emmanuel Benzaquen, knew that they had passed a major milestone, but are already looking ahead towards their next objectives.

Fourteen years beforehand when the two first started the company, Siman, then 27, was a former soldier in the Israel Defense Forces' Mamram computer and networks unit; a former employee of the Prime Minister's Office; and a computer programmer. He was joined by French-born Benzaquen, who had arrived a few years after working in Silicon Valley in California.

"I set the company up in February 2006, at a time when programmers were always being chased — check by the number of features they inserted into their product, but what wasn't being checked is whether the programming was safe," recalled Siman.

"The checks of that time were to see if the products were secure — not to see if they were immune to hacking. There was no way to measure their security. So I began developing a tool that scans the code and gives it a security grade. That provides an opportunity to measure its security level and map its vulnerabilities," he said.

Checkmarx's core product came to life this way.

The newly founded company pursued its code security test — and changed the cyber-security landscape for good. "I wanted something that, as a programmer in my "past life," I'd want to use myself," he said.

Fast-forward to 2020, and Checkmarx today has more than 650 employees — in Israel and around the world — some 3,400 global customers and two exits behind them.

Today, the company's code scanner is applied to an array of organizations' computer systems and smartphones.

"There was great momentum," a glance at Checkmarx's clients reveals the true scope of this company's reach. They include 10 of the largest American banks; government agencies; four of the largest American ware companies in the world; and a high concentration of companies in the Fortune 500 list. The clients stretch across North America, Europe, Israel and beyond.

"The [U.S.] federal government acts as a recipient of third party application, and they have to check what they're getting," said Benzaquen.

The company may have been busy but it was still vulnerable. "On the day of the bidding from contenders, the Dow plunged 10 percent in one trading day, making Black Thursday, March 12, the fourth-worst day for stocks ever. It felt like end of the world. There was no trading," he recalled.

"This is the second time I did this with Checkmarx. I brought Insights Partners for a full refinancing five years ago. Since then, our valuation went from $84 million to over a billion," stated Benzaquen.

The offer came through. "This strengthens our message," he said. "It was a very good feeling. We remained independent and have control over the future direction. This is very different from a situation in which a big company buys us, i.e., like Google buying Waze, and now it's part of Google. We remain totally independent. This gives us the opportunity to build the company while staying true to our vision. When a fund of this size invests, after 12 days of due diligence, out of 100 billions in your pocket, you are on top of the world. Now we need to chart a course to get to the next level.

"It puts our whole industry on steroids" said Benzaquen.

"There are reasons why Checkmarx's products are so valued is the scope of the threat posed by an army of hackers that target applications. "When the hacker enters an application, he gets full access to the data," said Siman. "They can read all of the information that is supposed to be secret, and change, or delete it — as if he or she is the systems manager."

If hackers target phone applications, they can gain access to cameras, microphones and GPS locations if customers face to face and force us to always virtu

Successful. The company's stage of development ready to break into the OS (operating system) of Android devices in 2019, activate cameras and microphones, and hijack devices. It responsibly dis

 meshed the breach to Google and Xiaomi, creating a global crisis. "I started checking what was in the market and saw that there was clearly a big opportunity," he said. "We launched a flash process — recruiting top-private-equity firms in the world. We met a number of them and told them to take two weeks to look at our company and decide. There was great momentum," he said. "For me, it was important to anchor the real valuation together with an opportunity to bring in new stakeholders."

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The company achieved $1.2 billion acquisition from private-equity fund from Hellman and Friedman private-equity fund from Insight Partners, Insight Partners, a venture-capital and private-equity firm that bought Checkmarx for $84 million in 2015 (and still re

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