

12A II

QUARTERLY REPORT

Q1 2024 | Confidential

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12A Second fund

Fund size: $9.75M | Vintage 2022

7	2	2.18x	296
INVESTMENTS TO DATE	UP ROUNDS	MOIC	jobs

Amount invested $2.57M
Value now $5.62M

bring

Web3 Rewards

Meir (Iri) Zohar, Founder & CEO

A new investment



Bring

- White label crypto cashback for web3 wallets & exchanges.
- 300+ retailers including Expedia, Hertz, LG, Dell, Lenovo, Blue Nile, Gap, Banana Republic, Forever 21, StockX, Fender, Staples, Decathlon, and Samsonite.

Founder: Iri Zohar, Serial entrepreneur in Retailer/Ad Tech

- Founded Oridian, eXelate, and Freshub; led to exits totaling hundreds of millions of dollars.

Round: $900K SAFE with 20% discount and $6M pre-money cap.

- Participants: 12A | Starkware | Team-X (Angles syndicate headed by Ariel Finkelstein) | Aviad Shoob.

Previous SAFE Participants: Michael Amar (Owner of Paris Blockchain Week) | Iri Zohar (Founder).

We invested 400K$

The total round is 900K$

Our holdings ~7% (SAFE deal)

Triple Whale

Triple Whale is an operating system for Shopify brands. The company has raised $50M 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)



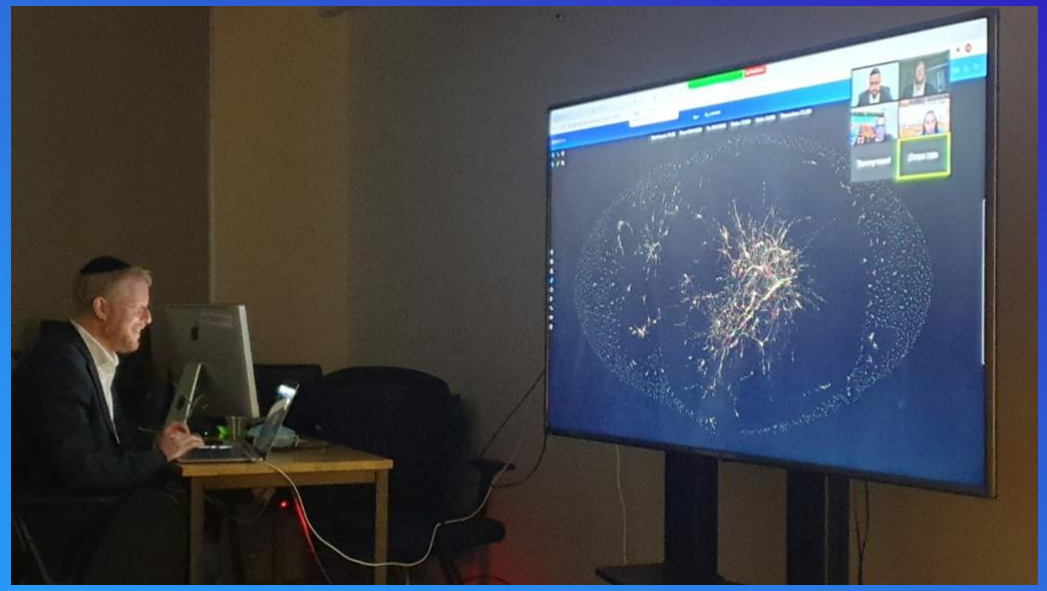


Phone.Do

Phone.do is a marketplace for crowdsourcing BPO services. We participated in a $5.6 million funding round led by Glilot Capital and Mangrove VC. Additionally, the company has raised an extra $2 million 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.

Next Dim

Next Dim provides Anti-Financial Crime AML and KYC solutions. The company was founded by Netta Marom, a Unit 81 officer with a banking background. We participated in a $3M seed round led by David Assia from the iAngels VC fund. The company's current ARR is $1M.





Cherry (formerly Shtar)

Cherry is a fintech startup founded by Moshe Teitelbaum. The company processes multi-million-dollar payments monthly. We participated in a $6 million seed round (SAFE) led by James Currier from the NFX fund.

Reflectiz

Innovative vulnerability detection tool for third-party applications

- Funding: Raised $10M from Capri VC and others

2023 Achievements:

- 100% growth, ARR reached $2M, Secured 30 major US customers

Q1 2024 Growth:

- ARR increased to $2.6M
- New customers: Mango, Emblem Health, Commerzbank, Cava, A&F
- Land and Expand Strategy: eBay: Contract grew from $100K to $250K, Ticketmaster: Contract expanded from $250K/year to $750K total





Conext

Conext is redefining economic and environmental efficiency in the concrete industry by using unique real-time monitoring and analytics.
Agreements with Cemex and Heidelberg Cement.
Current round by angel investors Eyal Gura, Moshe Lichtman, and others.
Invested $300K in SAFE with 20% discount and $4.8M pre-money cap.
The system is active on 19 trucks in Israel and Cyprus, achieving high satisfaction, with plans to expand soon.

Our Holdings

Company	Amount invested	Date	Value today	Value increased	- Co investors	increase %
Triple Whale	$ 180,000	Oct-21	$ 3,306,141	$ 3,126,141	NFX, Elephant, Shopify	1737%
Next Dim	$ 300,000	Jan-22	$ 300,000	$ 0	iAngels VC	0%
Phone.Do	$ 642,857	Jan-22 & Dec-23	$ 364,767	-$ 278,090	Glilot Capital, Mangrove	-43%
Cherry	$ 500,000	Jan-22	$ 700,000	$ 200,000	NFX	40%
Reflectiz	$ 250,000	Jan-23	$ 250,000	$ 0	Capri Ventures, YYM Ventures	0%
Conext	$ 300,000	Dec-23	$ 300,000	$ 0	Eyal Gura	0%
Bring	$ 400,000	Jan-24	$ 400,000	$ 0	Team-X	0%
TOTAL	**$ 2,572,857**		**$ 5,620,909**	**$ 3,048,052**		**118%**

Thank You

12A VC

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