

# THE RIC WATCHLIST



## RETAIL INNOVATION CLUB

Your getaway to Israel's  
leading retail start ups

The RIC WATCHLIST follows the leading Retail tech startups in Israel.

The list is not intended to rank the best companies or the companies with the greatest growth potential, but those companies at the forefront of technology, outstanding in their particular field and which could, in our estimation, indicate the upcoming technological vectors.

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# WATCHLIST INDEX

- [Anagog](#) - LOCATION DATA
- [Asocs](#) - VISITORS MONITORING
- [ByondXR](#) - AR
- [Croosing](#) - BROWSER
- [Hexa](#) - AR
- [Exelot](#) - LOGISTICS
- [FeedVisor](#) - PRICING BI
- [Memomi](#) - SMART MIRROS
- [Namogoo](#) - BROWSER
- [Oriient](#) - INDOOR NAVIGATION
- [RFKeeper](#) - INVENTORY
- [Silverback.ai](#) - PRICING BI
- [Supersmart](#) - SELF CHECK OUT
- [Trigo Vision](#) - SELF CHECK OUT
- [WiseShelf](#) - SMART SHELVES
- [Navin](#) - INDOOR NAVIGATION
- [ActiMiror](#) - SMART MIRROS
- [PageSeal](#) - BROWSER
- [Shelfx](#) - KIOSKS
- [Eyecue](#) - 3D IMAGING
- [Dov-e](#) - VOICE ENGAGEMENT
- [Shopic](#) - SELF CHECKOUT
- [ReSight](#) - AR
- [Splitit](#) - PAYMENTS
- [nanoQ](#) - SELF CHECK OUT
- [Mystore-E](#) - OMNICHANNEL
- [Gazpacho](#) - MANAGEMENT TOOLS
- [Optimove](#) - MANAGEMENT TOOLS
- [Tiba Parking](#) - MANAGEMENT TOOLS
- [Traxpoint](#) - SELF CHECKOUT

# THE RIC WATCHLIST

## PROFILE

**Company Name:** ANAGOG

**Founding date:** 10/2018

**Headquarters:** 28  
Ha'Arbaa st. Tzel Aviv, Israel

**Investment:** Money  
raised: \$24million Major  
investors: Daimler, Porsche,  
Mizmaa, Union

### Award & Recognition

The winners of several prestigious awards including the 2016 GLOMO Award, the 2018 Edison Award, The 2018 Big Innovation Award, The Frost and Sullivan 2017 Best Practices Award and more.

### Links:

[Website](#)

[Twitter](#)

[Linkedin](#)

[Cranchbase](#)

### Contact

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Anagog provides the world's first on-handset AI engine that turns real-life movements into real-world contextual actions. By analyzing the existing multiple sensors' signals in smart phones, Anagog can allow the handset to learn, predict and better engage the user with the best contextual and timely services. Anagog's patented technology provides users with full control over their private data.

## PRODUCT & TECHNOLOGY

Anagog's JedAI SDK is embedded into millions of smartphones globally. App developers can deliver better contextual mobile app experience for their end users, while Anagog collects billions of highly valuable anonymized data points every day on a global basis. The company's big data is used for insightful business analytics, location-based advertising tools, consumer segmentation, dynamic maps, connected drivers and more.

## MAIN FOCUS

Anagog solutions are deployed by Automotive OEMs, Banks, Insurance, Mobile operators, Retail and advertising.

## TEAM

Professionals in the fields of signal processing, machine learning, data sciences and analytics



### OFER TZIPERMAN

With 20 years' experience as entrepreneur and leader of High Tech private and public companies, Ofer leverages his technology and management experience to drive Anagog's long term success. The company's big data is used for insightful business analytics, location-based advertising tools, consumer segmentation, dynamic maps, connected drivers and more.

## WHAT'S NEXT

Anagog on - handset AI engine will revolutionize the way services are being offered on a much more personal and contextual basis. We will turn your mobile handset into your digital extension that can think one step ahead of you and arrange the right service and info at the right time and place by predicting your needs.

# THE RIC WATCHLIST

## PROFILE

**Company Name:**

ASOCS

**Founding date:** 09/2017

**Headquarters:** Rosh

Ha'ayin, Israel

**Other office location:** Las

Vegas, Nevada

**Rounds:** Series B

**Prominent clients:**

Telecom operators, shopping  
malls and hotels

**Links:**

[Website](#)

[Linkedin](#)

**Contact**

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Rosh Ha'ayin, Israel

**Phone:** +972-39012090

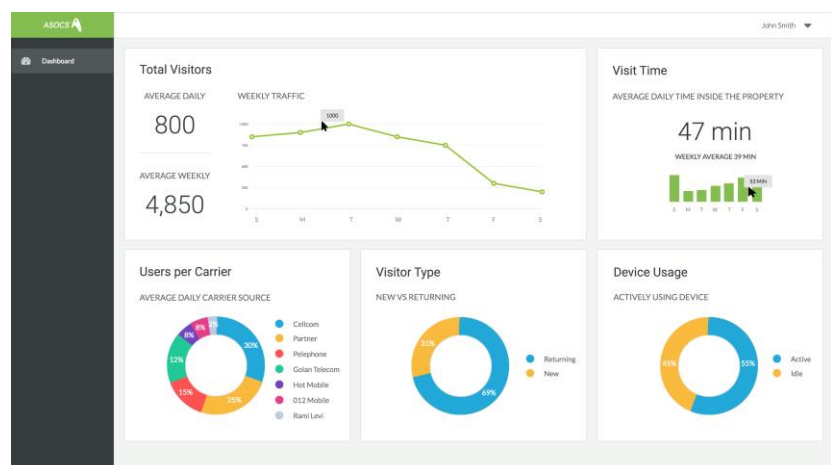


## VISION , MISSION, SOLUTION

ASOCS empowers mobile digital transformation in retail. The company's on-premise edge cloud solutions enable unlimited mobile network capacity and secure connectivity while collecting and analyzing mobile device and IoT data, allowing retailers to deliver and monetize new services and applications. Privately-held, ASOCS serves retail, real estate, corporate offices, hospitality, hospitals and sports and entertainment markets, and has offices in Israel and the United States.

## PRODUCT & TECHNOLOGY

While current wireless connectivity solutions don't provide enterprises with sufficient capacity, aggregated data analytics, or a satisfying user experience, Cyrus guarantees high-bandwidth mobile data and provides a rich database of the "who, what, where and when" aspects of network activity. Today, with Cyrus, enterprises can introduce personalized services, tiered access, proximity information, live video streaming, firewalled data, M2M, VR/AR, and more. As a 5G-ready platform, Cyrus is a future-proof bridge to killer apps yet to be developed.





# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
ByondXR

**Founding date:** 01/2015

**Headquarters:** Israel

**Other office location:** Los Angeles , Seol (south Korea)

**Investment:**  
Money raised: 2-3M\$  
Major investors: The Time, HTC and few other angles

**Prominent clients:**  
Coca-Cola, Pizza-Hut, Samsung, Google, Turner, Amdocs and more...

**Award & Recognition**  
Been part of The Bridge commercialization program of Coca-Cola and Turner. Been part of Batch 2 of ViveX program - most esteemed accelerator of VR/AR.

### Links:

[Website](#)

[Twitter](#)

[LinkedIn](#)

[Angellist](#)

### Contact

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 <p><b>DRAG &amp; DROP</b> Create your experience, no coding required</p>	 <p><b>CROSS PLATFORM</b> Reach maximum users with less effort</p>	 <p><b>REAL-TIME MANAGEMENT</b> Push your updated content instantly</p>	 <p><b>REPORTS &amp; ANALYSIS</b> Analyze data and optimize the user experience</p>
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Promote and engage brands & products through new immersive XR media

## PRODUCT & TECHNOLOGY

ByondXR has a cloud based platform - Byond Immersive Suite which includes set of platform tools to author, publish and manage content and distribute to all XR channels (AR, VR, 360). On top this platform built set of templates of solutions for various areas - like retail, marketing and media. Works on any environment (desktop, mobile and headsets)

## TEAM

Noam Levavi, CEO - Former enterpenuer which founded and managed YCD  
Eran Galil , CTO - Former leader of big-data in HP Software and CTO in 8200  
Guy ben-dov, US sales - Former CEO of SideKickVR - VR content creation.  
Aviv Hod, Biz-Dev - former content manager of VR and Smart-TV in Samsung  
Asaf Lahav, VP R&D - former R&D leader of big-data - HP Software



### NOAM LEVAVI, CEO

Noam is a serial entrepreneur with more than 18 years of innovations in user experience technologies, including several patents in the area of personalized interfaces.

## ROADMAP

**Main focus today:** AR digital Mirrors, Virtual Makeup

**What's next:** Virtual hair color

# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
Croosing

**Founding date:** 01/2014

**Headquarters:**  
Beer Sheva, Israel

**Geographic served:** Global

**Works on:** Desktop/Laptop,  
Mobile

**Investment:**  
Money raised: 1.4M

**Major investors :** Ramot  
Investments, Wadi  
Ventures, BSeed

**Award & recognition:**  
Alumni of IBM Alpha Zone

**Links:**  
[Website](#)  
[Twitter](#)  
[Linkedin](#)  
[Angellist](#)  
[Crunchbase](#)

[Croosing Deck](#)

**\*Highly recommended\***  
[Croosing DEMO](#)

### Contact

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## VISION , MISSION, SOLUTION

Croosing is taking the Internet forward by re-inventing what makes it “click”, the hyperlink. Croosing's proprietary SUPERLINK tech for autonomous browsing enables website owners to ensure clients' satisfaction and achieve their business objectives - by designing and executing the best scenarios for their clients.

## PRODUCT & TECHNOLOGY

Tech: SUPERLINK technology for autonomous browsing (patents pending); Product: SUPERLINK Leader, an integrated environment for websites, enabling to lead the clients on a real-time tour from entry point to the destination goal.

### ROADMAP

**Main focus today:** Local pilots, global expansion

**What's next:** The next version will include cognitive capabilities (under development in collab. with IBM)

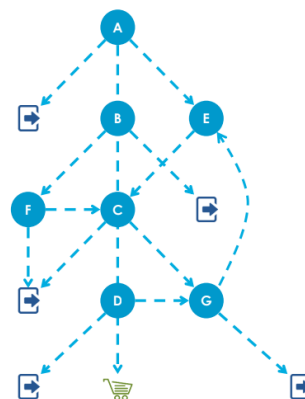
## TEAM

**Uri Ravin** - Co-founder & CEO - 25 years of experience in advertising & communication: Founding partner & Creative director, Textual advertising agency; Editor of high-tech, Globes financial newspaper; Founding team member & Editor, Intellect Magazine; Co-founder & Co-CEO, Nisha advertising channels; Head of data center, IAF.

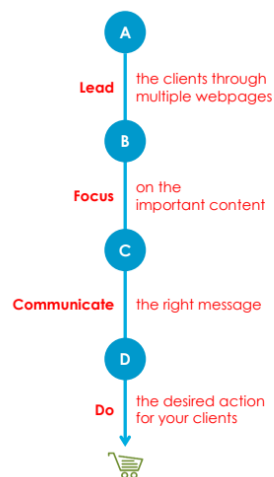
**Yaron Peretz** - Co-founder & CTO - 20 years of experience in technology innovation: Founder & CEO, Emalogic software development company; CTO and Technology supervisor of several large scale technology projects; Head of product development, Atanoo organization mapping technology; Development team lead, Matrix independent software vendor; Development team lead, 8200.

**Asaf Peretz** - Development lead, In charge of the server side & mobile: Over 15 years of experience in leading development teams.

### Manual browsing



### Autonomous browsing





# THE RIC WATCHLIST

## PROFILE

**Company Name:** Hexa

**Founding date:** 09/2015

**Headquarters:** Tel Aviv,  
Israel

**Geographic served:** Global

**Works on:** Phone ios

**Investment:**

Money raised: over 1M USD

**Major investors :** Samurai  
incubate, HTC, Lord David  
Alliance

**Prominent clients:** H&M,  
IKEA, Li & Fung, Macy's,  
Harvey Norman, ASICS

**Award & recognition:**

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

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## VISION , MISSION, SOLUTION

Hexa is an AI based platform that is disrupting the way 3D content is being created. Hexa is an AI based platform that is disrupting the way 3D content is being created. Established in 2015, Hexa started as a virtual dressing platform named Fitix.

Working with top fashion retailers for over 2 years, has transformed the company into the worlds first automated 3D creation machine, while venturing into additional industries such as furniture and consumer electronics.

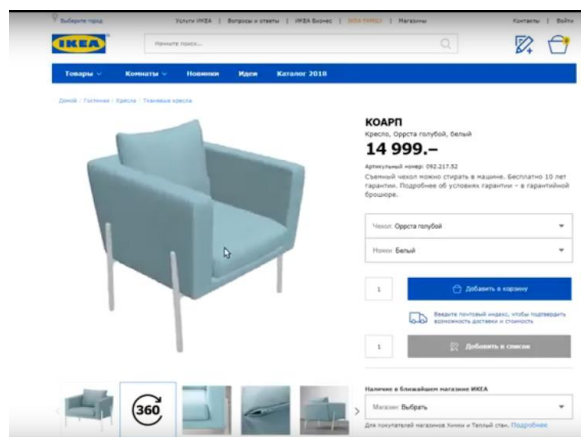
Since the process of creating 3D content is manual, time consuming and expensive, reserved only for professional using complex software, we use AI to automatically convert almost any existing 2D data into 3D models at a fraction of the normal cost and time.

### Main focus today:

Building a scalable 3D strategy for the world's leading retailers and brands in the fashion, furniture and consumer electronics vertical.

## PRODUCT & TECHNOLOGY

Hexa technology automatically converts our customers existing images into AR/VR/3Dweb compatible assets.



Click to watch Hexa on IKEA ecommerce

## THE RIC WATCHLIST

## PROFILE

**Company Name:** EXELOT

**Founding date:** 09/2016

**Headquarters:**

Ben Gurion Airport, Lod,  
Israel

**Investment:**

Money raised: 1 M USD  
Round A

**Prominent clients:** China and  
UK e-commerce shops  
including Alibaba suppliers

**Award & Recognition:**

Serving AliExpress suppliers  
with both air and sea freight

**Works on:** Desktop/Laptop

**Geographies served:** Global

**Links:**

- [Website](#)
- [Deck](#)

**Contact:**

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7010000  
Phone: +972542888500

Exelot connects logistic providers to e-commerce cross border supply chain, ensuring: Trust & Reliability Optimized multi-channel system High Standard Delivery Secure Payments Upon Shipments.



## PRODUCT &amp; TECHNOLOGY

SAAS for cross border e-commerce delivery network and logistic service: Enabling logistic vendors to handle e-commerce end-to-end globally Connecting logistic vendors with multi-channels in last mile (self Selected) End to end delivery confirmation Enabler of all vendors from pickup to customs and to last mile.

Supporting smart contracts & transfer of all ecommerce documents Providing delivery confirmation between all parties in the supply chain - most importantly the last mile messenger and recipient AI Optimization of vendors performance Supporting DDP/DDU/COD Instant payment upon handshake between vendors, via smart contracts, digital currency as an option, pre-paid-promised by shipper.

## TEAM

Exelot team has deep market knowledge & many years of extensive experience in high-technology, logistics, e-commerce, postal services. Founders:



**Daniel Cohen, CEO** - Entrepreneur. VP Biz.Dev & Strategy, Israel Post. VP Biz Dev at High-Tech (LocatioNet, Aerialink) & Industrial co. Over 25 years' management & international business experience (LLB, MBA).



**Izack Varsanno, CTO** - 25 years managing software development, Chief programmer for IDF logistics unit, Applied Materials, Precise, Partner (cellular), IDF / MAMRAM graduate.

## WHAT'S NEXT

1. New regional hubs (Europe & Africa)
2. New destination countries for
3. Alibaba group and other e-retailers USA as the next source.



# THE RIC WATCHLIST

## PROFILE

**Company Name:** Feedvisor

**Founding date:** 03/2011

**Headquarters:** Tel Aviv,  
Israel

**Other office location:** New  
York, USA

**Investment:**

Money raised: 32.7M

Major investors: General  
Catalyst, Square Peg Capital

**Awards & Recognition:**

Feedvisor's technology has won several prestigious industry awards, including the Red Herring Top 100 Global in 2014, and Frost and Sullivan's Technology Leadership Award 2014.

**Links:**

[Website](#)

[Twitter](#)

[LinkedIn](#)

[Crunchbase](#)

**Contact:**

Eyal Lanxner

CTO & Co-founder

E-mail: [eyal@feedvisor.com](mailto:eyal@feedvisor.com)

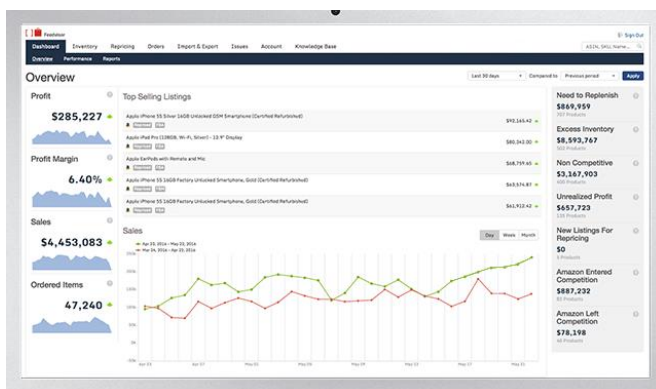
Tel: 054-8151278

## VISION, MISSION, SOLUTION

Feedvisor is the pioneer of Algo-Commerce - the discipline of using big data and machine learning algorithms to make business-critical decisions for online retailers. Feedvisor's cloud-based algorithmic repricing and revenue intelligence solutions power millions of pricing decisions daily, providing retailers with actionable insights to maximize profitability and drive their business growth. In the past four years, Feedvisor has grown by 774 percent, which led to the company's ranked 10th on Deloitte Technology Fast 50.

## PRPDUCT & TECHNOLOGY

Feedvisor is the pioneer of Algo-Commerce – the discipline of using Big Data and Machine Learning Algorithms to make business-critical decisions for online retailers. Feedvisor's cloud-based Algorithmic Repricing and Revenue Intelligence solutions power millions of pricing decisions daily; providing retailers with actionable insights to maximize profitability and drive their business growth.



## TEAM

Victor Rosenman - CEO & Founder

Before starting Feedvisor, Victor was one of the founders of an innovative social media marketing startup and a senior R&D manager at Sun Microsystems. Victor holds a B.Sc. in computer science and an executive MBA from Kellogg Northwestern.



Eyal Lanxner - CTO & Co-Founder

Prior to Feedvisor, Eyal managed the research and analytics groups at VeriSign and was CTO at Zoomix Data Mastering (acquired by Microsoft). Eyal holds a B.Sc. and M.Sc. in computer science from Bar-Ilan University, Israel.

## PROFILE

### Company Name:

Memomi Labs Ltd.

### Founding date:

01/2016

### Headquarters:

Palo Alto, CA, USA

### Other office location:

Paris, Rehovot

### Investment:

Money raised: None

### Prominent clients:

Neiman Marcus, Sephora,  
Luxottica, LVMH, Finish  
Line, Tom Ford.

### Award & Recognition

1st place among 40 startups  
competing @ iSetan  
Mistukoshi Challenge 2015 .  
1st Prize in the "game  
changer" category, Fashion  
Future Awards, London 2015.

### Links:

[Website](#)

[Twitter](#)

[LinkedIn](#)

### Contact

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Rehovot, Israel

Phone: +972-54-8122302



Memomi is the creator of the Memory Mirror® an award-winning platform, a powerful tool that is designed to enhance relationships between customers and brands. Customers can record try-on sessions, add VR/AR elements, and add information of the products they tried during the session. Customers will get videos of their sessions and will be able to review them, share them, and use the product information to make a decision. The Memory Mirror® Platform allows multiple use cases in a single Mirror. Examples include fashion, makeup, eyewear, bags, shoes, jewelry, accessories and more. Memory Mirrors have multiple functionalities by combining AI/VR/AR features as a background change, videoconferencing directly from the Mirror-to-Mobile in real-time, adding celebrities, adding filters, get recommendations, and more.

## PRODUCT & TECHNOLOGY

Memomi Labs technology works on any TV/Screen and offers digitization of the mirror functionality. The Memory Mirror® solves, among other issues, the lack of eye contact a customer is experiencing while standing in front of a regular passive mirror. User feels as if the camera is located behind the screen. The company has applied for 21 patents (11 granted).

## TEAM



### SALVADOR NISSI VILCOVSKY, CEO

A recognized leader in experience-based design, Salvador has 15 years of international, executive-level management experience, specializing in rapid product development. He completed the ACSE Program at MIT Sloan School of Management, a MA in Design from Domus Academy, and BA in Business from the University of Manchester.

## ROADMAP

**Main focus today:** AR digital  
Mirrors, Virtual Makeup

**What's next:** Virtual hair color



# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
Namogoo

**Founding date:** 2014

**Headquarters:** Ra'anana  
Israel

**Other office location:**  
Boston

**Money raised:** \$29M

**Major investors:** Hanaco  
Venture Capital, Blumberg  
Capital, GreatPoint  
Ventures

**Prominent clients:** Asics,  
Tumi, Lenovo,  
GlassesUSA.com, Ocado,  
Upwork

**Award & recognition of your startup:** 2018 Gartner Cool  
Vendor in Digital Commerce,  
MITX award, Atlas award,  
Red Herring 100

**Works on:** Phone ios, Phone  
Android, Desktop/Laptop

**Links:**

[Website](#)

[Twitter](#)

[Linkedin](#)

[Crunchbase](#)

**Contact**

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Phone: +972-544243080

## VISION , MISSION, SOLUTION

Namogoo is pioneering the market of Customer Hijacking Prevention. Namogoo's disruptive technology identifies and blocks unauthorized ads injected into consumer web sessions that divert customers to competitor offerings, hurting conversion rates and damaging brand equity.

## PRPDUCT & TECHNOLOGY

Namogoo's cloud-based service, built on proprietary, Machine Learning technology, detects and blocks invasive content spread across eCommerce sites. Namogoo takes a whole new angle to preserving the customer journey: Namogoo's learning technology monitors and analyzes millions of web sessions from the server all the way to customer browsers - and based on pattern analysis techniques - classifies web activity and prevents it from running. Namogoo's proactive core engine leverages thousands of data points related to deep content inspection, statistical analysis, and indicative behavioral patterns in order to reach decisions.

By eliminating these invasive promotions, Namogoo consistently recovers eCommerce revenue; companies who use Namogoo report an immediate conversion uplift, and are able to win back more than 90% of their stolen revenue. The world's largest retailers rely on Namogoo's proprietary Artificial Intelligence solutions to eliminate invasive promotions, preserve the online customer experience, and consistently recover eCommerce revenue.



### Integrates to Your Analytics

Namogoo seamlessly integrates with any analytics tool to allow transparent operation.



### Easy to Set Up

Namogoo is easy to deploy and maintain, with no development resources needed.



### Works on Any Platform

As a cloud-based solution, Namogoo runs effortlessly on any platform, device or browser.

## TEAM

CEO and co-founder - Chemi Katz

CTO and co-founder - Ohad Greenshpan

SVP Marketing - Ohad Hagai

## ROADMAP

**Main focus today:** Growth

**What's next:** European Market

## PROFILE

**Company Name:** Oriient

**Founding date:** 07/2016

**Headquarters:** Tel Aviv,  
Israel

**Geographic served:** Global

**Works on:** iOS/Android

**Investment:**

Money raised: >\$3M

**Major investors :** Techstars,  
METRO AG, angel investors

**Prominent clients:** Major UK  
retailer, major German  
retailer

**Award & recognition:**

Alumni of the prestigious  
Techstars and 8200EISP  
accelerators

**Links:**

[Website](#)

[Twitter](#)

[LinkedIn](#)

**Contact**

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Tel-Aviv, ISRAEL

## VISION , MISSION, SOLUTION

Indoor Positioning - without the hassle: 3ft accuracy, no installation, no beacons, no WiFi. We make Indoor Positioning available to any app, anywhere, in a simple model: Indoor-Positioning-as-a-Service. "The first truly scalable Indoor Positioning solution, made possible through advances in smartphone sensor technology".

## PRODUCT & TECHNOLOGY

Oriient activates Indoor Positioning in any building using just Earth's Magnetic Field. We leverage the unique physics of Earth's Magnetic Field and the sensors we all have in our smartphones to activate Indoor Positioning anywhere, as a software-only solution. The product is an easy to use, cross-platform SDK which gives any app Indoor Location awareness. We power retail use cases such as product search, shopping list navigation, hyper-accurate analytics and proximity marketing.



No installation required  
No beacons  
No WiFi



3ft accuracy



Analytics platform  
Traffic analytics  
Motion analytics



Democratized  
Anywhere  
For anyone  
Real-time

## ROADMAP

**Main focus today:**

Retail use-cases

**What's next:** Indoor

Positioning use-cases

in other verticals:

Smart Buildings, IoT  
and AR

## TEAM



**Mickey Balter - CEO**

Mickey is a serial entrepreneur and a veteran of the Israeli semiconductor industry, with over 20 years of experience of combining deep technology to solve business challenges. Prior to founding Oriient, Mickey founded and led Scientra which developed the world's fastest High Frequency Trading platform. Before that Mickey held senior leadership positions at Siverge Networks and Broadlight (acquired by Broadcom). Mickey started his career at the IDF's elite cyber-security unit. Mickey holds an MBA from Tel-Aviv University and a B.Sc. in Electrical Engineering from the Technion.



**Amiram Frish - CTO and VP of R&D**

Amiram has over 10 years of experience ranging from digital signal processing, algorithm design, software engineering and UX. Amiram is a prolific inventor, who founded Oriient based on a passion for solving the Indoor Positioning problem and building a technology that millions of people will use in their daily lives. Prior to that, Amiram held leadership positions at the CTO office of Motorola Solutions, and later with Cardo Systems. Amiram holds a B.Sc. in Electrical Engineering from Ben-Gurion Engineering and is working towards his M.Sc. from Tel-Aviv University.



# THE RIC WATCHLIST

## PROFILE

### Company Name:

RFKeeper

### Founding date: 08/2011

### Headquarters: Israel

**Other office location:** Sale representatives in UK, Belgium, Netherland, France, Italy, Brazil & India

### Investment:

Money raised: \$4.5M

### Prominent clients:

Intersport, Jack Wills, WED2B, GIKS, A Mode, Lametayel, Forever Young

### Links:

[Website](#)

### Contact

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## VISION, MISSION, SOLUTION

Lead the Digital Transformation in a Brick & Mortar stores. Our Mission - Using a Real Time Data Analytics & Advanced Applications to Maximize Customer Experience & Optimize Sales in Physical Stores. RFKeeper full-stack solution combines the proven efficiency of RFID technology with the infinite potential of IoT and data analytics in order to bring the benefits of online retailing to brick-and-mortar stores.



## ROADMAP

**Main focus today** - RFKeeper provides the necessary tools for retailers in order to improve their supply chain capabilities which are needed to redefine the shopping experience in brick-and-mortar stores. **What's next** - Mobile Self Check Out, Smart Fitting Room, In Store Data Analytics.

## ROUNDS

RFKeeper is raising \$3M (round A) to support our growth.

For more info please contact Haim Bar-On +972-54-4725482



### HAIM BAR-ON, CEO

Haim brings vast experience in Information Technology management and business development. Over the last 17 years Haim has played a major role in promoting growth and success at various IT companies, using his wide range of skills in business development, sales, process improvement, and executive management. As a sports enthusiast, Haim has completed numerous marathons & Ironman races.





# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
Silverback.ai

**Founding date:** 03/2014

**Headquarters:** Tel Aviv,  
Israel

**Money raised:** > \$3M

**Major investors:** F2 Capital,  
Spinach Angels

**Prominent clients:**  
Eprice, CDiscount, Catch  
Group

**Works on:** Desktop/Laptop

**Links:**

[Website](#)

[LinkedIn](#)

[Angellist](#)

**Contact**

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Israel

Phone: 972528411037+

## VISION & MISSION

Silverback mission is to empower e-commerce managers to focus on their growth by providing them the tools and predictive insights to constantly outsmart their competition.

## PRODUCT & TECHNOLOGY

Silverback helps e-commerce managers outsmart their competition & lead. Our AI powered intelligence provides predictive insights, empowering you to offer the top selling & trending products at spot-on prices by the best suppliers. Silverback collects and monitor market data from the leading e-commerce sites. Using sophisticated matching and machine learning algorithms silverback analyzes the data to provide its customers with predictive insights that allows them to take smarter decisions on: sourcing & merchandizing, pricing, promotions, placement & positioning, distribution and manufacturing.

## TEAM



**Boaz Cohen**  
Co-Founder & CEO



**Dan Benjamin**  
Co-Founder and CTO



## ROADMAP

### Main focus today:

Silverback product allows online retailers and marketplaces to optimize their catalog by sourcing the best selling & trending products in the market and offer them at spot-on prices by the best suppliers.

### What's next:

Expand Silverback's offering to Brands. Identify trends from social networks on top of our existing e-commerce sites trend analysis.





# THE RIC WATCHLIST

## PROFILE

### Company Name:

Supersmart

### Founding date: 01/2015

Headquarters: Tel Aviv,  
Israel

Geographic served: Global

Prominent clients: Metro,  
Monoprix

### Investment:

Money raised: \$1M

Award & recognition: Visa,  
Mastercard, Tyco

### Links:

[Website](#)

[Linkedin](#)

### Contact

Email:  
[yair@supersmart.co.il](mailto:yair@supersmart.co.il)

Address: Hamelacha 16  
Rosh Haayin, Israel

Phone: +972547837588

## VISION , MISSION, SOLUTION

Supersmart is the easiest and fastest way to shop, enabling instant checkout of fully loaded carts bypassing tedious lines, in less than half a minute.

## PRODUCT & TECHNOLOGY

We enter the store, take an item off the shelf, scan the item with our Supersmart app, place it in the cart, validate the cart instantly at the checkout station, pay and off we go.



## TEAM

### Yair Cleper – Founder and CEO

He holds a B.Sc. in Computer Engineering from the Technion in Haifa, Israel. During his army service in the IDF, he was a Cyber Software Engineer Officer and Academic Reservist. Yair has gained extensive knowledge in entrepreneurship, business development and leadership, and co-founded several startups in different fields.

### Barak Abitbol – CTO

Before joining Supersmart, Barak worked for 9 years for NCR/Retalix. He reached the position of Software Development Manager, leading a team of over 50 engineers, achieving outstanding results with Retalix in the field of IT solution for retailers. Barak is highly knowledgeable in software engineering, agile methodologies, and various fields of information management and manipulation, in addition to extensive experience with team leadership.



# THE RIC WATCHLIST

## PROFILE

### Company Name:

Trigo Vision

### Founding date: 03/2017

**Headquarters:** Tel Aviv,  
Israel

### Investment:

Money raised: \$7M

Major investors: Vertex,  
Hetz

**POC:** Currently in the middle  
of a POC with one of the top  
retailers in the world.

### Links:

[Website](#)

### Contact:

Jenya Beilin

### Email:

[jbeilin@trigovision.com](mailto:jbeilin@trigovision.com)

Address: Mozes Yehuda  
Venoah 13, Tel Aviv-Yafo,  
Israel 6744252

Phone: 054-6794456

## VISION , MISSION, SOLUTION

Trigo automates physical stores - delivering streamlined operations to retailers and a seamless no checkout shopping experience to their customers.

## PRPDUCT & TECHNOLOGY

Trigo does not require expensive cameras because our highly sophisticated machine learning and AI software takes care of all the hard work. Our hardware is cost-effective and easy to deploy while our smart software learns your store and autonomously intakes all your product information, delivering unparalleled efficiency, accuracy & performance.



### Increase operational efficiency

Reduce operational costs  
Prevent shoplifting  
Digitally manage inventory



### Gain invaluable insights

Track customer preferences  
Insights into product trends  
Collect purchase and inventory data



### Improve customer satisfaction

Seamless checkout  
Direct customer communication  
Greater customer engagement

## TEAM

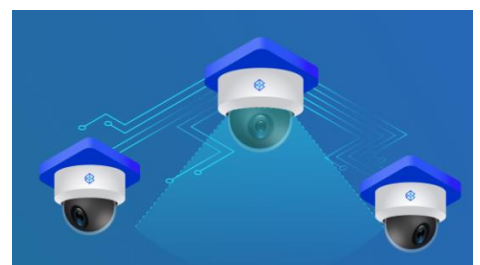
Our leadership and R&D core  
comprise computer vision and  
artificial intelligence experts from  
Israel's elite military technology units  
alongside innovation leaders in the  
private sector.



## ROADMAP

**Main focus today:** No-Checkout  
experience solution.

**What's next:** Automated retail store  
platform solution (Seamless checkout,  
shop lifting prevention, analytics etc.)



# THE RIC WATCHLIST

## PROFILE

**Company Name:**

WiseShelf

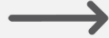
**Founding date:** 02/2016

## VISION , MISSION, SOLUTION

WiseShelf is an inventory management solution for retailers who use their brick and Mortar stores as e-commerce fulfillment centers. Grocery e-commerce clearly cost more then offline shopping to grocers, Wiseshelf developed a tool that makes the logistics behind E-commerce profitable



Stock level goes below a pre-defined level



A message is sent to the designated employee



As the employee is looking for the location of the goods to be replenished, he may flash the LEDs light for quick visual identification. Upon completing the task, the LEDs will turn off

**Headquarters:** Caesarea,  
Israel

**Geographic served:** Europe  
and US

**Investment:**

Money raised: \$1M

**Links:**

[Website](#)

[Cranchbase](#)

**Contact**

**Email:**

[shalom@wiseshelf.com](mailto:shalom@wiseshelf.com)

**Address:** 15 Halamish st.  
Caesarea, Israel

**Phone:** +972-52-8333948

## PRODUCT & TECHNOLOGY

WiseShelf is using light sensors to identify the amount of stock on the shelf in real time. The general idea is that empty shelf get more light and when the shelf is full the products cover the sensors and they see darkness .

## AWARD & RECOGNITION

**Award & recognition:** Won vivatech 2016, 1 of 7 most innovative solutions in Euroshop, chosen as leading retail tech start up by Deloitte and TNX (UK),reach many more half final innovation competition such as The Journey, Webrazzi and more.

## TEAM



**Shalom Nakdimon**

CEO and Co-Founder

A seasoned entrepreneur and expert in security camera and wireless technology implementations. Holding several patents in these fields

## What's next

reduce shrinkage costs, understand customer journey in real time, auto creation of planogram, inventory predictions, and more

## PROFILE

**Company Name:** Navin

**Founding date:** 06/2017

**Headquarters:** Tel Aviv,  
Israel

**Geographic served:** Global

**Works on:** iOS/Android

**Investment:**

Money raised: \$2M

**Major investors :** Sherpa  
InnoVentures

**Prominent clients:**

Our solution selected for  
major hospital chain

**Award & recognition:**

Navin gets Israel innovation  
authority support

8200 EISP accelerator  
graduation

Microsoft Ventures  
accelerator graduation

Patents granted in Europe

Fusion LA batch #2 member

Approved patent in the US

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

Email:

[dan@nav-in.com](mailto:dan@nav-in.com)

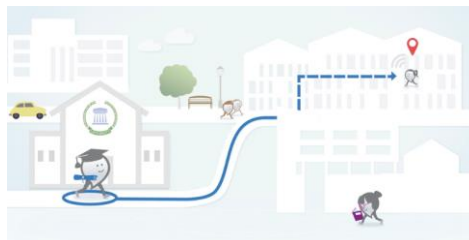
Rokach Blvd 101, Tel Aviv-  
Yafo, Israel

## VISION , MISSION, SOLUTION

The key problem is that GPS signals are unavailable inside buildings, rendering existing solutions useless. Whatever works for roads, does not work inside buildings. As a result, indoor venues, like hospitals, universities, and airports, install and maintain thousands of beacons or require detailed floor plans and manually map each specific building, floor by floor. This is NOT a scalable approach. Navin's patented crowd indoor-mapping offers a dramatically different approach that turns smartphones into anonymous mapping devices. Smartphones passively capture indoor structure in 3d using AI/deep-learning and aerospace technology.

## PRODUCT & TECHNOLOGY

Navin patented technology breakthrough enables fast upscale, to become the world's #1 community based pedestrian guidance and navigation app. The technology anonymously tracks people's location using sensors on their cellphones, incrementally creating big data movement patterns from millions of data points and automatically inferring the location's map from the data. Navin's servers then use analytics to detect crowd movement patterns. The technology relies on patented algorithms that generate maps from many different individual data points, using cellphone's sensors and graph connectivity methods.



## TEAM

Navin consists of a group of seasoned business, technology, science and entrepreneurship professionals with many years of experience in related industries and proven track-record. Our team built and delivered complex products, led multidisciplinary teams and founded successful companies.



**Shai Ronen, Founder & CEO**

Over 15 years' experience in technology leadership and entrepreneurial expertise at Elbit, Compugen, VisionMap. Held management roles at successful companies. Recanati EMBA, Technion BSc CS, LLB Law & BA Economics.



**Gidi Barak, Founder & Chairman**

Over 25 years' experience in SW, HW and communication companies. CEO, founder or chairman of IXI, Modem Art, Widcom, Envara, Butterfly, DSPC. Few went IPO, other sold to Intel, Broadcom, TI, Agere etc

## ROADMAP

**Main focus today:**  
Launch in Tel-Aviv  
by the end of 2018  
and in San Jose  
California by Q1  
2019.

**What's next:**  
Growth worldwide  
city by city

# THE RIC WATCHLIST

## PROFILE

**Company Name:** actiMirror

**Founding date:** 03/2014

**Headquarters:**

Hong Kong SAR

**Geographic served:** Global

**Works on:** Android

**Investment:**

Money raised: \$1.8M

**Major investors:** Garage

Capital

**Prominent clients:** Kohl's,

Estee Lauder, Benefit San

Francisco, Chow Tai Fook,

Li&Fung, Cerruti,

Gieves&Hawkes, Swire

Properties, Melco Resorts &

Developments, Le Meridien,

Peninsula Hotels, Guerlain,

The North Face, etc.

**Links:**

[Website](#)

[LinkedIn](#)

[illustrative company video](#)

**Contact**

Victor M. RUIZ  
+852 9440 6167

Email: v.ruiz@actimirror.com

Units 4-7, 158A Connaught  
Road West, Sai Ying Pun,  
Hong Kong SAR

## VISION , MISSION, SOLUTION

actiMirror is a smart mirror platform at the forefront of smart mirror technology that delivers Real-Time Personalized Experiences to consumers and Data Analytics Insights to businesses.



## PRODUCT & TECHNOLOGY

Think about actiMirror as an oversized cell phone behind a true mirror. This means they can offer your tenants and brands:

- (1) An open platform => actiMirror allows a wide variety of customised Apps and UXs (User eXperiences) in the same way you use your cell phone
- (2) A perfect mirror (NOT a screen) => essential in Retail, and instrumental to attract customer attention.
- (3) Innovative in-store Customer Journeys => we have integrated a wide variety of sensors in our mirrors (in fact, more than an iPad or a phone). The said sensors are to gather data and interact with your customers in real-time providing a resounding wow experience. Sensors can be as simple as a proximity sensor to detect a customer's presence in front of a mirror, or we can detect anonymous biometrics (fully compliant with the European Union General Data Protection Regulation) such as gender, age, ethnicity and even the mood of the customer to offer them different in-store UXs.
- (4) The Power of Digital => Machine learning capabilities + Data gathering and analytics insights + Cloud Management System + True Omnichannel ecosystem
- (5) Truly scalable price point

## ROADMAP

### Main focus today:

Our focus verticals are:

- Retail (our bread and butter)
- Hospitality (particularly casinos in Macau)

### What's next:

- Fitness => via a JV we are structuring with one of our seed round investors: <https://www.animocabrands.com/>
- Healthcare => under development with oncology doctors
- USA B2C cosmetic platform => Penetration of American households by Christmas 2021 generating up to five lucrative sources of revenue. It is being well-received by cosmetic powerhouses, with confirmed interest to 'pay to play' (access the platform).



# THE RIC WATCHLIST

## PROFILE

**Company Name:** PageSeal

**Founding date:** 01/2016

**Headquarters:** Rechovot

**Geographic served:** Global

**Works on:** Desktop

**Investment:**

**Money raised:** \$1.5M

**Major investors :** Clear Future

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

**Email:**

[ken@pageseal.io](mailto:ken@pageseal.io)

Pinchas Sapir 8, Nes Ziona

## VISION , MISSION, SOLUTION

Many users on the Internet are infected with 'injection' malware that divert them from the intended destination website and ruin their web browsing experience. PageSeal allows website-owners to defend their webpages and their users from falling into the trap of these malicious attacks. This leads to an increase in revenue, page views, and engagement.

## PRODUCT & TECHNOLOGY

PageSeal is scale-able, simple to install on the web-server, requires no intervention by the end-users, and is 100% effective in stopping injection.



Up to 25% of customers that land on your site have devices that are infected with code-injecting malware



Your visitors get distracted by irrelevant content that makes them abandon your site



With nearly 1 million new threats released every day, site owners are not equipped to defend themselves alone



**POWERFUL PROTECTION**  
Actively blocks Malware at the source



**SCALE-ABLE**  
Scales up to as many pages and as many Page Views as necessary for your site.



**DASHBOARD**  
Gives the Site Owner ultimate visibility and control over attacks and injections with Real-Time Data and Monitoring



**ADAPTIVE LEARNING**  
PageSeal's solution adapts to a changing landscape of Malware, constantly.

## TEAM



**Samuel Botushansky, CTO and co-founder;**



**Nir Levy, R&D and co-founder;**



**Ken Zwiebel, CEO; Eric Bauman, VP Sales;**



**David Feuerstein, SVP**

## ROADMAP

**Main focus today:** Product release and primary customers - USA-mainly but globally, as well.

**What's next:** 1 or 2 additional areas of product coverage and additional Geos, as well



# THE RIC WATCHLIST

## PROFILE

**Company Name:** ShelfX Inc

**Founding date:** 05/2011

**Headquarters:** Boulder,  
Colorado, USA

**Geographic served:** Global

**Investment:**

Money raised: \$2.3M

**Award & recognition:**

NAMA 1st place innovation  
Award.

**Links:**

[Website](#)

[LinkedIn](#)

[Angellist](#)

**Contact**

Email:  
ran.margalit@shelfx.com

5171 Eldorado Springs Dr,  
Boulder CO 80303, USA

## VISION , MISSION, SOLUTION

Making unattended retail reality - ShelfX is a leading provider of automated merchandising and inventory management technology. The technology can be deployed in secured or open access fixtures to allow consumers to purchase any item in any quantity right at the shelf. No cashiers, no lines, no product scanning, no RFID stickers.

## PRODUCT & TECHNOLOGY

ShelfX retrofit kits allow you to transform your standard refrigerator or fixture into a smart UAR. Cashless payments, live inventory management and complete security for your products by capturing the customers payment information before unlocking the door. This means putting your product [we mean literally] in the hands of your costumers.

ShelfX smart fixture allow you to sell a virtually variety of products, including fresh, healthy, and gourmet options. With ShelfX, you can bring your products to traditionally underserved markets such as schools, offices, gyms, hospitals and more.

ShelfX provides a revolutionary retailing platform to match your unique brand, creating unprecedented demand for your products.

## ROADMAP

**Main focus today:**

Sales and Marketing, business model.

**What's next:** Untill 2019 July, we will have a full serice that generates a complete store floor plan.





# THE RIC WATCHLIST

## PROFILE

**Company Name:** EyeCue Vision Technologies LTD

**Founding date:** 05/2007

**Headquarters:** Yokneam, Israel

**Geographic served:** Global

**Works on:** iOS/Android

**Investment:**  
Money raised: \$2M

**Major investors :** Arie Scope, Daniel Recanati, Eilon Tirosh, Dov Baharav

**Prominent clients:** LEGO, Playmobil, Mattel, Hasbro, Spinmaster, Bandai, etc...

**Award & recognition:** Qlone has been featured in both app stores by Apple and Google! Our past products in the toy industry won numerous awards.

**Links:**

[Website](#)

[Twitter](#)

[LinkedIn](#)

**Contact**

Email:

ronenh@eyecue-tech.com

Yokneam, ISRAEL

## VISION, MISSION, SOLUTION

Our vision is to democratize 3D content creation and become the leading platform of choice for professionals, amateurs and newbies by making 3D models creation as easy as taking a picture with your phone.



## PRODUCT & TECHNOLOGY

Qlone - We made it easy and fast to scan real objects, using your phone's camera, modify them in app and seamlessly export the result to many platforms, 3D file formats and 3D printers... all on your phone or tablet! A perfect tool for AR/VR (Augmented Reality) content creation, 3D Printing, STEM Education, eCommerce showcases and more.

## TEAM



**Ronen Horovitz, CEO** Mr. Horovitz founded EyeCue Vision Technologies and serves as the company's CEO. He is the inventor of the EyeCue Technology. Mr. Horovitz holds an MBA and a B.Sc degree in Computers and Software Engineering from the Technion -Israel's Institute of Technology. Mr. Horovitz specializes in Image Processing and served as a senior Algorithm Developer at several High-Tech companies, where he has gained extensive professional experience. He also engaged in professional Consulting for several companies. Mr. Horovitz has extensive experience in Commercial Image Processing Product Development, Project Management and Design of software products.



**Ran Kaftory, CTO** Mr. Kaftory is a Co-founder of EyeCue and serves as the company's CTO. Mr. Kaftory holds a PhD, M.Sc. and B.Sc degrees (cum laude) in Electrical Engineering from the Technion - Israel Institute of Technology. Prior to his position in EyeCue Vision Technologies, Mr. Kaftory served as the Head of the Image Processing Division at several High-Tech companies, where he gained extensive professional experience. Mr. Kaftory brings to EyeCue proven experience in the transformation of innovative ideas into commercial reality.

## ROADMAP

**Main focus today:** Transforming the e-Commerce shopping experience from 2D to 3D.

**What's next:** We started working with large retailers in Israel and Japan and this is just the beginning.

# THE RIC WATCHLIST

## PROFILE

**Company Name:** DOV-E

**Founding date:** 21/03/2013

**Launch date:** 01/10/2014

**Headquarters:**

Hertziya Israel

**Geographic served:** Global

**Works on:** Phone ios, Phone Android, Desktop/Laptop

**Investment:**

Money raised \$2.15M  
Seed Round

**Major investors** Janvest

Capital, Curious Minds,  
Mindset Ventures

**Prominent clients:** Intesa

Sanpaolo Bank, BBVA Bank,  
Banco BPM

**No. of Employees:** 4

**Award & recognition:-**

Winning BBVA Fintech Global talent 2017, accepted into, Coca-Cola Bridge accelerator, Microsoft Venture accelerator, Citi bank accelerator

**Links:**

[Website](#)

[LinkedIn](#)

[Crunchbase](#)

[AngelList](#)

[Twitter](#)

**Contact**

Omri Stein , CEO

Email: yehudayehudai@dov-e.com

Adress: 20 Yeffe Nof Petach  
Tiqva

Phone: +972-547965695

## VISION , MISSION, SOLUTION

Seamless contextual user engagement

## PRODUCT & TECHNOLOGY

DOV-E's (Data Over Voice encoding Ltd.) patent granted software-only audio communication solution enables mobile engagement & mobile authentication using commonly available speakers. Such speakers can easily be found in any B2C platforms such as Radio, TV, Digital Screen, E-commerce website and any POS machine.

DOV-E's mobile authentication solution (P2P| P2B | E-commerce) frees the wallet from 3rd parties dependencies, therefore allowing it to increase its revenues as well as keeping its end-consumer data (otherwise inaccessible) . DOV-E's mobile engagement solution provides a revolutionary way to engage with the end-consumer passively without asking it to open the mobile wallet even once, is highly lucrative for any wallet application. The company has ongoing paying customers, and is collaborating with world-wide leading brands, boosting their mobile wallets.

## TEAM

### YEHUDA YEHUDAI - Co-Founder/CEO

17 years experience as a communications product architect Intel, Texas Instruments, and Broadcom developing wireless, (Bluetooth and Wi-Fi), cellular and home connectivity solutions 8200 Intelligence Unit B.Sc. in Electrical Engineering from Bar Ilan University and an M.Sc. in Electrical Engineering and Management from Tel Aviv University

### NIR POLOMBO - Co-Founder/CTO

Nearly a decades experience in software engineering and mobile application development AppCell (Mobile Application Development) and WatchDox (acquired by BlackBerry) B.Sc. in Electrical Engineering from the Holon Institute of Technology

### VADiM TERESHCHUK - Chief Server Architect

Backend expert with over 10 years experience in software development on major Cloud architecture Machine learning and NLP algorithm expert Deutsche Telekom Laboratories, Wibbitz, and Konterra (acquired by Amobee). B.Sc. in Information System Engineering from Ben Gurion University of the Negev.



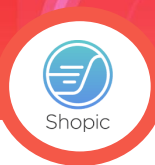
### Main focus today

Mobile Fintech: Mobile payment & engagement as an SDK solution in mobile banking wallets.

### What's next

Integrating our technology into mobile vendor to be part of the device itself

### WHAT'S NEXT



# THE RIC WATCHLIST

## PROFILE

Company Name: Shopic

Founding date: 01/01/2016

Launch date: 01/08/2016

Headquarters:

Tel-Aviv, Israel

New York, USA

Geographic served: USA /  
UK / Australia / Germany /  
Israel

Works on: Phone ios, Phone  
Android

Investment:

Series A

Major investors Private

Prominent Shufersal

No. of Employees: 15

Award & recognition:-  
Product of the Year 2018 -  
Israel (Consumer Choice  
Awards)

Links:

[Website](#)

[LinkedIn](#)

[Twitter](#)

Contact

Dab Bendler

Email: dan@shopic.co

Adress: 30 Ibn Gabirol st.,  
Tel-Aviv, Israel

Phone: +972-506-800557

## VISION , MISSION, SOLUTION

Making mobile technology available to everyone

## PRODUCT & TECHNOLOGY

Mobile and Computer Vision Self-Checkout solutions for brick-n-mortar retailers



SHOP IN LESS TIME



SECURE PAYMENTS



EASIER THAN EVER



NEVER MISS A DISCOUNT

## TEAM

### Dab Bendler - CEO & Co-founder

Before founding Shopic, Dan worked in various roles at companies like Verint, Checkpoint, and Wix. Dan holds a BA in Computer Science with honors for leadership from the IDC Herzliya, and an MBA with a major in Entrepreneurship and Technology from Tel-Aviv University.

### Eran Kravitz - CTO and Co-Founder

Eran is an experienced developer who started coding at the age of 9. He has over ten years of industry experience both as a developer and as a team leader. Eran served in the IDF's 8200 unit for five years. Additionally, he has experience working in small startups, as well as large organizations. Eran holds a BSc in Computer Engineering from the University of Maryland (summa cum laude), and an MSc in Computer Science from Tel Aviv University.

### Raz Golan - CPO and Co-Founder

Raz is the Chief Product Officer & Co-Founder of Shopic. Raz has years of experience in product & UX. He was one of the co-founders and CPO at Semanix, a security expert at Checkpoint and an R&D project leader at 8200 Unit, IDF.





# THE RIC WATCHLIST

## PROFILE

**Company Name:** ReSight

**Founding date:** 01/03/2018

**Headquarters:**

Tel Aviv

**Geographic served:** Global

**Works on:** Phone ios, Phone  
Android

**Investment:**

Money raised: \$100K Seed  
Round

**Major investors :** F2 Capital,  
Technion DRIVE

**Prominent clients:**

**Award & recognition:-**

Graduate of The Junction  
accelerator program

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

Omri Stein , CEO

Email: [contact@resight.io](mailto:contact@resight.io)

Address: King George 38, Tel-  
Aviv

Phone: +972-546360332

## VISION , MISSION, SOLUTION

ReSight builds the infrastructure for augmented reality making it possible to display information in the right context, essentially indexing the world.

## PRODUCT & TECHNOLOGY

A SDK which enables leaving persistent augmented reality content in physical space over time and to be interacted with by multiple users.

The unique technology makes it possible to create crowd sourced 3D map of the physical environment through the user devices - this serves as index of the world.

## TEAM

**Omri Stein – CEO**

Previously VP Cloud at G-Stat (Israel biggest data analysis firm)

**Eran Segal – CTO**

Previously co-founder of Ergo Modeling (startup for algorithmic trading in the stock market)

**Ari Zigler - VP R&D**

Previously senior programmer @IBM(XIV), Mellanox, Elbit



## What's next

**Main focus today**

Launching product, securing POCs

**What's next**

Product market fit and growth



## PROFILE

**Company Name:** Splitit

**Founding date:** 01/02/2012

**Launch date:** 01/01/2016

**Headquarters:**  
New York, Tel Aviv, London

**Geographic served:** Global

**Works on:** Phone iOS, Phone Android, Desktop/Laptop

**Investment:**  
Money raised \$13M

**Series A**

**Major investors** Private

**Prominent clients** Some of our key Merchants include GlassesUSA, Simba Sleep, JamesAllen, Vestiaire Collective (many more can be found on our site)

**No. of Employees:** 16

**Award & recognition:-**  
Red Herring

**Links:**

[Website](#)

[LinkedIn](#)

[Twitter](#)

**Contact**

**Email:**  
adi.kryslar@splitit.com

**Adress:** 260 Madison Avenue,

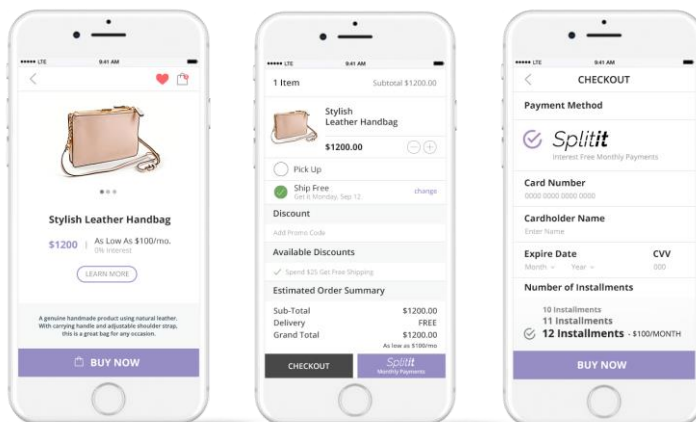
**Phone:** +001-8447754848

## VISION , MISSION, SOLUTION

Splitit is a global payment solution enabling customers to make purchases by splitting the cost into interest-free monthly payments on an existing credit or debit card, without the need for additional registrations or applications, and with instant approval. Splitit's global footprint expands to 1000 merchants in 25 countries, among them many of Internet Retailer's top merchants. Headquartered in New York, Splitit has an R&D center in Israel and an office in London.

## PRODUCT & TECHNOLOGY

Splitit provides both an online and in-store solution. Our target audience are large eCommerce players that want to offer their customers a way to spread the payment of their purchase into payment installments with no financing fees or applications. These merchants would seek to increase their average ticket size or average purchase volume. Splitit has recognition in the luxury fashion market including some of Europe's largest fashion marketplaces for brands and designers.



## TEAM

Our team today is comprised primarily of the Sales Team, Merchant Onboarding and Support Team, and R&D team. We also have excellent finance and global customer support teams.

## What's Next

### Main focus today

For the next 12 months, we plan to increase our presence in the e-Commerce fashion vertical in the US and West Europe (including UK).

### What's next

Our mission is to be the leading installment payment platform supporting merchants within the top of their tier in each vertical globally.





# THE RIC WATCHLIST

## PROFILE

**Company Name:** nanoQ

**Founding date:**

**Launch date:**

**Headquarters:**

Israel

**Geographic served:** Global

**Works on:**

Automatic Checkout

**Investment:**

Money raised

Seed Round

**Major investors**

**Prominent clients:** Retailers,  
mainly supermarket chains

**No. of Employees:**

**Award & recognition:-**

**Contact**

Eli Magal, CEO

Email: eli.magal@nanoq.biz

Address: POB 232. UDIM

Israel

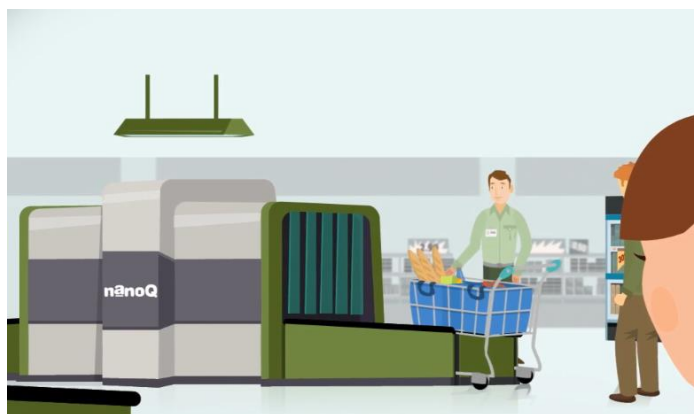
Phone: +972-54-448-4807

## VISION, MISSION, SOLUTION

nanoQ enables retailers to dramatically reduce their expenses while giving the best customer in-store experience. nanoQ innovative Automatic-Checkout system scans the whole basket in seconds (not RFID). It is the only known method to solve all supermarket scenarios and the only one to reduce the checkout expenses.

## PRODUCT & TECHNOLOGY

nanoQ is using medical technology with Image recognition techniques to detect all items in the shopping basket.



## Founders

Eli Magal. Marketing and R&D positions (VP Marketing, BU Manager, VP R&D) for Discretix/Sansa (acquired by ARM), Spediant, and Orckit

Dr. Ehud Dafni. Over 20 years of experience in medical imaging scanners.

Dr. Roman Goldreg. Image processing expert.

Avivit Kahoonay. Vast retail experience. Marketing and Operation Manager at Blue-Square.

## What's Next

### Main focus today

Start a pilot in a supermarket store in the coming months

### What's next

Extend pilots and convert them to major sales. Add new features as, auto-weighing, and enhanced-fraud-protection mechanisms.



# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
Mystore-E

**Founding date:**  
01/03/2016

**Headquarters:**  
TLV Israel

**Works on:** Phone ios,  
Desktop/Laptop

**Investment:**  
Money raised \$2.2M Seed  
Round

**Major investors** Signet  
jewelers

**No. of Employees:** 11

**Links:**  
[Website](#)

## Contact

Asaf Shapira , CEO

**Email:**  
asaf@mystore-e.com

**Adress:** Nahalat beniamin  
58, TLV

**Phone:** +972-509887887

## VISION, MISSION, SOLUTION

Mystore-E's AI-based platform brings intelligence to store displays. Using data science and computer vision, we create prediction models that pinpoint the items that will most likely sell tomorrow. The platform uncovers hidden data, delivering actionable insights to in-store sales associates while updating store displays in real-time - working together to create the most up-to-date visual layouts that coincide with customer wants and needs.

## PRODUCT & TECHNOLOGY

Analysis online and offline data points and map metrics to create a real-time recommendations platform.

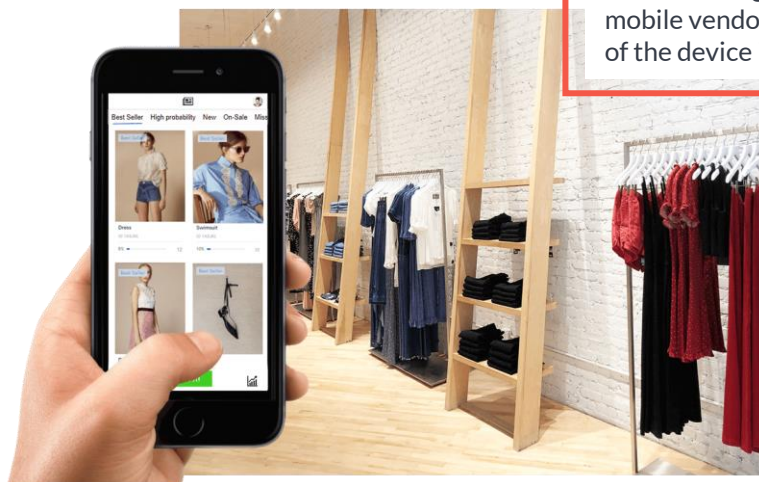
## TEAM

Second-Round Successful Entrepreneurs experts in Artificial Intelligence technologies who have been operating in the field for 7 years, with a great success story on our record (WebPick - online advertisement company).

## ROADMAP

**Main focus today**  
Chain stores

**What's next**  
World wide Integrating  
our technology into  
mobile vendor to be part  
of the device itself



## PROFILE

**Company Name:**  
Netalizer

**Offering:** GAZPACHO

**Founding date:** 1999

**Launch date:** 2009

**Headquarters:**  
Givataaim, Israel

**Geographic served:**  
Global

**Works on:**  
Smart phones / tablets

**Investment:**  
Self funded

**Major investors** Private

**Prominent clients:**  
Uniliver, RB, Lilit, Paz,  
Schestowitz, Ferrero  
Israel, Kimberly-Clark  
Israel, Leumi Card,  
Renuar, Heidia, Benefit,  
IEC, Tel Aviv Municipality  
and many more in Israel,  
Italy, Latam and more

**Award & recognition:-**  
Israel IT Awards in 2014,  
2015 & 2017, Red  
Herring Europe winner  
2017

**Links:**

[Website](#)

[LinkedIn](#)

**Contact:** Danny Baltuch  
Email:  
[danny@netalizer.com](mailto:danny@netalizer.com)

Address: Ariel Sharon 4,  
Givataaim, Israel

Phone: +972-53-7773030

## VISION , MISSION, SOLUTION

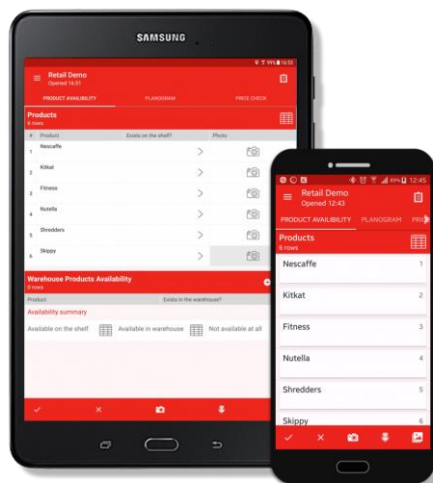
GAZPACHO is Making mobile technology available to everyone

## PRODUCT & TECHNOLOGY

GAZPACHO RETAIL is a blend of one of the most powerful and flexible mobile platforms in the world and over decade of experience in in-store operation with food, consumer products, electronics distribution organizations. GAZPACHO allows you to instantly build and deploy any type of in-store activity that you need, from one-time missions to daily routine tasks. You do not need to follow templates created by someone else. You can easily build your own and change them over the time to refine execution process and address changes and new business needs.

## SAMPLE SOLUTION:

In Store Execution, POD, , Inventory, Sales, Inspection, Security, Safety, Damage report, Ordering and many more



## ROADMAP

### Main focus today

Adding more customers and segments to the growing variety of solutions that the platform offers.

**What's next** Continuous growth in features & tools as part of the platform

# THE RIC WATCHLIST

## PROFILE

**Company Name:** Optimove

**Founding date:** 15/06/2011

**Launch date:** 07/03/2012

**Headquarters:**

Tel Aviv , NYC, London

**Geographic served:** Global

**Works on:** Phone ios, Phone Android, Desktop/Laptop

**Investment:**

Money raised \$20M  
(company was bootstrapped until \$100M valuation)  
Corporate Round

**Major investors** Israel

Growth Partners

**Prominent clients:** Last Minute, Stitch Fix, Family Dollar, Dollar Shave Club, 1800 Flowers, River Island, B&H, Boden, Glossier, Miniclip, Bwin.

**No. of Employees:** 200

**Award & recognition:-**  
300% growth 2015-2018

**Links:**

[Website](#)

[LinkedIn](#)

**Contact**

Omri Stein , CEO

Email: [guy\\_c@optimove.com](mailto:guy_c@optimove.com)

Adress: HaShlosa 2, TLV

Phone: +972-547393121

## VISION , MISSION, SOLUTION

Optimove empowers brands to exhibit emotional intelligence when communicating with their customers. Our mission is to help marketers drive measurable growth by autonomously transforming customer data into actionable insights, which then power thoughtful customer communications, at scale.

## PRODUCT & TECHNOLOGY

Optimove's Science-First Relationship Marketing Hub implements a science-driven approach to planning, automating and optimizing a complete, hyper-personalized relationship marketing plan. By combining predictive customer analytics, AI optimization technologies and a multi-channel campaign execution engine, Optimove helps marketers deliver the right message via the right channel to every customer, every time. The result is happier, more loyal customers and significant increases in customer spend, engagement, retention and lifetime value.



## TEAM

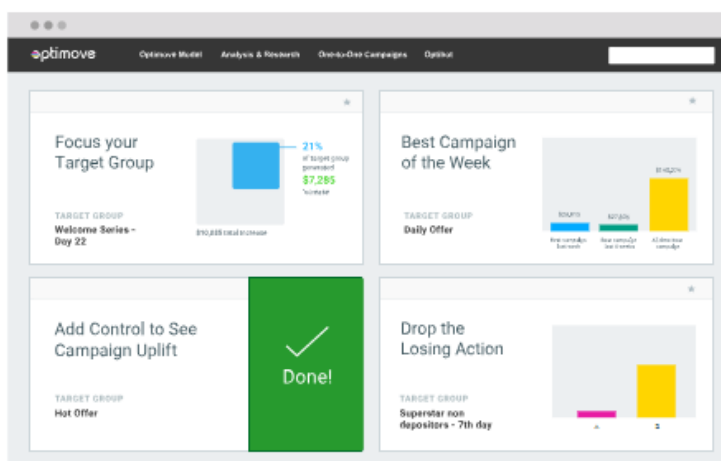
**Pini Yakuel** - founder and CEO

Pini's extensive experience in analytics-driven marketing, business consulting and sales, along with his innovative approaches to entrepreneurship and business-building, have earned him recognition as a thought leader.

## What's next

Main focus today  
Machine learning.

Going deeper into web  
visitors (not just customers).





# THE RIC WATCHLIST

## PROFILE

**Company Name:** TIBA  
PARKING

**Founding date:** 01/01/1988

**Headquarters:**  
Petach Tikva , Israel  
Columbus Ohio

**Works on:** Phone ios, Phone  
Android, Desktop/Laptop

**Investment:**  
Money raised Corporate  
Round

**Major investors Israel**  
AFCON, TENE

**Prominent clients:** All  
largest parking operators,  
airports, hotels and shopping  
centers in North America and  
Israel

**No. of Employees:** 150

**Award & recognition:-**  
300% growth 2015-2018

**Links:**

[Website](#)

[LinkedIn](#)

[Crunchbase](#)

[Twitter](#)

## Contact

Rony Homossany, VP  
International Sales and  
Marketing

**Email:**  
ronyh@tibaparking.com

**Adress**17 Hamefalsim Street  
, Petach Tikva

**Phone:** +972-3-6199777

## VISION , MISSION, SOLUTION

TIBA is the world leader in PARKTECH solutions for the parking industry. The user-friendly facility management software provides straightforward solutions to operational challenges. It can be custom tailored for any type of property. SmartPark is scalable from a single facility to an entire city parking system. Its flexibility allows easy 3rd party integration.

## PRODUCT & TECHNOLOGY

PARCS - parking and revenue control systems



## TEAM

Veterns in the Israeli and American parking  
industry and high-tech industry.

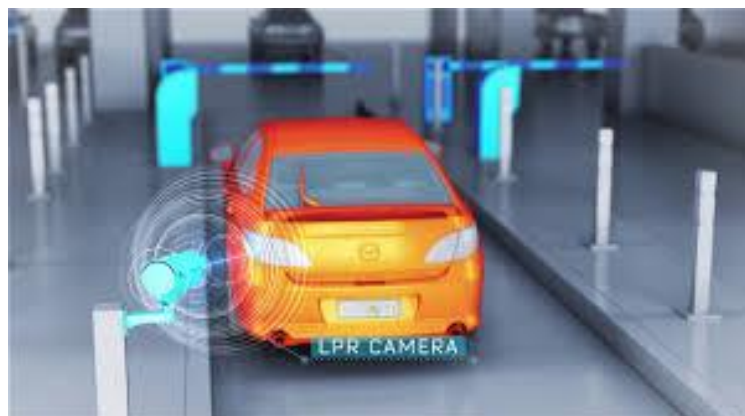
## ROADMAP

**Main focus today**

PARCS.

**What's next**

SAAS parking technologies







# THE RIC WATCHLIST

## PROFILE

**Company Name:**  
TRACXPOINT

**Founding date:** 01.01.2016

**Headquarters:**  
Haifa, Israel

Coral Gables Florida, USA

**Geographic served:** Global

**Works on:** Phone ios, Phone Android, Desktop/Laptop

**Investment:**  
7M Series A

**Major investors** M-SKO, Founders

**Prominent Shufersal**

**No. of Employees:** 30

**Award & recognition:**  
MWC, VivaTech, GTC

[Click here](#)

**Links:**

[Website:](#) Tracxpoint.com

[Linkedin](#)

<https://www.linkedin.com/company/tracxpoint>

**Contact**

**Gidon Moshkovitz**, Co Founder and CEO

Email: [gm@tracxpoint.com](mailto:gm@tracxpoint.com)

Adress: 20 Hamesila Neshet  
Israel

Phone: 972-46198989

## VISION, MISSION, SOLUTION

Tracxpoint is building the new Retail AI-Pipeline that guarantee an individual shopping experience with cashier-less on-cart payment and a system which includes a unique combination of AI software, IoT- & proprietary sensor fusion

## PRODUCT & TECHNOLOGY

AIC - Artificial Intelligence Cart.

Tracxpoint provides a unique mix of expertise in the exciting new world of deep learning and the classical realm of computer vision mainly for food and non food retailers.

The AIC cart transfers the on-line shopping behaviour by recognizing the customer personally, transferring their shopping list to the screen, automatically recognizing products, suggesting related products, offering "Best-Buy" electronic coupons, voice assistance, navigation and automatic check-out with an on-cart digital payment.



## WHATS NEXT

**Main focus today**

Retail -AI-Algorithm Engine - built to recognize over 100K products with accuracy of 98%

**What's next** Launch the AIC early 2019.

## TEAM



**Prof. Moshe Meidar** | Co Founder and President

A professional with over 40 years of operations experience with both public and private companies. His industry experience in manufacturing, processing, retail, and distribution. As an accomplished turnaround specialist and operations manager, Mr. Meidar has revitalized more than 50 companies



**Gidon Moshkovitz** | Co Founder and CEO

A proactive, all-rounded professional, entrepreneurial experience, established results. Gidon invented the concept, technology and vision behind TRACXPOINT. Has accumulated more than 15 years' experience in finance and advanced technologies with HP, EY and MAG. Gidon was an All American Athlete at the NCAA representing the University of California.