The company Yumatz Analytics develops and implements unique cyber intelligence methods and technological tools for the business and marketing world. In the first stage, the company focuses on making B2B events and meetings measurable at the business level.

The company has automated data collection tools and a set of algorithms that enable it to predict business potential for companies and businesses prior to the event, and a complete mechanism of concrete recommendations for the event in order to maximize this potential, whether by locating the most relevant companies business-wise, pointing out the relevant person in the company to meet with, and even determining the topic of conversation.

The company has developed a successful MVP, held two pilots in the country, and is preparing for its first paying client this year.

Golan has a rich background in the field of cyber, both technological and business, and most recently held the position of Vice President of Business Development at NICE Systems Ltd.