

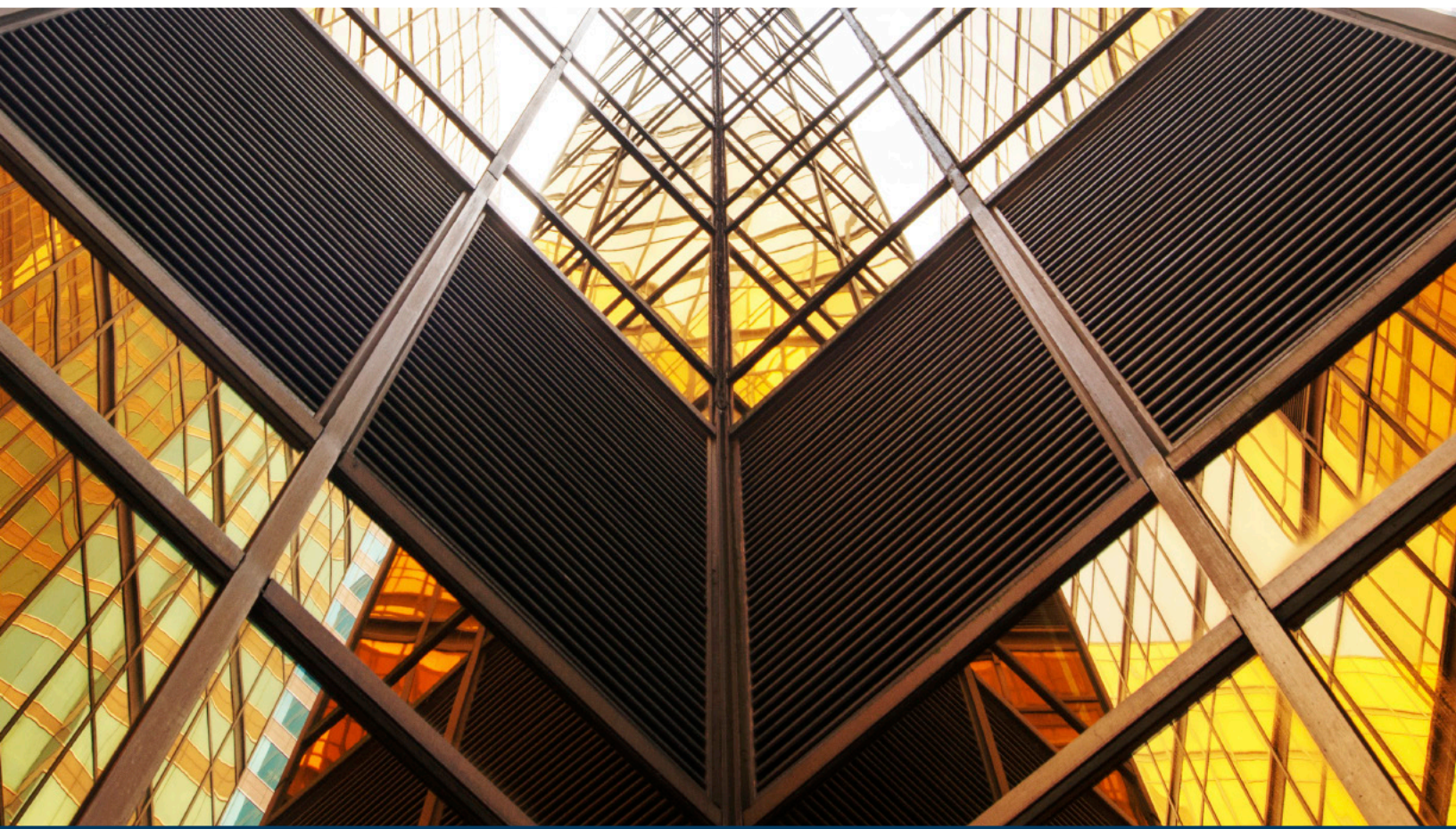
2018

STARTUP PROGRAM

for

FAMILY OFFICES AND VENTURE INVESTORS

Cyber and Analytics



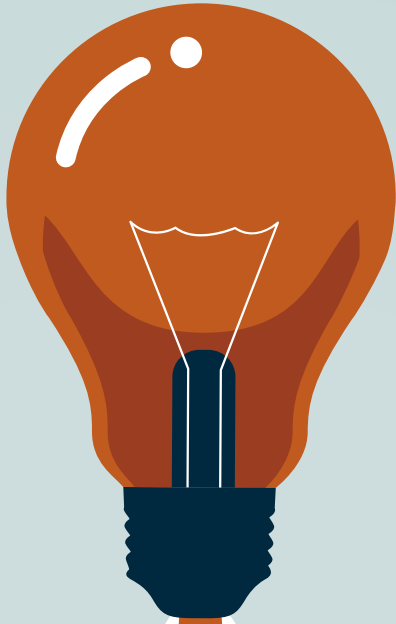
 DAY PITNEY LLP



Government of Israel
Economic Mission to North America
New York Office



THE CORNELL CLUB OF NEW YORK
Wednesday, June 13, 2018



AGENDA

Wednesday, June 13, 2018

4:30 P.M.
Registration

5:00 P.M.
Welcoming Remarks

COMPANY PRESENTATIONS

Acreto
Axonius
Coronet
IDRRA
Intelligo
IXDen
Protected Media
UrbanScan
WeavingThings

Closing Remarks

Reception





Day Pitney is an East Coast law firm with approximately 300 attorneys in 11 offices in Boston, Connecticut, Florida, New Jersey, New York and Washington, D.C. Day Pitney attorneys represent a variety of clients from individuals to Fortune 100 companies.

The breadth and scope of Day Pitney's services to individual clients and families offices are among the most comprehensive in the country, and Day Pitney is consistently recognized by leading industry groups. Recent awards include Family WealthReport Law Firm of the Year 2017, and Private Asset Management Shortlist: Best Private Client Law Firm and Best Trusts and Estates Division 2018. Day Pitney regularly provides clients with advice in a variety of areas including: tax planning, fund formation, trusts and estates planning, corporate M&A, real estate transactions, and regulatory and compliance matters.

Day Pitney's Investment Management and Private Funds group provides practical advice to a wide range of private investment funds, fund managers and investors in connection with structuring, organizing and operating hedge funds, mezzanine funds, private equity funds, venture capital funds, SBICs, fund of funds, CTAs, real estate investment funds and other investment entities. We also provide regulatory advice to investment advisers, broker-dealers, commodity trading advisors and other securities professionals. Lawyers in our Investment Management and Private Funds group work closely with lawyers in the firm's tax, ERISA, corporate, employment, intellectual property, real estate, bankruptcy, private client and litigation groups, all of whom have significant experience dealing with the issues facing private investment funds and their investment managers and sponsors.

Day Pitney also represents emerging companies in every facet of their operations, from corporate structuring to venture financings to commercial contracts to liquidity events. This comprehensive breadth of services enables entrepreneurs to deal with legal issues proactively instead of responding defensively when a potential investor or business partner raises an issue.

Day Pitney Launch is a program for startups that allows clients to defer certain legal fees, providing companies at the earliest stages with access to critical legal services while still conserving their limited capital. Please visit www.dplaunch.com for more details.

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Government of Israel
Economic Mission to North America
New York Office

The Economic Mission to North America is an Israeli government entity that facilitates collaboration, trade and investment between Israel and the United States of America, and operates a number of offices in the U.S.

We serve as a gateway for U.S. companies that would like to explore investment opportunities in Israel and Israeli companies looking to develop and expand their operations in the U.S.

We provide guidance and business opportunities for companies interested in raising capital, exporting goods and services, and finding technological or strategic partners. We also provide information on available grants, loans and incentives that the Government of Israel provides to foreign investors.

Year round, we support hundreds of companies and arrange dozens of Israeli-related conferences, business delegations and investment events in Israel, the U.S. and around the world, for every sector of the economy, including high tech, new media, consumer goods, life sciences, cleantech, and food and wine.

GOVERNMENT OF ISRAEL ECONOMIC MISSION, NY

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PDB FutureCom International (PFI) specializes in Israeli technology scouting. PFI is dedicated to connecting North American enterprises with Israeli startups to leverage emerging technology to transform the enterprises' businesses. We are focused on Israeli startups creating mobile, cyber, social, big data and network solutions for these enterprises.

PFI has consulted with the Israeli Ministry of Economy, helping them expose Israeli innovation to service providers and system integrators, such as IBM, Accenture, AT&T, Verizon and Sprint. We have connected over 200 Israeli startups to over 300 North American enterprises. PFI is advising three of the largest North American communications service providers, as well as two of the largest global system integrators on which Israeli companies they should consider partnering, investing or acquiring.

PFI facilitated the acquisition of IQP by GE in 2017. It is currently working with several dozen Israeli startups. The focus of this activity is in the area of business development and in identifying funding sources for these Israeli startups.

Paul Bloom, the founder of PFI, is a world-renowned innovator with an extensive network in the U.S. and Israel. As IBM's Chief Technical Officer of Telecom Research for 17 years, Paul has a proven record of transforming research assets into commercialized communications (mobile, social, network) solutions. Prior to IBM, Paul was the Executive Director of New Network Services for Bell Communication Research. His complete profile can be found on LinkedIn.

PDB FUTURECOM INTERNATIONAL (PFI)

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Acreto is the first company to deliver datacenter-grade security from the cloud that protects IoT and crypto-technology ecosystems.

The Problem:

Internet-enabled devices, including front door locks, wearable medical devices, smart-grid controllers and autonomous vehicles, are emerging in every corner of our economy. Because these devices “take action,” securing these ecosystems from hackers is a life and death matter. We are one hack away from a major catastrophe.

Our Solution:

Built on over 10 years of cloud security experience, our solution protects ALL IoT devices, regardless of their technical capacity. Each device, end user, SaaS application and database (the Ecosystem) connects directly to the Acreto cloud, where full stack security is applied to each communication to and from each of the participants. The datacenter-grade security is updated every second for the latest threats, with new protections applied immediately across all Ecosystems. And security for an organizations many Ecosystems are managed from a single console.

Opportunity:

Acreto fills a major void in the IoT security market. With a quick launch and fast penetration, we expect a three to five year company lifecycle prior to exit to a major enterprise. Our early partnerships with leading system integrators provides access to key markets through substantial partners.

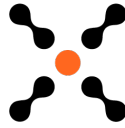
Competitive Advantage:

Legacy security applications—end-point protection and firewalls—do not effectively secure the IoT space due to purpose-built device limitations (Symantec anti-virus just won’t work) and highly distributed devices on insecure networks (preventing firewall effectiveness). Cloud-based solutions are the only scalable method, and we have more experience than anyone else in this technology.

Babak Pasdar, CEO/CTO is a recognized visionary in the security market. Pasdar innovated proxy-in-the-cloud in 2001, full stack security-in-the-cloud in 2009, and internet wormholing-accelerated communication in 2011. Most recently, Pasdar completed the sale of Bat Blue to Opaq Networks, an equity roll-up.

Thad Eidman, COO/CFO, is a serial tech entrepreneur with two build/exits as CEO/COO. Eidman is focused on metrics-driven management of high growth startups.

NOTES



AXONIUS

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For organizations that see opportunity in today's always-on and always-connected reality, Axonius is the cybersecurity asset management platform that lets IT and Security teams see devices for what they are to manage and secure all.

The Problem: You Can't Secure What You Can't See.

The explosion in the number and types of new devices makes it extremely difficult for IT and Security teams to know exactly what devices are accessing corporate data, which devices are being managed, and the security status of those devices. Between the cloud, BYOD, and IoT, the majority of assets IT and Security teams are responsible for didn't exist 5 years ago.

Our Approach: Getting to a Unified View.

Using Adapters to Integrate

By easily integrating with their existing management and security technologies, customers are able to get a unified view of all devices - both known and unknown - providing an abstraction layer to devices and providing a single point of view for visibility and control.

Plugins Extend Functionality

Once connected to devices and management systems, plugins allow for cross-device functionality, adding logic and intelligent custom actions. Plugins are provided by Axonius, vendors, and developers, and can be easily written by customers to customize the platform for unique requirements.

Our Investors include YL Ventures, Vertex Ventures and E-MERGE. Our Founders are world renowned experts in cybersecurity:

Dean Sysman / CEO

Dean has been honored with being in the Forbes 30 Under 30 Israel 2017 list. Before founding Axonius, Dean co-founded Cymmetria, A YC-backed cyber deception company. He is an alumnus of an elite unit in the Israeli Intelligence Corps.

Avidor Bartov / CTO

From the age of 13, Avidor has been a staple in the Israel cybersecurity underground hacking scene. Following this, he was drafted into an elite cyber intelligence course and was positioned as a security researcher in the elite 8200 unit.

Ofri Shur / CPO

Ofri is a graduate of the elite Talpiot military academy and has over 13 years of hands-on experience in the cyber security field. After graduating from Talpiot, Ofri served for 8 years as an officer in the IDF's intelligence corps.

Nathan Burke / CMO

Nathan has held Marketing leadership roles at Hexadite (acquired by Microsoft), Cloudlock (acquired by Cisco), and is a frequent speaker and contributing author on topics related to the intersection of collaboration and security.

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www.coro.net

Coronet's SecureCloud brings enterprise grade security to any size company, protecting cloud apps from unauthorized access, data theft, and malware spread. Through a powerful AI engine, SecureCloud not only identifies risks, but automatically mitigates them, eliminating the need for human intervention and reducing TCO by over 80%.

As companies move to BYOD and cloud services, their attack surface increased significantly, leaving smaller organizations that do not have the resources a Fortune 500 corporation has dangerously exposed. The Coronet platform is made up of two components: The Access Control Application and the Cloud Control Console.

The Coronet Access Control Application prevents unauthorized users, vulnerable devices and network attackers from accessing cloud applications and data. The application runs on MacOS, iOS, Windows, and Android.

Once access is granted, the Coronet Cloud Control Console controls who shares data, automatically prevents data leakage, malware spread, suspicious activities, and regulatory violations. The Console natively controls Leading SaaS Apps, such as Office 365, G Suite, Dropbox and Box.

Market Opportunity

While the enterprise cyber security market is crowded by numerous vendors, the midmarket and SMB market is left completely unattended to. There are 100M SMB/SME businesses worldwide, and the TAM in the U.S. alone is projected to be \$10B/Y by 2020.

Data is King

Each user provides us with extremely valuable threat data. In 2016 We built the first contextual security database that makes autonomous enterprise-grade security possible. We own the data. We provide live global coverage, and we double our data every 8 days. In 2018 we expect to sell the world's first geo sensitive threat intelligence feed based on the data we collect.

Growth

Recognized as "The Dropbox of cyber security" by *Cyber Defense Magazine*, powered by a revolutionary business model, Coronet is the world's fastest growing autonomous security platform.

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ASSESS _ BENCHMARK _ ADVICE

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Automating Security Consulting Processes

IDRRRA is creating the future of security and compliance consulting and disrupting the rapidly increasing, manual driven, labor intensive security consulting market by providing automation to manual processes and augmenting security knowledge at scale. In our vision, companies will be able to consult with our AI powered platform which will provide a state of the art targeted knowledge, instead of inefficient and limited human expertise. IDRRA is an AI powered cloud-based SaaS platform for automated security compliance assessments that enables organizations to automatically analyze their security gaps and receive automated consulting advice around the optimal solution to address those gaps.

The Need

Security and compliance requirements increase rapidly. New regulatory and self-compliance frameworks globally require ongoing assessments and gap analysis to be performed by organizations – large and small. By automating manual processes and access to expert knowledge that are currently available only through costly hourly consulting, IDRRA enables organizations to make more thoughtful decisions, optimize their security posture, better define their gaps and requirements, while also saving on consulting costs.

Use Case

IDRRRA serves 2 main use cases:

1. VRM (Vendor Risk Management) – for enterprises that need to evaluate their supply chain risk (either from regulatory or self-compliance motivation)
2. Self-Assessment – for SMEs who need to comply with security / privacy regulatory frameworks

The Market

The security, data protection and privacy consulting market is a \$40B/annually and estimated to grow to \$80B within the coming 5 years. The addressable market are estimated by the company in \$6.75B/annually. The company is immediately addressing a \$675M/annually segment.

Go to Market: IDRRA's go to market strategy is by use case

- Enterprise VRM - Direct online reach, leveraging freemium model in a low-touch offering
- Self-Assessment – partnering with managed service providers

Technology

IDRRRA's technology combines automated risk assessment via a cloud-based SaaS platform and ML algorithms for analyzing assessments, identifying gaps, benchmarking, performing pattern analysis, and customizing recommendations.

Status

- A fully developed assessment platform
- Significant initial traction
- Initial revenues - several initial paying enterprise customers
- Global partnership with a Big 5 firm
- Chosen as Israel's privacy regulator's assessment platform

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INTELLIGO

Turning information into intelligence

www.intelligo.ai
(917) 887 9757

Intelligo Group is on a mission to take due diligence into the 21 Century. To this end, we have developed the first fully automated AI and machine learning technology that can conduct background checks on people and companies in just minutes.

Background checks today have become a vital part of business, utilized mainly for pre-hiring, pre-investment, compliance and security applications. The current solution today is a manual one and highly inefficient, resulting in protracted turnover times, elevated costs and time-consuming reports.

Intelligo is leveraging AI and machine learning to conduct background checks on people and companies in just minutes. The platform is a one-stop solution that is able to produce comprehensive reports with an accuracy nearing 90%. Intelligo additionally allows users to receive live updates about their research subjects, sending red flag alerts to executives in real-time.

Intelligo propriety AI and machine learning algorithms collect data from thousands of sources including adverse media, blacklists, PEP, legal records, corporate databases, social media and more. The results are run through our analysis engine, which extracts meaning from the data, identifies red flags and produces an easy to read report.

The Premium Report is a full review of all publicly available data on the subject, highlighting any potential associated risks and red flags. The Premium report features a high level analyst review to ensure data integrity. This comprehensive report includes the following features:

- Retrieve and profile companies with which the subject is directly or indirectly affiliated
- Determine negative patterns of behavior or suspicious financial history
- Conduct regulatory and legal analysis on the subject and any associated companies to ensure compliance and discover inconsistencies
- Deep corporate search for assets, UCC's, liens and mortgages
- Human analyst review & enhancement

The platform is based on a SaaS model, and designed to make the entire background check process quicker, more efficient and user-friendly, and at half the price of traditional reports.

Intelligo's advisory board includes Michael McConnell, former Director of the NSA, Pinchas Buchris, former director of Israel's 8200 intelligence division and Howard Weitschner, former partner at Goldman Sachs. Shlomo Mirvis is Intelligo's CEO.

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Software solution that secures banks, credit cards, gateways and merchants against real-time identity theft and fraud associated with IoT payments.

Patent pending technology addresses increasing security concerns of IoT device payments adoption, including paying home appliances, connected cars and contactless payments by wearable devices.

The Problem

- The benefits of IoT payments for financial organizations are plagued by the security risks
- Vulnerability of paying IoT devices often stems from their commoditization, limited computing capabilities, low footprint, restricted power sources, and cost pressures
- Paying IoT Devices are hardly authenticated, creating huge “opportunities” for fraud
- In credit card industry, every \$1 of fraud costs \$3.30

The IXDen Solution

- Secure IoT device payments by establishing unique dynamic ‘biometric-like’ Identity for any IoT device
- Multi-factor Authentication for any IoT device payment driven by proprietary mathematical models, topological algorithms, statistical analysis, machine learning, and neural network AI technology
- Prevent fraud and identity theft by analyzing expected device behavior, from the first transaction
- Reducing Card-not-Present payment risk to Card-Present level
- Provide a Risk Assessment tool for IoT payments
- Compatible with- and easily integrable into- any IoT payment architecture
- Mitigate weaknesses of connected IoT devices by utilizing their “multi-sensor-ness”
- A constantly changing Identity including hundreds of parameters from environmental and network “live” data, combined with hardware and software device specifics
- An Identity is not stored on the IoT Device, but re-generated per transaction and collected by challenge/response Authentication process

The Market

- Over 30 billion IoT devices will be installed in consumer and industrial areas by 2022
- Mobile and wearable contactless payments are expected to reach \$95B in transaction volume by 2018
- Fraud associated with Card-not-Present will reach \$6.4B in 2018 (U.S.)
- Wearable payments are expected to soar to \$501B, comprising nearly 20% of all proximity payments
- Losses from wearable payment fraud are expected to reach \$7B by 2020

Business Stage

- Was selected by ‘The Junction’, a leading accelerator for early-stage startups backed and funded by the F2 Venture Capital
- Both Device and Server software product version (stable Beta) is implemented
- Engaged in discussions with major market players to conduct a POC on securing IoT payments with iXDen technology

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PROTECTED MEDIA

www.protected.media
info@protected.media
212 502 1131

Ad fraud cost the industry \$19B in 2018. By 2022, this will grow to become a \$44B problem.

“Ad fraud is second only to the drugs trade as a source of income for organized crime.” --World Federation of Advertisers

Traditional anti-fraud techniques rely on big data analysis which does not provide the precision and depth of detection needed in order to detect and prevent current and future fraud schemes.

Protected Media’s technology is based on network security methodologies combined with machine learning and AI techniques, and its platform is able to identify fraudulent traffic with impression level granularity.

With real time, actionable results, Protected Media’s unique combined approach to ad fraud provides transparency and increases trust between brands and media buyers across the world.

Optimizing ROI for advertisers and publishers

- Ad fraud detection across all channels including in-app, mobile web, display, OTT/CTV
- Focus spend on real, human traffic to increase ROI
- Clear forensics to classify and understand different fraud schemes
- Impression level accuracy
- Multiple implementation options

Established in 2014
New York & Tel Aviv
\$4M from industry groups
Over 80 customers

NOTES



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Company Mission

Develop and commercialize a new class of smart city monitoring platform that provides comprehensive real-time information about pedestrians and vehicles.

Company Technology

Our technology utilizes an array of sensors that receive signals emitted by cellular networks and reflected by objects. Received signals will be transformed into high resolution high frame-rate maps of the environment using methods inspired by medical imaging and radar concepts. The expected spatial resolution with 5G networks is 1x1 ft. These maps will be automatically analyzed by machine learning algorithms.

Value Proposition

Our platform provides comprehensive real-time information on the location of pedestrians and vehicles, without compromising on privacy. UrbanScan acquires this information more cost effectively than competing technologies. This efficiency leap makes full (100%) coverage of wide outdoor areas feasible for the first time.

Continuous tracking of all outdoor entities over large areas allows efficient extraction of rich actionable information, including early indication and characterization of events such as a robbery, terrorist attack, or traffic accident. Such information will facilitate automation of related services and allow a correspondingly large efficiency boost in delivering these services.

Security and Safety (First Application, Total Addressable Market > \$100B)

UrbanScan will develop an end-to-end software solution for managing security and safety related events, as well as for post-event analysis. This solution will provide broad coverage and situational awareness, both for control rooms and for on-scene personnel. Its main benefits include:

- Faster and more effective response to events, as events will be detected minutes to hours before they would be reported and responders will have access to a real-time situation map.
- Optimal allocation of people and resources (e.g., police cars) that can be leveraged to reduce costs and/or increase service levels.

Business Model

UrbanScan will enter the market as a solution provider for personal safety (B2C), security (B2B), and public safety (B2G) applications, generating revenues based on software licensing. Other applications, such as drone detection, traffic management, and smart parking, can be added by developing dedicated software.

Company Status

UrbanScan has been active since 2016. We have proven the concepts underlying our spatial imaging algorithms using simulations. The company submitted two patent applications.

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www.weavingthings.com

WeavingThings is an IoT software company providing an IoT edge platform that implements security information and event management services for IoT operational systems. WeavingThings' founding team comes from the network processors semiconductor industry. For the past two years, WeavingThings' solutions incorporate concepts from the network processors industry into the world of Industrial IoT.

What We Do

WeavingThings IoT Edge Platform simplifies the deployment, tracking & monitoring of IoT systems. Using a combination of cloud and edge technologies, systems and services are monitored with the ability to dynamically protect, sense and react to advanced cyberattacks. The platform obtains complete visibility to all connected devices and services across multiple networks, reduces the attack surface, detects intrusions and malicious service operation in real-time, while not disrupting network operation and security policy.

Need/Opportunity

There is a very strong trend in which traditional OT systems and IT systems are converging. This change is introducing new challenges; The growing number of IoT devices introduces a critical problem of security and scale. Extensive numbers of protocols, APIs and communication methods cause great fragmentation, add huge amounts of cloud propagated data, and add enormous numbers of unmonitored connections from multiple sub-networks. This, in turn greatly increases the enterprise network vulnerability to cyberattacks and cyber-threats that disrupt operations or steal data. These challenges make secure deployment efforts considerable, especially where services, use-cases, and device ecosystems, constantly change.

Solution

WeavingThings' solutions are designed for IT system integrators and operators. Allowing code-less, plug & play integration for systems that are based on many sensors and actuators, as well as legacy equipment. It enables simpler convergence of Operational Technology (OT) systems and Information Technology (IT) systems while avoiding complex software engineering development efforts. WeavingThings' Edge computing approach, enables fast ongoing deployment and monitoring of dynamically changing IoT systems. Weaving Edge agents easily discover and manage devices from many different vendors, achieve real-time threat detection and performance monitoring and efficiently increase the security and privacy level of the system.

Our primary market penetration strategy is indirect, partnering with IT system integrators and service providers that have an existing foothold in the IT industrial space.

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ACCOLADES & AWARDS:

Named “Law Firm of the Year” by
Family Wealth Report, 2017



Named a Family Office “Industry Awards” Finalist by
Wealth Management



2017 Executive Forum and Industry Awards

Ranked as “Highly Commended” in “Best Law Firm—Client
Service” category and shortlisted in the “Best Trusts and Estates
Division” category by Private Asset Management (PAM), 2017



Shortlisted for “Law Firm of the Year” by
Family Wealth Report, 2016



Ranked Nationwide, and Band 1
in Private Wealth Law, CT and MA,
by *Chambers HNW*, 2016-2017



Ranked Band 1 in Wealth
Management, Nationwide, by
Chambers USA, 2010-2016

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