



From Desert Race to Humanitarian Calling: Inspiring Change in Society

In 2011, during the Desert Challenge, a 24-hour mountain bike race across Israel (where I was living at the time), I was hit by another competitor and hit my knee on the only rock in the desert.

After this serious injury, which prevented me from participating in the qualifying competition for London 2012, I decided to say goodbye with gratitude to this great and intense chapter of my life and start a new adventure.

In many of the places I travelled, I witnessed great poverty, suffering, and social injustice. These experiences made me discover a part of me that longed to make a positive contribution to humanity. I was convinced that my next task was to become a constructive and useful part of society and decided to do humanitarian work. I started working in four different refugee camps and later in a residential community under state protection for young people who were separated from their parents.

In these difficult situations, I was able to use my communication skills in many languages and my ability to be non-judgmental and interact with all kinds of people from different cultural backgrounds and nationalities.

These experiences ignited a fire within me—a burning desire to turn the uniqueness of my journey into value. They had a profound impact on the way I perceive society and strengthened my resolve to create something of my own that could make a unique contribution and provide value in different fields and at different levels.



I founded a professional music project called “Seela,” which not only won the national band competition “Arezzo wave” but also toured internationally. This venture allowed me to connect with diverse audiences and understand the universal language of music that transcends borders and cultures.

This musical journey led me to develop a long-term development programme called “The Adventures of Self-determination.” Currently, it takes shape in the form of the Music Incubator project and ElevateU project, supported by a dedicated team of professionals. The primary aim of these initiatives is to empower young individuals, helping them realise their self-worth, find their direction, and ultimately discover a purpose for their lives.

Throughout these transformative experiences, I knew that the time would come when I would share my story, my experiences, and the valuable lessons I’ve gathered over the years. I wanted to put it all together into a structured, purposeful offering.

The concepts and services I am presenting to you today have evolved over the years, always with a clear purpose in mind. I want to make a difference; I want to contribute and leave the world in a better state than when I found it. The process of creating these programmes, along with my educational and coaching approach, has been a profound journey of introspection and careful gathering of the precious fruits that my extraordinary life story has yielded. It is my mission to share this wisdom with others, helping them embark on their own transformative journeys toward a brighter future.