BSD

12A Venture Capital

Portfolio Origin Stories

The 12A Advantage

The success of the 12A portfolio reflects more than early capital.
In many cases, we identify founders before a company even exists and help shape the company's direction, team, and early strategy.

The following examples illustrate how 12A's hands-on involvement can fundamentally change a company's trajectory.

Elementor – From a Small Studio to Powering 13% of the Web

When we first met Yoni and Ariel, the founders of Elementor, they were running a small web design studio in Bnei Brak, a Haredi city near Tel Aviv. Moshe and Avreimi visited them personally, recognizing a much larger opportunity within the technology they were developing - potential that the founders themselves had not yet fully realized.

We encouraged the founders to participate in the KamaTech startup competition and later the KamaTech accelerator, where we worked closely with them to refine the concept and push a strategic pivot: moving from a local service-based business to a scalable global SaaS platform.

This shift fundamentally changed the company's trajectory, Today Elementor powers over 13% of all websites globally, making it one of the most widely used website-building platforms in the world.

We were among the first to see the platform opportunity hidden within a small design studio.

Triple Whale – The Operating System for E-Commerce

12A has been closely involved with Triple Whale from its earliest stages. We first met founder AJ Orbach years earlier when he built a previous startup through the KamaTech accelerator. Although that venture did not reach scale, we developed strong conviction in AJ's entrepreneurial capabilities and maintained a close relationship.

When AJ and his partner Maxx Blank began building Triple Whale, 12A was one of their first calls.

As the first institutional investor, we helped assemble the initial investor syndicate and provided the company's first capital.

Beyond capital, we helped the founders; Connect with Tier-1 venture investors; Recruit key members of the senior management team; Build the early strategic and operational foundations of the company.

Today Triple Whale has grown into one of the leading analytics platforms for Shopify brands, reaching $78M ARR and serving over 50,000 global e-commerce brands.

As founder AJ Orbach has noted: *"If you are a Haredi founder and not working with Moshe and Avreimi, you won't build a great company."*

Reflectiz – Reviving and Scaling a Cybersecurity Platform

Avreimi identified Israel Gurt, an exceptional Haredi cybersecurity engineer, and encouraged him to turn his technical ideas into a startup. 12A provided the initial capital and helped assemble a group of prominent angel investors to support the company's early development.

However, by 2018 the company faced serious challenges and was close to shutting down. At this critical moment, 12A stepped in to support the company. We provided office space, helped guide a strategic repositioning of the product, and introduced the founders to Marius Nacht, co-founder and chairman of Check Point. Marius subsequently led a major investment round that helped stabilize and accelerate the company.

Reflectiz has since grown into a global cybersecurity company protecting enterprise websites from third-party digital risk.

The company now serves 150+ global enterprise clients and has raised over $30M in total funding.