Pitch  
  
1. Imagine that instead of the process you carried out ahead of this Calcalist meeting for selecting potentially interesting ventures, there was an automated system which was deeply familiar with your business profile and business motivations – a system which completes and collects business and personal information as required, performs the necessary analyses for you, exercises prudent judgment, and finally recommends the three companies most relevant to you, with a very high probability that this meeting today will also lead to investment in the company.

2. Now imagine that the system does not check just the 80 ventures that came to the Calcalist conference, but a database of hundreds of thousands of companies.

3. This is what we do at U-Match Analytics - we collect a huge amount of up-to-date business motivations, of companies and people categorized by time, location and topic, and through the use of advanced algorithms and analysis tools we optimize these motivations and translate them into concrete business opportunities.

4. The company combines technology modules and capabilities from the cyber world in both the data collection and processing stages, in order to achieve as high a level of precision as possible in the suitability module.

5. The B2B market is a huge market of tens of billions of dollars, and the U-Match system is intended to generate significant business value for a large number of business segments and customers.

6. We have chosen to focus the first phase on the vertical of conferences, targeted exhibitions, and B2B meetings.

7. We are dealing with a very large market, an arena that is concentrated in time and place, mostly with a specific topic, and characterized by the bustling atmosphere of countless business motivations.

8. The company was launched about a year ago after a round of pre-seed fundraising from English funders who come with a rich background in extensive deep algorithmic technology.

9. Through this funding we have succeeded in developing a high-quality MVP that includes automatic data collection and a good matching algorithm, and we have participated in two successful pilots in Israel.

10. The first pilot was at the TAU ​​Innovation Conference, a large B2B event held at Tel Aviv University with about 4,000 participants, including hundreds of start-ups and hundreds of investors from all over the world.

11. Using U-Match's engines and algorithms, which collected business information, built profiles, and analyzed business motivations, we managed to produce 300 times the potential for high-quality B2B meetings (with a suitability level of more than 85%) as opposed to the existing methods used by conference organizers without U-Match.

12. The business value to the conference participants, the sponsors and the organizer of the conference itself is clear and immediate.

13. We participated in another pilot in Israel and also started collaborating with organizers of large international conferences such as TED, IMEX, etc..

14. With Calcalist, too, we are at the beginning of a dialogue, and I hope that the next Calcalist conference in London will run on the U-Match platform.

15. Background about me…

16. Our advisory board has very strong algorithmics people, as well as business people who have led quite a few ventures to great business success.

17. We are interested in raising $1.5 million, on the basis of a company value of $3.5 million prior to this funding.

18. The great majority of the money will be directed to the expansion of the development team, the construction of automated data collection tools, the expansion of information sources, and algorithms based on machine learning.

19. At the business level, the intention is: