Pitch

1. Imagine that instead of the process you carried out ahead of this Calcalist meeting for selecting potentially interesting ventures was an automated system which is deeply familiar with your business profile and business motivations, a system which complements and collects business and personal information as required, performs the necessary analyses for you, displays prudent decision-making abilities, and finally recommends you 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 thousands and hundreds of thousands of companies.

3. This is what we do at **YOMATS** Analytics - we collect a huge amount of up-to-date business motivations, of companies and people categorised 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 adjustment module.

5. The B2B market is a huge market of tens of billions of dollars, and the **YOMATS** system is expected to create 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 characterised by the bustling atmosphere of countless business motivations.

8. The company was launched about a year ago after a round of pre-seed funding from the English, 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 matching algorithms and 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 **YOMATS**'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 an adjustment level of more than 85%) as opposed to the existing methods used by conference organizers without **YOMATS**.

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 **YOMATS** platform.

15. Background about me…

16. Our consultant board has very strong algorithmics and business people who have led quite a few ventures to great business success.

17. We are interested in raising $ 1.5 million at a company value of $3.5 million before the money.

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: