

12A
QUARTERLY REPORT

Q1 2024 | Confidential

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12A first fund
Fund size: 3.3M$ | Vintage 2017

13 INVESTMENTS TO DATE	**6** UP ROUNDS	**3.74x** MOIC	**33.8%** GTOSS IRR
775 Jobs	**1.5-7%** Average holdings	**5** Companies closed	**27%** DPI

Our Portfolio

Elementor

An open-source platform for building websites, after our investment received an investment from Lightspeed VC Fund. Tens of millions of dollar ARR. Today 10.5 percent! of the websites in the world are building on Elementor.

Reflectiz

Innovative vulnerability detection tool for third-party applications.
To date, they have successfully raised $10M in funding from Capri VC and others. In 2023, Reflectize achieved a remarkable 100% growth, reaching an ARR of $2M and securing 30 major customers in the US.

In the first quarter of 2024, their ARR has further increased to $2.6M. Notable new customers acquired in 2024 include Mango, Emblem Health, Commerzbank, Cava, and A&F. Reflectize's "land and expand" strategy is proving highly effective, with existing customers significantly increasing their commitments. For example, eBay's annual contract has grown from $100K to $250K, and Ticketmaster's contract has expanded from $250K per year to a total contract size of $750K.

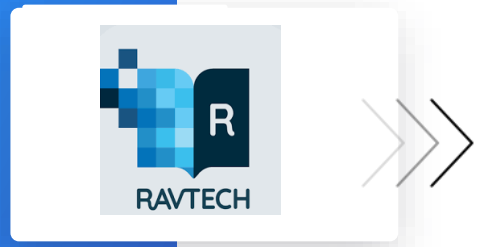
LIST

The company enables their partners to assess the risk of longevity-linked assets at scale using AI
They have raised so far 5.6M$ from Barclays, Cresson Management, and others.

Phone.Do

Marketplace for crowdsourcing BPO.
We have participated in a 5.6M$ round, with lead investors Glilot Capital & Mangrove VC. The company raised additional 2M$ from current investors.
In the first quarter of 2024, Phone.do's ARR grew by 44%, and they are working to integrate more AI tools into their offerings.

Our Portfolio



RavTech

Software development house, based on Haredi men students, developing software for dozens of international high-tech companies. lead investor and chairman Benny Levin, founder and former CEO at NICE.
The company have raised 2.8M$ all together so far. 300K from us and 2.5M$ from other investors. Their revenue in 2023 was 4M$ and they are profitable.



MADA Analytics

MADA analytics has made a Pivot. At the new direction they have designed a hybrid carbon capture and energy storage system to remove the carbon emissions from gas fired power plants, utilizing its proprietary AI software for the optimization and integration of renewable and dispatchable power plants with energy storage .Recently approved US patent and successful POC, MADA was awarded in January 2024, its first grant project with the Ministry of Energy, to optimize the integration of CO2 capture and energy storage at the gas plant of the largest hospital in Israel at Hadassah Ein Kerem.



DriveU

A tool for stable and smooth network traffic for autonomous companies. Leading investor Zohar Zisapel. DriveU now has commercial contracts in place with Kodiak and Gatik (autonomous trucks), Cocco, Segway Robotics and Goggo Network (delivery robots), Denso (Tier 1 automotive supplier), EasyMile (maker of autonomous shuttles), with hundreds of units deployed and active.



Triple Whale

Triple Whale is an operating system for Shopify brands. The company has raised $50 million from NFX, Elephant, and Shopify.
Currently, it supports over 20,000 Shopify brands.
The company's current ARR is $32M.
Profitable last month for the first time, with lots of cash in the bank.
AI product launch - (1.6M views on Twitter)

Our Holdings

Company	Amount invested	Value today	Value increased	% increase
reflectiz	$ 322,869	$ 790,146	$ 467,277	145%
	$200,000	$1,073,285	$873,285	437%
L7 DEFENSE	$ 300,000	$ 0	-$ 300,000	-100%
LIST	$ 250,000	$ 560,000	$ 310,000	124%
RAVTECH	$ 300,000	$ 300,000	$ 0	0%
MADA ANALYTICS	$ 150,000	$ 250,000	$ 100,000	67%
DriveU	$ 300,000	$ 406,435	$ 106,435	35%
DIAGNOSE STICK	$ 200,000	$ 0	-$ 200,000	-100%
rm	$ 150,000	$ 0	-$ 150,000	-100%
Triple Whale	$ 165,000	$6,770,968	$6,605,968	4004%
	$ 257,142	$128,365	-$128,777	-50%
Emerj	$ 100,000	$0	-$100,000	-100%
Winfluencers	$ 50,000	$0	-$50,000	-100%
TOTAL	**$ 2,745,011**	**$10,279,200**	**$7,534,189**	**274%**

* including $899,525 received in Secondary deal

Thank You

12A VC

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