BSD

12A Venture Capital

Investment Process

Ecosystem-Driven Deal Flow

12A's investment process is built on a unique structural advantage: deep integration within the Haredi high-tech ecosystem combined with access to Israel's broader venture and technology leadership. This ecosystem - driven approach allows us to identify founders earlier than traditional venture firms, often at the ideation stage, and support them through the critical phases of company formation and growth.

Our process combines community - driven sourcing, rigorous market validation, and disciplined investment decision-making.

Phase I: Ecosystem Leadership & Proprietary Deal Flow - Access to the Next Generation of Haredi Founders

12A operates as the primary gateway to the Haredi (Ultra-Orthodox) technology ecosystem. Over the past decade we have built deep relationships across the community through continuous engagement, educational initiatives, and entrepreneurial programs designed to inspire the next generation of founders.

Community Platform: We organize major ecosystem initiatives including Haredi High-Tech Week, technology conferences, podcasts, and large-scale community events in Bnei Brak and across Israel.

These initiatives regularly bring leading figures from Israel's technology ecosystem-including founders and executives from companies such as Check Point, Wix, Wiz, Mobileye, NVIDIA, Mellanox, Rapyd, and Palo Alto Networks-directly into the Haredi community.

Together with our digital platforms, which reach hundreds of thousands of followers within the community, these initiatives position 12A as the central hub of the emerging Haredi technology ecosystem.

The Accelerator: Our annual KamaTech accelerator selects 8–12 high-potential startups each year and provides founders with mentorship, strategic guidance, and access to a global network of investors and operators.

First-Call Advantage: Because of our long-standing presence within the ecosystem, many founders approach us before launching their companies or beginning fundraising. This "first-call advantage" enables us to build trust early, provide guidance during the ideation stage, and position ourselves as the first institutional partner when the company is ready to raise capital.

Phase II: Due Diligence & Strategic Validation

Market-Driven Screening: Our evaluation process emphasizes real-world market validation and strategic feedback from industry leaders.

Founder Evaluation: The initial screening process is led by Moshe Friedman, Avreimi, and Bat-Sheva Moshe, who conduct in-depth meetings with founders to evaluate Founder ambition, leadership, and execution capabilities, Market size and global scalability, Product differentiation and technological advantage.

We prioritize founders with the potential to build global category-defining companies.

The “Validation Bridge”: Before investing, we frequently connect founders with leading industry experts, potential customers, and strategic partners to validate the technology and market opportunity.

For example, a GPS innovation in our portfolio was validated through introductions to industry leaders at Intel, Huawei, Samsung, Cadence, and Ceva.

Through our network we maintain open channels with senior executives from major technology companies including Google, NVIDIA, Microsoft, and Meta, as well as leading venture capital investors and technology entrepreneurs such as:

Gigi Levy-Weiss, Izhar Shay, Chemi Peres, Dov Moran, Michal Tsur, Zika Abzuk, Avi Eyal, Marius Nacht, Adi Sofer Teeni, Yasmin Lukatz, and many others.

Their insights often play a valuable role in helping us assess opportunities and refine our investment decisions.

Commercial Validation: We place strong emphasis on early commercial traction and global market validation.

In many cases we advise founders to achieve specific milestones-such as early U.S. customer adoption-before we commit capital, ensuring that the company demonstrates genuine global demand.

Phase III: Investment Committee & Execution

Once a startup passes our internal screening and market validation process, the investment team prepares a detailed Investment Memorandum for review by the 12A Investment Committee (IC).

The IC evaluates each opportunity from multiple strategic perspectives and may request additional analysis, including further market validation or conversations with senior industry experts.

Following review, the IC may - Approve the investment, Request additional due diligence, Decline the opportunity if the risk-reward profile does not meet our standards.

This structured process ensures that capital is deployed with discipline and strong downside protection.

Once an investment is approved, we leverage our reputation and network to help founders assemble a high-quality investor syndicate, often bringing leading venture capital firms and strategic investors into the round alongside 12A.

This approach ensures that portfolio companies are well - capitalized and strategically supported from the earliest stages of growth.