



Angels

Data driven angel investing



BROWSE
INVESTMENTS



FOLLOW
AN ANGEL



CREATE
A PORTFOLIO

iAngels offers investors worldwide the unique opportunity to invest alongside Israel's exclusive angel and VC network



iAngels Investment Thesis

Israel is the startup nation



Startups can get to profitability with \$3m or less



Israel is the most capital efficient startup ecosystem in the world



Most of the startups in Israel get sold for up to \$150m



Angels are the dominant players in the space of mid sized exits



Successful angel investors make 30% IRR on average



Investor returns in Israel are enjoyed by a small group of angels and VCs



Cherry picking from their deal flow gives our investors a significant edge



How it works



ACCESS

Access attractive opportunities that are cherry picked from iAngels' network of leading angel and VC investors



LEARN

Leverage due content and diligence materials provided on the iAngels platform to analyze investments



INVEST

Invest alongside Israel's exclusive angel network under the same, deal terms they negotiated



MANAGE

Simply manage and track investment portfolio through the user friendly iAngels platform



Why Choose iAngels

Exclusive access– Providing investors worldwide with the opportunity to invest in exclusive Israeli deals that they otherwise would not have access to

Quality deal flow– Strong local network of top angels, early stage VCs and strategic investors provides high quality deal flow that is vetted by several channels

Attractive deal terms– Invest under the same terms that have been negotiated and accepted by top investors in the industry

In-depth due diligence– A thorough investment analysis is completed to assist potential investors (includes analysis by iAngels management, professional angels, VCs and industry experts)

Alignment of interests – Independent professional investors with a strong track record co-invest in each deal (no monetary incentive associated with the transaction)

Safe platform– Legally compliant and trustworthy

Easy to use– Convenient, quick and transparent process

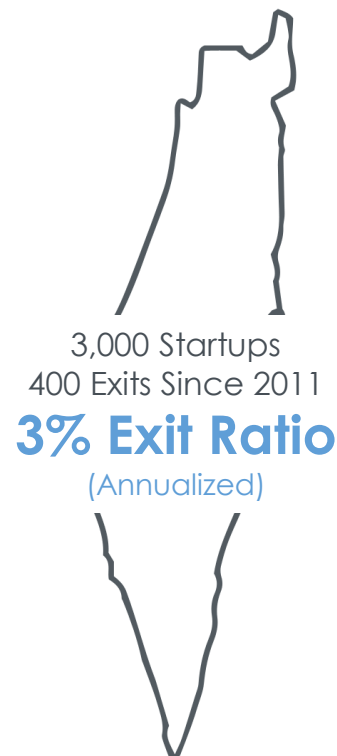
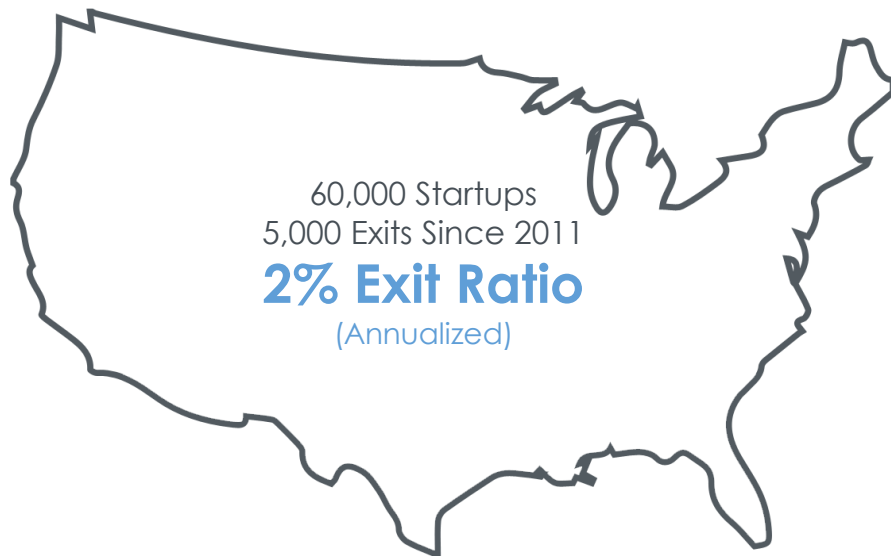


The most capital efficient ecosystem

Israeli high tech sector offers strong investor returns

Avg Exit \$242m for \$42m funding
Value Creation Multiple 5.9x

Avg Exit \$152m for \$22m funding
Value Creation Multiple 6.9x



Invest with Top Performing Angels and VCs

Leverage their experience to improve your performance



David Assia
Chairman, Shareholder

Magic | Babylon |
Aladdin | eToro



Gigi Levy
Advisor, Shareholder

Playtika | Plarium |
Crossrider | Kenshoo



Daniel Recanati
Advisor, Shareholder

Rhodium | Outbrain |
Face.com



Rami Beracha
Coinvestor

dbMotion |
Neebula | GTEKO



Tal Barnoach
Advisor, Coinvestor

Dotomi | Crossrider |
Fixya



Yuval Tal
Advisor, Coinvestor

Payoneer | Borderfree
| Plimus



Barak Rabinowitz
Advisor, Coinvestor

Crossrider | Win



Hagai Tal
Coinvestor

Marimedia | Plimus



Ehud Levy
Coinvestor, Advisor

JDate | Marimedia |
Plimus



Yuda Doron
Coinvestor

PrimeSense |
SilverLake



Our Angels Involved in the Most Profitable Deals

Billion Dollar Companies



International IPOs

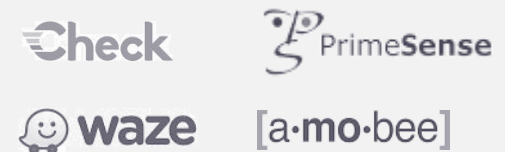


Our angels' early stage investments are...

Mid-size M&A in 2-3 years



Large M&A deals



Cherry picking from these deals gives iAngels a significant edge



iAngels Investments

Select Portfolio Companies



Lead: Cyhawk Ventures
\$200k



Lead: David Assia
\$350k



Lead: Yuval Tal
\$205k



Lead: Gigi Levy
\$300k



Lead: JAL Ventures
\$350k



Lead: Gigi Levy
\$370k



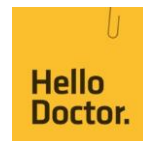
Lead: Lool Ventures
\$300k



Lead: Tal Barnoach
\$155k



Lead: Gigi Levy
\$100k



Lead: John Malloy
\$300k



Leads: Magma and Vertex
\$125k



Lead: Dov Moran
\$55k



Company Milestones

Since fundraising on iAngels, portfolio companies have reached significant milestones



Strong revenue growth



July 2014
iAngels invested

January 2015
Revenue grew by 20% to over \$200k MRR

Follow on investments from strategics



March 2014
iAngels invested

February 2015
Signed term sheet for strategic investment from Silverlake portfolio company at 3x the valuation of iAngels round

Pilots with international retailers



November 2014
iAngels invested

January 2015
Closed pilots with Walmart and BestBuy



The Portfolio Product



The iAngels Portfolio Product is a customized VC allowing you to create a diversified early stage portfolio of exclusive opportunities backed by Israel's leading investors at a level that is suitable to your risk profile

FAQs

How does it work? Define a preferred investment strategy (i.e invest across the board, in a specific sector, or follow a well known angel). Then define the amount you would like to invest in each opportunity. iAngels will manage your portfolio according to your desired strategy.

What are the terms? One time management fee of 5% on the entire investment amount and 15% carried interest on proceeds generated from the portfolio, \$100k minimum commitment

Can I opt out? Yes, you have the ability to opt out of any deal



iAngels Ongoing Reporting

Quarterly investor updates for each portfolio company include...

Recent developments and PR



Capital raises and balance sheet



Product roadmap



Key performance indicators: growth, users engagement



Financials: revenue, burn rate, forecast



Strategic issues: new partnerships, revenue share arrangements



iAngels Investor Feedback



Anthony Wollenberg
Investor on iAngels,
UK

"Whilst we all accept that the start up business is rife with risk, I am confident that these risks are mitigated to the greatest extent possible by iAngel's careful due diligence into their potential investee companies. As a result I know that each proposition put forward by iAngels is worthy of consideration."



Tiberiu Toader
Investor on iAngels,
Germany

"I believe personal trust & professionalism still remain key parameters in seeking and evaluating business opportunities. In my view, iAngels is more than a financial investment, it is rather about trusting two well-skilled entrepreneurs in screening one of the world's most innovative start-up environments."



Yanai Oron
General Partner,
Vertex VC,
Israel

"The iAngels model of working alongside a rich network of angels and funds is unique and seems to work great for all parties involved. I would be delighted to work together again with the iAngels team on future deals."



iAngels in the news

Wide press coverage for the iAngels platform



THE WALL STREET JOURNAL.



GLOBES
ISRAEL'S BUSINESS ARENA



BloombergBusiness



Experienced Management Team

Management from diverse technological and business backgrounds



Mor Assia

Founding Partner

Mor has an extensive technological and business background.



Corporate Strategy Consultant, working closely with management on M&A driven diversification projects



Strategy Consultant at Global Business Services Division (NYC), part of the company's Strategy and Transformation Practice



Software developer and technical business development, working on Business One, the flagship ERP product for SMB

Mor holds an MBA from Columbia University, NY and a BA in Mathematics and Computer Science from the Technion



Shelly Hod Moyal

Founding Partner

Shelly has a vast financial and investment background.



Investment Banker, involved in analyzing and contributing to numerous global M&A, IPO and private equity transactions



Research Analyst in financially distressed companies at flagship US fund during subprime crisis



Financial Adviser, managed investment portfolios for private high net worth individuals

Shelly is an MBA Candidate in Kellogg Reanati and holds a BA (Summa Cum Laude) in Economics from Hunter College, CUNY.



David Assia

Active Chairman

David is a serial entrepreneur, mentor and investor in multiple tech companies.



Founder, CEO and Chairman. First Israeli software company to go public on NASDAQ



Early stage Investor (NASDAQ:ALDN), acquired by Vector Capital for \$160M



Early stage Investor



Early stage Investor (raised \$60M)

David holds a BA in Economics and Statistics and an MBA from Tel Aviv University.

Strong Advisory Board

Experienced executives with track record of successes



Gigi Levy

Advisor and Lead Angel

Gigi Levy is a serial investor and founder of many innovative startups



CEO 888 (LSE:888.L), which he grew to become one of the premier online casinos



Head of Europe and Latin America (NYSE:DOX), one of Israel's largest tech companies



Investor (raised \$1.9M and was acquired for \$37M in less than two years)



Early stage investor (valued at over \$1B)

Gigi holds an MBA from the Kellogg School of Management at Northwestern University, pilot in Israeli military



Kfir Moyal

Advisor and Lead Angel

Entrepreneur and investor, with vast experience in the online industry



Founder and General Partner, early-stage investment fund that focuses on seed funding for disruptive ventures



Founder Matomy, global leader in performance based advertising, with revenues of over \$200M (LSE:MTMY)



Investor (raised \$1.8M, sold to Teradata for \$25M)



Investor and cofounder (raised \$5.5M)



Merom Klein PhD

Advisor

Business psychologist, innovation talent management advisor



Runs innovation and entrepreneurial leadership programs and is an innovation talent management advisor for investors, CEOs, boards and accelerators in Israel, the US, Canada, Europe and India



North America Market Launch Advisor



Professor – “Lead from the Middle”

Merom holds a BA in Social Psychology from Upenn and a PhD in Organizational Behavior from Temple University