BSD

12A Venture Capital

Selected Portfolio Highlights

Fund I & II

12A has built a strong track record by identifying exceptional founders early, often before company formation, and helping transform early ideas into globally scalable technology companies.

Our model combines early conviction, deep founder engagement, and global investor connectivity, enabling companies emerging from our ecosystem to attract leading venture capital firms and scale internationally.

Below are selected examples.

Triple Whale

Category Leader in E-Commerce Analytics

Founded: 2021
Annual Revenue: ~$78M
Latest Valuation: ~$600M

12A Entry: Invested $150K in a $1M Seed round at a $4M valuation

Our Role: 12A backed the founder before the company was formally established, based on our long-standing relationship with AJ Orbach through the KamaTech accelerator.

We led the company's seed round, assembled the early investor syndicate, and helped build the company's initial leadership team across marketing, product, and data.

Following our investment, we brought the company to Gigi Levy-Weiss (NFX), who led subsequent financing rounds alongside global investors such as Shopify, Elephant VC, and others. To date, the company has raised $52M at a $600M valuation.

Since then, Triple Whale has scaled rapidly, establishing strategic partnerships with OpenAI, Google, and Meta while serving tens of thousands of e-commerce brands. It has become a global leader in analytics for the Shopify ecosystem.

Elementor

Powering the Global Web

Latest Valuation: ~$600M
Annual Revenue: ~$90M+
Global Market Share: ~13% of all websites

Our Role: We first identified Elementor's founders in Bnei Brak while they were running a small web development activity. Through the KamaTech accelerator, we helped refine the product vision, shape the business model, and connect the founders with mentors and investors.

Before launching the VC fund, we helped secure the company's first $1M investment from a strategic partner.

12A later invested alongside Lightspeed Venture Partners in the company's $15M and $65M growth rounds.

Outcome

Today over 13% of the entire internet is built using Elementor, making it one of the most widely used website-building platforms in the world.

This investment demonstrates our ability to identify hidden entrepreneurial talent early and help transform it into global-scale technology companies.

Reflectiz

Global Leader in Third-Party Web Risk Monitoring

Latest Round: $22M
Enterprise Customers: 150+ Global Companies

Our Role:The founders approached 12A with only an early concept while still employed in a large technology company.

We encouraged them to launch the company, provided initial seed capital, and organized a $1M angel round including senior technology leaders such as the CEO of Meta Israel.

During a difficult early period when the company nearly shut down, 12A provided operational support, workspace, and hands-on guidance.

We also introduced the founders to Marius Nacht, co-founder and chairman of Check Point, who invested $2.5M, helping stabilize and accelerate the company.

Outcome

Reflectiz now protects global enterprise brands from third-party digital risk and serves a growing list of international enterprise customers.

Validation by Leading Global Investors

Companies first backed by 12A have later attracted investment from many of the world's leading venture capital firms and technology leaders, including Lightspeed Venture Partners: NFX, Elephant, Shopify, Marius Nacht (Check Point)/

These follow-on investments reflect strong external validation of 12A's early-stage investment judgment and founder selection.