



Vitalitix won 2nd place in 1776 Tel-Aviv challenge cup, 'mobility & cities' category

Israel's most technologically savvy city hosted this year's most energetic and well-attended Challenge Cup event yet. The Tel Aviv pitch competition came on the heels of the city—often referred to as the Startup City—being named the world's smartest city at the Smart City Expo World Congress.

1776 Challenge Cup is a global startup competition taking place in 16 cities across 11 countries to identify the most promising startups solving the biggest challenges in four categories – education, energy, health and cities.

The event featured a packed audience of investors, entrepreneurs and tech community members. Altogether, about 40 startups presented their ideas in the 4 categories. Mobility & cities emerged as the most crowded category, with 14 companies represented.

