Hi, Dan –

Pursuant to our conversation about Vodafone and its intention of exposing itself to Israeli technologies in the customer-experience field and in all stages of the customer journey, below are principles for the working process:

The scouting process should include the following stages and contents:

1. Deep understanding and profiling of Vodafone’s specific needs:

1.1 defining the need and the gap from which the scouting task is derived;

1.2 understanding the business principles behind the scouting operation;

1.3 understanding the technological principles behind the scouting operation;

1.4 creating a profile of targeted companies—requisite technological capability, company size, technological maturity, and so on. The outcome of this stage will make it possible to define the borders of the desired ecosystem that we wish to scout.

1.5 defining the nature and profile of the desired transaction—acquisition of the company, investment, projects, and areas of collaboration.

2. Understanding key trends surrounding customer-experience challenges, with emphasis on telecommunication firms.

3. studying similar solutions at similar telecommunication firms of roughly Vodafone’s size.

4. invoking UMatch Analytics’ BI engine to promote the following:

4.1 mapping the ecosystem and locating all active ventures countrywide that fall within the borders drawn in Section 1.4.

(The image is from the UMatch Analytics system
and is for illustration purposes only.)

4.2 Identifying key transactions (investment, M&A) in this ecosystem between startups and large and mature companies.

4.3 Identifying the top thirty companies of relevance for the scouting profile. (There may be companies that have the requisite technological capabilities and belong to another tech business sector, such as healthcare, fintech, etc.).

5. Fine-tuning the scouting parameters for algorithm accuracy and validating the list of companies that are found suitable.

6. Validating the data on these companies by holding meetings/talks with them.

7. Submitting a report including the list of companies and a brief profile of each.

8. Thorough business, technological, and managerial D&D vis-à-vis each and every company in order to test the quality of fit for a business transaction with Vodafone, including a meeting or several meetings with the companies’ executives.

9. Narrowing the list to the top five most suitable companies.

10. Assistance in negotiations to move the transaction ahead.

**Costs and schedule:**

Stages 1–7 30 days $10,000

Stages 8–9 60 days $32,000

Stage 10—as needed and commensurate with defined contents of work vis-à-vis each company.

Notes:

1. The prices are entry prices only and are juxtaposed to the budget constraints of this project. The intention is that from the next project onward we will be able to institute broader collaboration and price the scouting activity at higher rates.

2. All prices do not include Value Added Tax.

3. Going forward, it will be possible to establish a return model for my use vis-à-vis the targeted companies, for each type of business transaction with Vodafone.

4. Exposing the system and its outcomes to the end customer shall be done for the UMatch Analytics team’s internal use, with the exceptions of the cyber and foodtech segment.