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12A Venture Capital

Investment Thesis

Unlocking Elite Talent from an Untapped Ecosystem

Executive Summary

12A VC was built on a simple insight: one of Israel's largest reservoirs of entrepreneurial and technical talent remained largely disconnected from the venture ecosystem.

Over the past fifteen years, through the creation of KamaTech and 12A VC, we have helped build the Haredi high-tech ecosystem from the ground up, connecting talent, founders, corporations, and venture capital.

Today we are uniquely positioned as the central gateway for Haredi entrepreneurs entering the global technology market.

Our first two funds have already demonstrated the strength of this thesis. Fund III is designed to double down on this opportunity at a moment when the ecosystem is reaching critical mass.

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The Opportunity: A Large and Rapidly Emerging Founder Ecosystem

The Haredi community represents one of Israel's largest untapped pools of human capital. Over the past decade, thousands of highly capable engineers, developers, and entrepreneurs have begun integrating into the high-tech sector.

These founders bring distinctive advantages: Exceptional intellectual rigor and learning ability, Strong resilience and determination, High motivation for, economic mobility, Deep commitment to long-term success.

Historically, structural barriers, limited networks, capital access, and ecosystem exposure, prevented this talent from fully participating in the startup economy.

That reality is changing rapidly - More Haredim are entering the technology workforce every year. As they gain experience in leading companies, an increasing number are launching startups of their own.

This trend is now accelerating - We believe the coming decade will produce a new wave of high-quality founders emerging from this ecosystem, and 12A VC is uniquely positioned to identify and support them.

Our Position: The Gateway to the Haredi Tech Ecosystem

Over the past fifteen years, we have built what is now widely recognized as the core infrastructure of the Haredi high-tech ecosystem.

Through KamaTech, we created the talent pipeline and community platform connecting thousands of engineers and entrepreneurs to the broader technology industry.

Through 12A VC, we built the venture investment platform designed to support the most promising founders emerging from this ecosystem.

As a result, we have become the natural focal point for Haredi founders seeking to build globally competitive startups.

This position provides us with access to proprietary deal flow that is difficult for traditional venture funds to access.

A Collaborative Network Advantage: Our role within the venture ecosystem is highly collaborative. Over the years we have built deep relationships with many of Israel's leading venture capital firms, successful founders, and technology CEOs, many of whom actively support our mission.

These partners do not see us as competitors. Instead, they recognize that we provide access to a unique founder pipeline that strengthens the broader ecosystem.

As a result, Leading venture funds frequently share deal flow with us, Many co-invest alongside us, Experienced founders mentor and advise our entrepreneurs, Industry leaders support our portfolio companies post-investment.

This ecosystem support significantly increases the probability of success for our portfolio companies.

Our Founder Selection Framework: The Haredi ecosystem is producing a new generation of entrepreneurs. Our role is to identify the Top 1% of these founders.

We look for founders who combine, Technical Excellence, Deep technological understanding and the ability to build category-defining products.

Global Market Capability
Founders who can communicate, pitch, and sell effectively in international markets, particularly in the United States.

Organic Market Validation
We prioritize startups that demonstrate early traction outside the Haredi ecosystem, ensuring genuine global product-market fit.

Execution DNA
Charismatic leaders who demonstrate the ability to execute quickly and scale under pressure.

Value Creation: Beyond Capital

12A VC operates as an active partner in company building. Once we invest, we activate our network and operational capabilities to accelerate growth.

Strategic Syndication: We help build high-quality investment rounds by connecting founders with leading venture funds and strategic investors.

Operational Support: We assist founders in building the management backbone of their companies, including recruiting key executives and developing scalable product roadmaps.

Global Access: Through our relationships with companies such as Google, Meta, Microsoft, NVIDIA, and other global leaders, our founders gain early access to partnerships, platforms, and enterprise customers.

Fundraising Support: From Seed through Growth stages, we guide portfolio companies in building their fundraising strategy and connecting them with Tier-1 follow-on investors.

Proof of Concept: Funds I & II

Our first two funds have already validated this investment thesis.

Through early investments in companies such as Elementor, Triple Whale, Reflectiz, and others, we demonstrated that founders emerging from this ecosystem can build globally successful technology companies.

These results confirm our core belief:

Extraordinary founders can emerge from overlooked ecosystems when given access to the right capital, networks, and mentorship.

Fund III: Doubling Down on a Growing Opportunity

Fund III is designed to scale this model at a pivotal moment.

Several trends are converging:

- More Haredim are entering the technology workforce
- More experienced engineers are launching startups
- The ecosystem now includes successful founders who can mentor the next generation

Many of the early Haredi entrepreneurs who succeeded in previous years are now becoming sources of knowledge, mentorship, and inspiration for new founders entering the ecosystem.

This creates a powerful founder flywheel, where each generation strengthens the next.

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Our Superpower: Exclusive Access + Global Network

12A VC's strength lies in a rare combination:

Exclusive access to a rapidly emerging founder ecosystem
combined with
a global network of investors, operators, and technology leaders.

This unique positioning allows us to identify exceptional founders earlier and support them more effectively than traditional venture investors.

The result is a powerful advantage for both our founders and our investors.

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Our Mission

Our mission is to unlock one of the world's most overlooked reservoirs of entrepreneurial talent, and help it build globally impactful companies.

By bridging elite talent with global scale, we aim to create the next generation of Israeli technology leaders.

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