

12A
QUARTERLY REPORT

Q2 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	**32.1%** 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 10.9 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 $2.7M. 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.

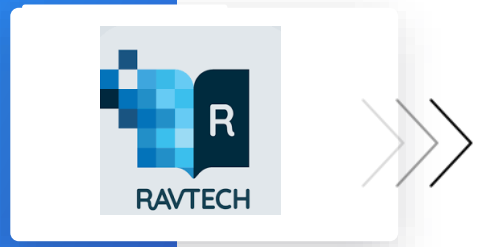
LIST

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. Due to the rise of AI, the company is undergoing significant changes as their entire business transforms. We hope these efforts will be successful. Our team and investors are dedicated to supporting this journey, and we will provide updates in the next quarter.

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 pivoted to designing a hybrid carbon capture and energy storage system for gas-fired power plants, using proprietary AI software for optimizing renewable and dispatchable power integration. Recently awarded a US patent and a successful POC, MADA received its first grant project in January 2024 from the Ministry of Energy to optimize CO2 capture and energy storage at Hadassah Ein Kerem hospital.



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. Serve Robotics (Nasdaq:SERV) recently announced the deployment of DriveU.auto's connectivity platform on its robotic fleet to enhance remote monitoring. This integration supports Serve's goal to deploy up to 2,000 robots on the Uber Eats platform.



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 with lots of cash in the bank.

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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