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# AXIS TEL AVIV

VIRTUAL EVENT

MARCH 17, 2021

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# AGENDA

9:30 - 10:00

## Early Networking

10:00 - 10:10

## Welcome to the 8th Annual and 1st Virtual Axis Tel Aviv!

By Ed Frank, CEO @ Axis Innovation

10:00 - 10:15

## Doing Business in Germany's Economically Strongest State – North Rhine-Westphalia

By Christoph Sommer @ NRW.Global Business (Germany)

10:15 - 10:30

## The Mobility Revolution: The Biggest Technological Innovation Of Our Lifetimes

By Justin Borus, Founder @ Ibex Investors (USA)

10:30 - 11:30

## Axis Exchange 1 - Mobility Investor Panel and Startup Presentations

Mobility is redefining how we move and what we do while we are in transportation, opening up new opportunities and challenges for existing automotive companies as well as startups. Hear a roundtable discussion from leading investors and corporations, followed by selected Israeli mobility startup pitches.

### Moderator:

Jeremy Lustman, Partner @ DLA Piper (USA/Israel)

### Panelists:

- Francois Paulus, Founding Partner @ Breega Capital (France)
- Jerome Wittamer, Managing Partner @ Expon Capital (Luxembourg)
- Naoki Kamimaeda, Partner @ Global Brains (Japan)
- Scott Lyons, Tech Partnerships @ Ford Motor Company (Germany)
- Tanja Kufner, Venture Partner @ Antler (Germany)
- Paola Antonella Garzonio, Technology Scouting @ Stellantis (Italy)

11:30 - 12:00

## Mobility Backstage

1-1 meetings between startups and investors (invite-only)

11:30 - 12:00

## Masterclass 1

Scaling in B2B - How to Get to \$1M ARR: Do's and Don'ts for Startup Growth  
by Nicolai Schättgen, CEO @ Matchmaker Ventures (Austria)

12:00 - 13:00

## Keynote Speaker

The Future of Mobility by Ola Källenius, Chairman of the Board of Management of Daimler AG and CEO Mercedes-Benz AG (Germany). Exclusive presentation, fireside chat, and Q and A session.

13:00 - 13:15

## Lunch and EQC Presentation by Colmobil

13:15-13:45

### Masterclass 2

The future of marketing by Pedro Moreno De Los Ríos, Professor of Marketing, IE University (Spain)

13:45 - 14:00

### Keynote Speaker

From Cybersecurity to Cyber Resiliency: A New Beginning by Ramses Gallego, Professor of Cybersecurity, IE University (Spain).

14:00 - 15:00

### Axis Exchange 2 - TMT - Media Investor Panel and Startup Presentations

Increased time with digital services and the adoption of 5G will accelerate the growth of new media businesses and services. What new technologies, products and services will the future hold? Leading international investors and corporations will share their insights, then hear from top Israeli startups impacting this sector.

#### Moderator:

Ed Frank, CEO, Axis Innovation

#### Panelists:

- Alexander Pak, Investment Director @ TMT Investments (UK)
- Danny Schultz, Managing Partner @ Gotham Ventures (USA)
- Jasper Masemann, Partner @ HV Capital (Germany)
- Sebastiaan Vaessen, Global Head of Strategy @ Prosus and Naspers (NL)
- Michael Wolf, CEO & Founder @ Activate Consulting (USA)
- Stephanie Hospital, Founder & CEO @ One Ragtime (France)

15:00 - 15:30

### TMT Backstage

1-1 meetings between startups and investors (invite-only)

15:00 - 15:30

### Masterclass 3

Insights from 40 years in Venture Capital by Alan Patricof, Chairman Emeritus & Co-Founder @ Greycroft VC (USA)

15:30 - 16:00

### Keynote Speaker

Activate Technology & Media Outlook for 2021 and Beyond by Michael Wolf, CEO & Founder @ Activate Consulting. Activate's trends presentation is one of the most widely respected in the industry and read by millions of leaders globally.

16:00 - 17:00

### **Axis Exchange 3 - Fintech & Cybersecurity - Investor Panel and Startup Presentations**

COVID-19 has created an accelerated need for cyber security solutions from fraud, malware, and other cyber attacks. At the same time, continued advancements in AI, big data, and personalization are changing how we bank, invest, and insure. Investors and corporations will discuss the latest challenges and opportunities, followed by Israeli startup pitches and investor questions.

**Moderator:**

Emily Yukich, Partner  
@ Fox Rothschild (USA)

**Panelists:**

- Alex Baker, Partner @ Relay Ventures (Canada)
- Yuval Baharov, General Partner @ SOMV (Israel)
- Endre Sagi, Founder & General Partner @ Skylake Capital (UK)
- Imran Akram, General Partner @ Axa Venture Partners (France)
- Jacques Benkoski, Partner @ USVP (USA)
- Jay Leek, Co-Founder @ Clear Sky Security (USA)
- Veronica Lange, Head of Digital Engagement @ UBS (Switzerland)

17:00 - 17:30

### **Fintech & Cybersecurity Backstage**

1-1 meetings between startups and investors (invite-only)

17:00 - 17:30

### **Masterclass 4**

Top Ten Secrets Entrepreneurs Need to Know That Investors Don't Tell by Bill Reichart, Partner @ Pegasus Tech Ventures (USA)

17:30 - 18:30

### **Axis Exchange 4 - Retail / E-commerce - Investor Panel and Startup Presentations**

Both physical and digital commerce have been disrupted over the past year, with e-commerce accelerating years into the future. What innovations are cutting edge startups bringing in retail and new services for consumers and businesses? Retail investors and corporations will share their insights, followed by Israeli startup pitches and investor questions.

**Moderator:**

Jason Weiss, COO & Dealflow  
Manager, @Axis Innovation

**Panelists:**

- Inbar Haham, Partner @ Incapital VC (Israel / USA)
- Matan Hazanov, Vice President @ Verstra Ventures (Canada)
- Jason Fiedler, Partner @ Left Lane Capital (USA)
- Joseph Sartre, Managing Partner @ Interlace Ventures (USA)
- Basil Mofteh, General Partner @ Global Ventures (UAE)
- Adam Eisenberg, Partner @ Ibex Investors (USA)

18:30 - 19:00

### **Retail Backstage**

1-1 meetings between startups and investors (invite-only)

18:30-19:30

### **Masterclass 5**

Paving your Pitch to Silicon Valley by Brittany Schmid – President @ Dale Carnegie -Silicon Valley, Gilad Newman, CEO @Dale Carnegie Israel

What do companies and founders and team members need in order to raise capital, sell and build a company today? Hands on session where participants will experience using tools to engage and build trust with investors, clients and team members online or face to face.

19:30

### **Closing Remarks of Axis Tel Aviv 2021 and Sneak Peek at Upcoming Axis Events**

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# CONTINUAL

SESSION Mobility

**continual**<sup>TM</sup>

**Year Founded** 2018

[continualexperience.com](http://continualexperience.com)

## Funding Stage

Series B

## Investment To Date

\$15M

## Current Investors

Momenta, CE, Ibex

## Investment Seeking

\$5-10M

Continual provides Connected Car manufacturers and mobile network operators with a unique tool-set for analyzing and improving the connected journey experience. Continual analyzes voice and data usage patterns for all subscribers, 24/7, flagging adverse network experiences that affect subscribers and connected vehicles. Using AI and advanced Machine Learning it correlates all the important parameters and establishes the impact of these experiences on subscribers.

# CYNERGY

SESSION Fintech & Cybersecurity

 **CYNERGY**

**Year Founded** 2019

[cynergy.app](http://cynergy.app)

## Funding Stage

Post-Seed

## Investment To Date

Bootstrapped

## Current Investors

Founders

## Investment Seeking

\$3M

Cynergy is the ultimate virtual cyber expert solving 3 of the main pain points of companies - lack of security leadership, visibility, and scalability. Their platform automatically creates a strategic cyber security roadmap, provides continuous cybersecurity, altering, and testing, helps source vetted experts through their expert marketplace, meet regulation, and more. Cynergy was founded by 4 leading cyber security experts with decades of experience.

## Dialogue

Year Founded 2018

nowdialogue.com

### Funding Stage

Seed

### Investment To Date

\$400K

### Current Investors

Angels

### Investment Seeking

\$2M

Dialogue personalise customer experiences through AI-powered messages. Using advanced technology and extensive research in cognitive science, Dialogue is able to keep and optimize e-commerce performance. They enable brands and retailers, especially SMBs, to increase sales quickly and effortlessly, by creating fully automated rich & personalized experiences using AI.



Someday.

בתמונה:  
מרצדס-בנץ F 015  
דגם קונספט ללא נהג



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נתוני טווח הנסיעה הם על-פי נתוני היצרן לפי בדיקות מעבדה. טווח הנסיעה בפועל מושפע, בין היתר, גם מתנאי הדרך, מתחזוקת הרכב, ממאפייני הנהיגה ומקיבולת ובלאי הסוללה.

קוד דגם	תיאור דגם	רמת הבטיחות	רמת האבזור הבטיחותי
593-1645	EQC 400 Electric	7	7
593-1644	EQC 400 Electric ART	7	7
593-1646	EQC 400 Electric ART AMG Line	7	7

*נתוני צריכת חשמל			
דגם	צריכת חשמל (וואט שעה/ק"מ)	נסיעה טווח (ק"מ)	דרגת זיהום
EQC 400 Electric	227	412	1
EQC 400 Electric ART	230	407	1
EQC 400 Electric ART AMG Line	228	410	1

דרגת זיהום אוויר מרכב מנועי**	
זיהום מזערי	זיהום מירבי
1	15

\*\*נתוני היצרן, עפ"י בדיקות מעבדה. תקן EU 2017/1151  
 2009 (גילוי נתוני זיהום אוויר מרכב מנועי בפרסומת), התשס"ט אוויר נקי הדרגה מחושבת לפי תקנות\*\*

# EV MOTOR

SESSION Mobility



**Year Founded** 2012

evr-motors.com

## Funding Stage

Series A

## Investment To Date

\$5.5M

## Current Investors

Gefen Biomed Investments,  
Horizon GreenTech Ventures

## Investment Seeking

\$17M

EVR has invented TSRF, a disruptive motor topology and is set to become a major player in the EV motor ecosystem. The TSRF motor architecture has the potential to become a leading topology for EV motors, due to its small size, low weight and reduced manufacturing costs. All these are important to global automotive OEMs as they seek to close the gap between inherently heavy and expensive EVs to ICE vehicles and accelerate market uptake of EVs.

# JIFITI

SESSION Fintech & Cybersecurity



**Year Founded** 2011

jifiti.com

## Funding Stage

Series B

## Investment To Date

\$6M

## Current Investors

Liberty Media, Schottenstein Store Corporation,  
Jesselson Group, and Simon Property Group

## Investment Seeking

\$20M

Jifiti's platform acts as a facilitator between banks and retailers, enabling them to instantly launch a fully branded POS financing experience, both online and in-store while requiring no integration on the retailer side. Banks and retailers can easily scale their retail financing activities with 3 core benefits: Instant implementation (Does not require any POS integration, IT resources or dedicated hardware on the retailer's side) Seamless experience (Shoppers apply and pay using their personal device) and Business as Usual for retailers.



Year Founded 2016

orient.me

### Funding Stage

Series A

### Investment To Date

\$4M

### Current Investors

F2, Innogy, Tekton Ventures

### Investment Seeking

\$5M - \$10M

Oriient powers mobile apps with indoor location services, using a scalable and easy to deploy solution that does not require hardware. Focused on Retail and Smart Buildings, Oriient provides users with highly accurate navigation on their own smartphones, and allows facilities to improve their service, space utilization, staff performance and operations. Like GPS, but indoors, without any installation – using only the wonder of Earth’s magnetic field!



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[www.nrwglobalbusiness.com](http://www.nrwglobalbusiness.com)

# PAIRZON

SESSION Retail

pairzon

**Year Founded** 2020

pairzon.com

## Funding Stage

Seed

## Investment To Date

Bootstrapped

## Current Investors

Founders

## Investment Seeking

\$5M

Pairzon is a leading AI technology solution for retailers which connects in-store consumer to its online identity, enabling retailers boost sales, retention and customer engagement dramatically. Using artificial intelligence (AI) and machine learning (ML), Pairzon assists marketers with tailoring messaging for individual customers to create a one-on-one communication approach. These personalized experiences are completely unique for each and every customer.

# PAYGILANT

SESSION Fintech & Cybersecurity

paygilant

**Year Founded** 2014

paygilant.com

## Funding Stage

Series A

## Investment To Date

\$6M

## Current Investors

VentureClash, GrowX Ventures, Moneta VC, CT Innovations

## Investment Seeking

\$8M

Paygilant is a revolutionary frictionless mobile payments anti-fraud company, designed for the new Fintech and cashless era. Paygilant's innovative approach eliminates the trade-off between fraud prevention, frictionless authentication and user's privacy, delivered with an outstanding simplicity. Paygilant enables Telecom organizations to boost their revenue, by enhancing the user experience and preventing fraud before the transaction occurs. Its easy-to-integrate patented technology, utilizes six proprietary Intelligence Sets, which work in harmony to deliver value from day-one.



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# PICUP

SESSION TMT



**Year Founded** 2017

picup.io

## Funding Stage

Post Seed

## Investment To Date

\$700K

## Current Investors

Skywell Capital, Angels

## Investment Seeking

\$5M

PicUP is an AI-powered optimization platform for enterprise sales and service calls. PicUP boosts enterprises' outbound call performance by adding a personalized digital layer to any outbound sales and CX call, making such calls 300% more likely to be relevant to the customer at the time of engagement. Their innovative visual optimization platform for outbound phone calls offers telecom companies a breakthrough solution that helps them significantly increase their outbound sales while improving customer service, customer engagement, and brand innovation and leadership.

# REACH

SESSION Fintech & Cybersecurity



**Year Founded** 2015

reachhq.com

## Funding Stage

Series A

## Investment To Date

\$5M

## Investors

NFX + Small VCs & Angels

## Investment Seeking

\$5 - \$10M

REACH offers a seamless cloud-based solution to conduct and close business remotely. Its SaaS platform allows companies to streamline business workflows, document processes, and transactions with their customers on any device with no downloads, resulting in increased conversion rates, reduced process time, and improved customer satisfaction. REACH's All-in-one remote engagement modular platform includes the following: Real-time document collaboration (i.e., filling out applications & online forms), Real-time signature, Video conferencing, instant Identity verification, video & digital recording of transactions for compliance, and vault for holding signed paperwork. Among their clients are global giants such as Daimler, British American Tobacco, Groupon, and SCSK.

## Realspections™

Real-time AI vehicle damage recognition

Year Founded 2017

realspections.com

### Funding Stage

Seed

### Investment To Date

\$750K

### Current Investors

Angels

### Investment Seeking

\$1.5M

Realspections, developed by Spinframe Technologies, provides a unique AI vehicle inspection automation solution. They aim to identify vehicle anomalies to eliminate disputes and enhance the customer experience in operations, rental and insurance processes. Realspections provides a timeline of the fleet's condition and a snapshot of each car's physical state at any given time, allowing the fast and efficient deployment of visual documentation stations at gateways of operations, sales and car rental sites.



**Fox Rothschild** LLP  
ATTORNEYS AT LAW

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**Emily J. Yukich**, Partner  
eyukich@foxrothschild.com



**Michael A. Sweet**, Partner  
msweet@foxrothschild.com

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# TEXEL

SESSION TMT



**Year Founded** 2016

[texel.live](http://texel.live)

## Funding Stage

Series B

## Investment To Date

\$3.5M

## Current Investors

Cornerstone VP, DTCP, Start Capital,  
500 Startups, Alchimia Investments

## Investment Seeking

\$15M

TEXEL is a cloud-based video technology company, addressing the booming \$500B streaming video services market, including Entertainment, Sports, Live, and VOD. Our Engagement Cloud™ instantly enables leading streaming services to offer their viewers an individualized, multi-feed, highly social, and interactive viewing-experience across their devices, thus unveiling a range of new monetization opportunities for their streaming brands.

# TRENDEMON

SESSION TMT



**Year Founded** 2016

[trendemon.com](http://trendemon.com)

## Funding Stage

Series A

## Investment To Date

\$4M

## Current Investors

Angels, Dentsu, Saison Ventures

## Investment Seeking

\$5-7M

Trendemon is a content marketing automation and customer journey analytics platform designed to help companies understand the impact of their content on their business goals. The company's platform maps the customer journey and attributes the influence of channels, assets and events on sales and other business objectives, enabling organizations to get actionable insights to help improve marketing.

# OUR TEAM



**Ed Frank**

 CEO



**Jason Weiss**

 COO & Dealflow Manager



**Darina Khanina**

 Business Development



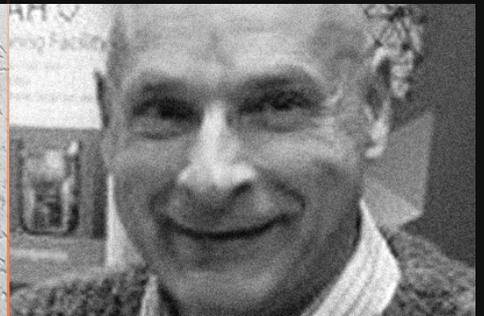
**Dixon Doll**

 Advisor



**Sonia Daur**

 Designer



**David Talmor**

 Project Manager



**Olesia Amelina**

 Analyst



**Ariel Levi**

 Analyst



**Maeva Laufer**

 Analyst

Axis Innovation is a global innovation platform connecting corporations and investors with tech startups through **3 main activities**: open innovation programs, tech events, and investment consulting.

Our mission is to help our partners access cutting edge innovation and to create new partnerships, investment and growth opportunities. Since **2014**, Axis Innovation has established a recognizable brand as trusted advisors through closing over a **20 startup investment rounds**, producing over **60 boutique events** attended by more than **10,000 people** including **over 1500 investors** and corporations, and creating open innovation projects and scouting for leading **Fortune 500** companies. Axis Innovation is based in Tel Aviv with an active partner network in over **40 countries**.

# NOTES

IE offers a wide range  
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