



**Investing In The Best Of Startup Nation. Leveraging The Power Of NYC.**

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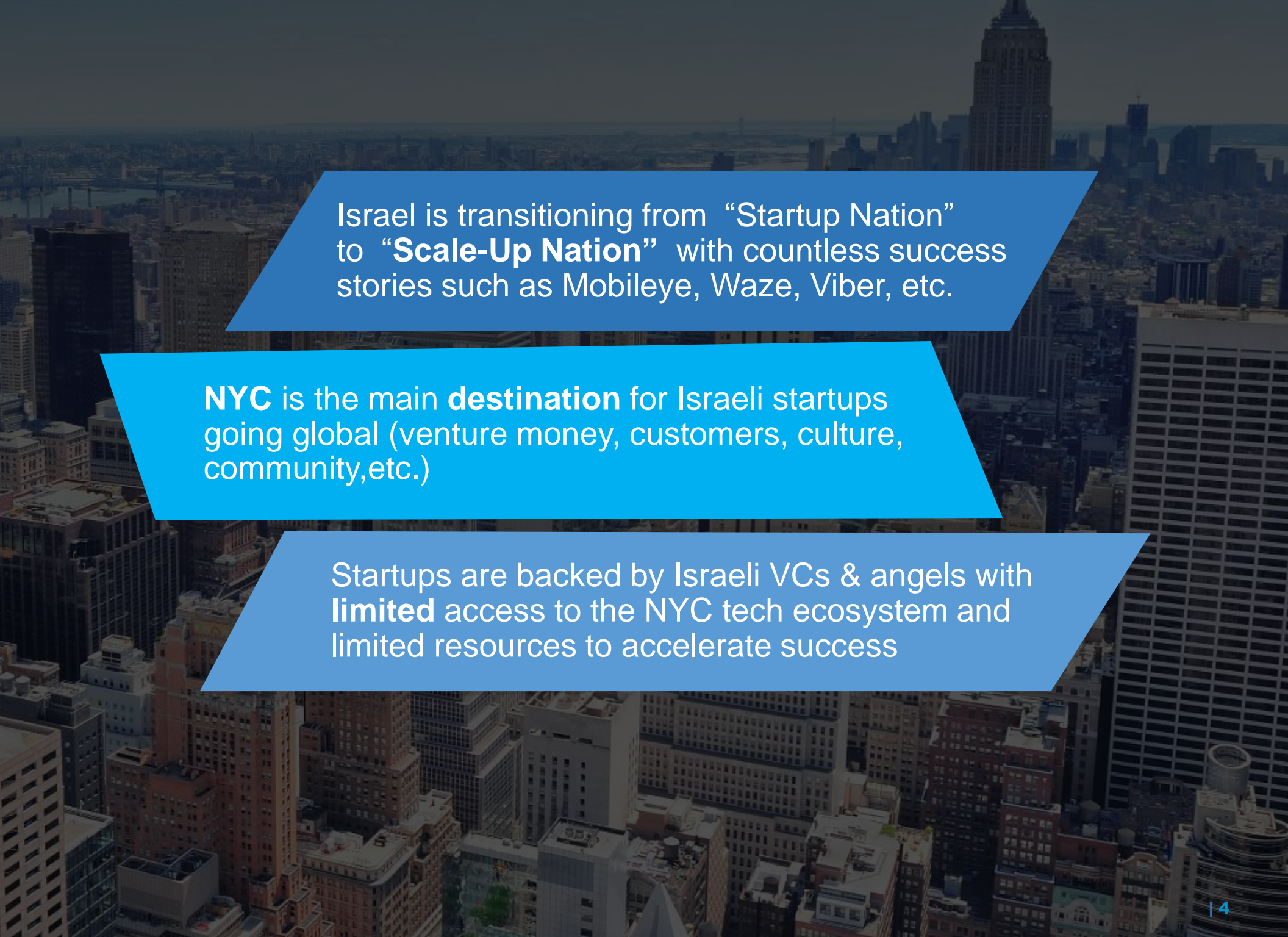
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A Newton's cradle with five silver spheres hanging from a blue background. The spheres are slightly out of focus, creating a sense of depth. The title text is overlaid on the image.

# THE OPPORTUNITY

To Bridge The Gap Between Israeli Startups  
And The NYC Tech Ecosystem




An aerial photograph of New York City, showing a dense urban landscape with numerous skyscrapers and buildings. The image is slightly faded and serves as a background for the text overlays.

Israel is transitioning from “Startup Nation” to “**Scale-Up Nation**” with countless success stories such as Mobileye, Waze, Viber, etc.

**NYC** is the main **destination** for Israeli startups going global (venture money, customers, culture, community, etc.)

Startups are backed by Israeli VCs & angels with **limited** access to the NYC tech ecosystem and limited resources to accelerate success

# OUR VISION

A background image showing a hand holding a pen over a document, with a blue overlay. The text is white and positioned to the right of a vertical white line.

9G Capital will be the first *NYC-based VC* to invest in exceptional early stage Israeli tech startups transforming them into market leaders by leveraging the NYC tech ecosystem

# OUR TEAM

Vast Experience in Negotiations, Investments  
and Operational Capabilities  
Deep Understanding of the Market with the Best  
of All Worlds: **Technology, Business Development,  
Management Consulting, Legal**



**EYAL BINO**

**ICONYClabs**

Co-Founder & Partner |  
First NYC-TLV Accelerator |  
Deep NYC Network



MA | Business & Politics

**Forbes**

Contributor  
Israeli and NY Tech



BA | Communications



**GUY BENJAMIN**

**McKinsey&Company**

Engagement Manager |  
Tech Operations | IoT focused



MBA | Entrepreneurship



Major (reserves)  
F16 Squadron Deputy Commander



BA | Information Technologies



**AVI SUTTON**

**WACHTELL, LIPTON, ROSEN & KATZ**

Mergers & Acquisitions | IPOs & Capital  
Raises | Securities Law |  
Corporate Governance

- > 30 domestic & cross-border transactions
- > \$100 billion aggregate deal value



Yale Law School | Juris Doctor



BA, *summa cum laude* |  
Ethics, Politics & Economics

# OUR DIFFERENTIATED NETWORK

## NYC PARTNERS



## ISRAEL PARTNERS





# FOUR

OUR

## PILLARES TO SUCCESS

We Adhere to the Four Core Pillars That Create Value for Both Investors  
and Portfolio Companies



# ON TOP OF CAPITAL TO DEPLOY

FUNNEL / DEAL SOURCING	INSTITUTIONAL DILIGENCE	SCALE UP/VALUE CREATION	FOLLOW ON / EXIT
<p>We have a differentiated network, proven track record, thought leadership and unique value add</p> <p>01</p>	<p>We understand the key qualitative and quantitative factors to profitability and have a process to validate them</p> <p>02</p>	<p>We are well versed and experienced in scaling up technology companies</p> <p>03</p>	<p>We have the core set of skills and network to position a company for growth and success</p> <p>04</p>

# OUR INVESTMENTS PRINCIPALS

Identify, Invest and Scale Best-in-Class Early Stage Israeli Companies



NYC LEVERAGE – Companies that will benefit from the local ecosystem

- 1 GREAT TEAMS**  
Entrepreneurs with vision, passion & **demonstrated commitment**
- 2 SIGNIFICANT OPPORTUNITY**  
Startups focused on addressing a **global market** opportunity in a differentiated way
- 3 EARLY STAGE**  
**Functional product**, local users or customers and minimal funding (< \$2M)
- 4 IMPACT**  
Startups where our team can make **an immediate impact** with business and funding acceleration
- 5 NYC LEVERAGE**  
Companies operating in a sector where there's **an advantage to being in NYC** and benefiting from the ecosystem
- 6 EXITABILITY**  
Startups that can achieve a return target of **4 - 5X cash on cash**



# FOCUS

WE ARE FOCUSED ON SPECIFIC HIGH  
RETURN POTENTIAL INDUSTRIES

## Internet Of Things (IoT)

### [GRAPHIC]

A growing (\$4T by 2025) industry that will touch every aspect of our lives

## Digital Health

### [GRAPHIC]

Currently, a \$100B industry; forecasted to grow at a ~30% CAGR

## Enterprise Software

### [GRAPHIC]

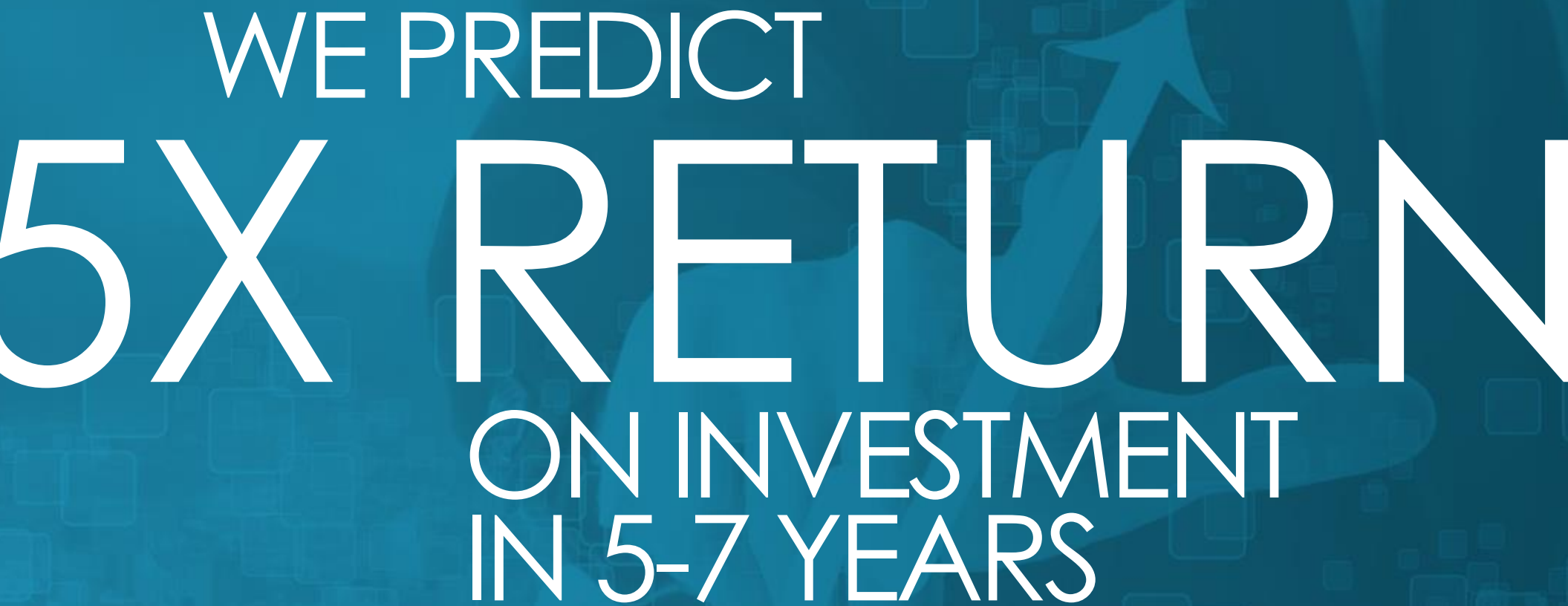
Worldwide IT spending forecast to reach \$2.7T by 2020



## Smart Data

### [GRAPHIC]

Double-digit growth forecast for the worldwide big data and business analytics market through 2020



WE PREDICT  
**5X RETURN**  
ON INVESTMENT  
IN 5-7 YEARS

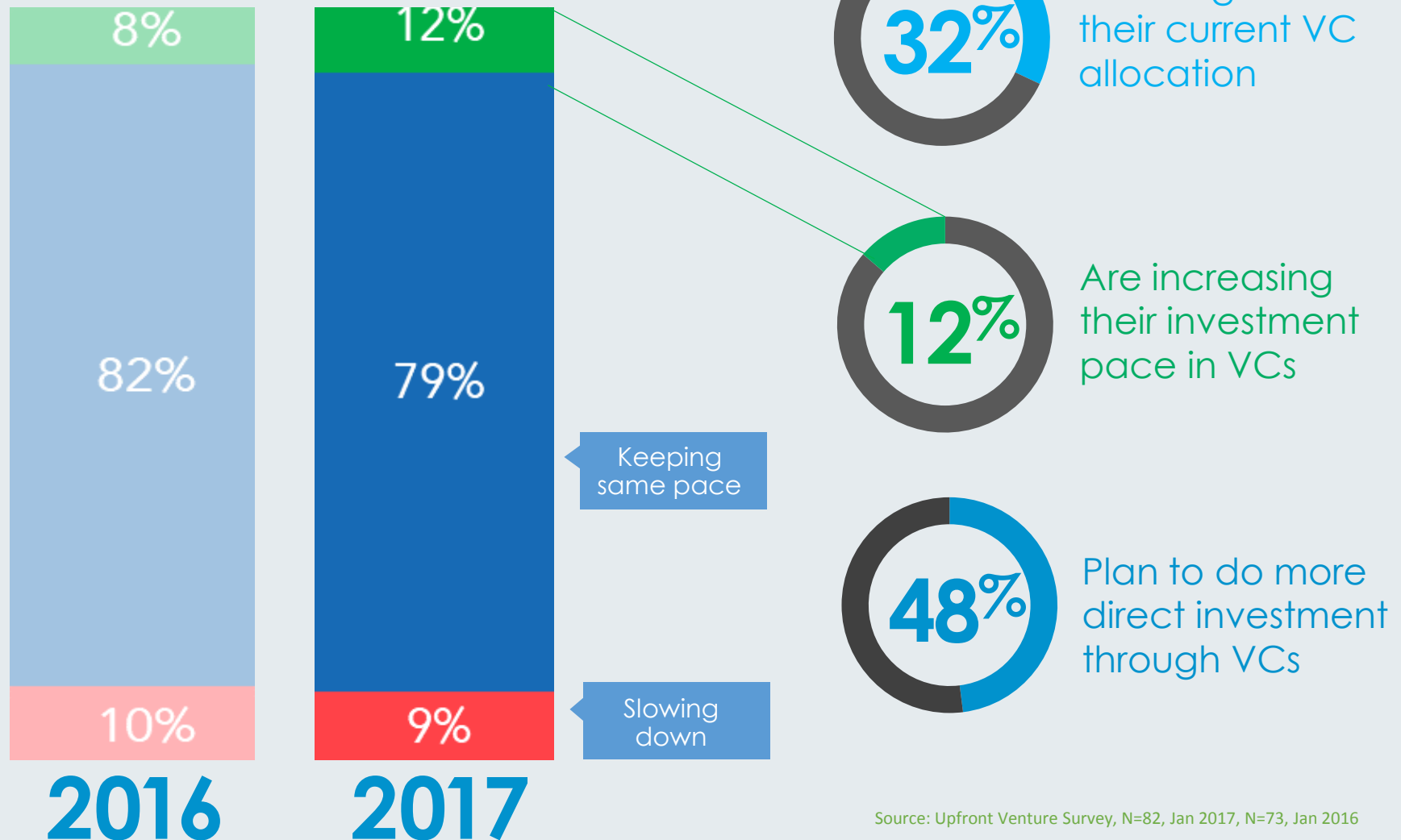




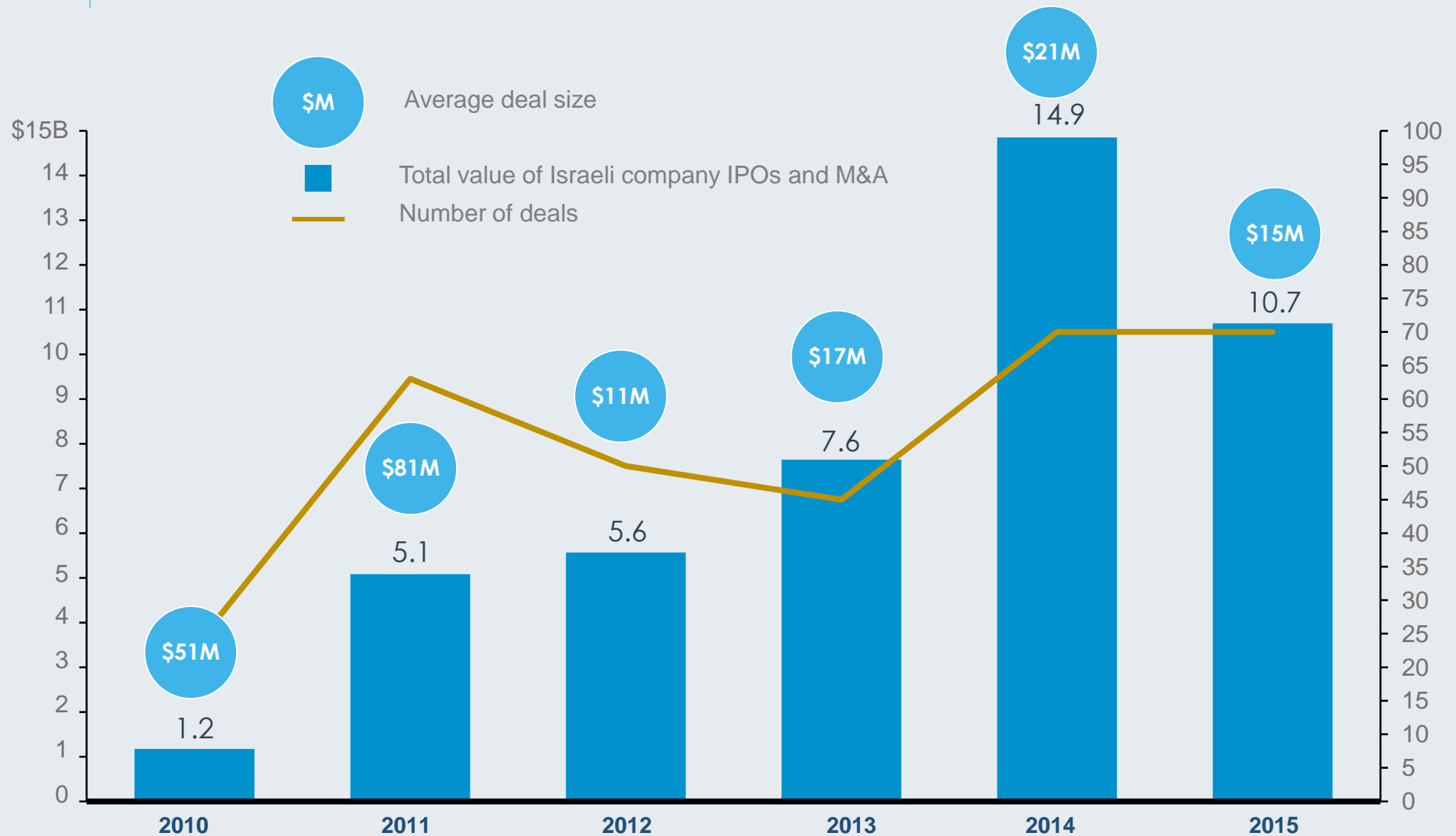
## The NYC-TLV Tech Opportunity

# LPs Are Very Optimistic About The VC Asset Class

How would you describe your VC investment pace for the next 3 years?



## Israeli Companies Have a History Of Achieving Significant Exits And Meaningful Returns For Investors



# Israeli Companies Exits/Valuations 2014 - 2017

100-500M



500M-1B



VIC



SimilarWeb



cybereason



interlude



1B-15B



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Israeli high-tech continues to **provide investors with an impressive string of exits**, with total deal value of more than \$5bn for the **fifth straight year**... At this juncture, Israeli high-tech have all ingredients **to continue producing larger than ever exits**.

*Rubi Suliman, High-Tech Leader, PwC*



# We Identified 6 Main Challenges Israeli Startups Face

Limited access to NYC-based VCs, potential clients, partners and key advisors **slows growth**



Limited access to US ecosystem



Widening funding gap

Gap between seed and round A is **widening**



Minimal proof of concept

Proving the model in the US market early is key for **valuation growth**

VC investment community in Israel is **smaller**, focused more on deal terms than **adding value**



Israel VCs are not enough



Going global is prohibitive

Global expansion is **costly**; marketing/business development **talent is scarce**




Lack of Operating partner

Companies from Israel do not have an **operating partner** when expanding to the US

# We Target Early Stage Companies Where We Can Strategically Address These Challenges And Maximize Returns



# We Aim To Create Value For Both Our Companies And Our Investors

		Distinct Differentiator		
		Large VCs	Small VCs	One Off Investment
Sizable Early Stage investor	✓	×	✓	✓
Hands-On Trusted Advisor / Operating Partner to Companies	✓	×	×	×
Investing, Scaling, Operating Experience	✓	✓	✓	×
Differentiated Global Network – Deal Funnel, Partners, Investors	✓	✓	✓	×
Family Office Access Offering Partnership Opportunity	✓	×	×	×
Cost Efficient Structure, Diversified Investment Vehicle	✓	×	✓	×

**9G Capital identify the best companies to invest in AND will also support their leaders on a daily basis so they can transform into fast-growth companies and generate high returns to our investors**



## Investment Highlights

# ICONYC Labs Current Portfolio

Aggregate Company Valuations Has Increased 3.5X in 1.5 years



- \$600k invested by ICONYC in current portfolio
- To date, total funding received by ICONYC portfolio companies has been in excess of \$15m
- 6-8 companies expected to raise much larger Series A rounds within the next 12-18 months



# ICONYC labs Current Portfolio – Case Study

SWIFT SHIFT Return On Investment = **6X In 12 Months**



SWIFT SHIFT

Purpose	<ul style="list-style-type: none"><li>• Workforce management tool for the on-demand economy</li></ul>
Market Opportunity	<ul style="list-style-type: none"><li>• 53% of the US workforce are hourly employees</li><li>• There are 77M hourly employees in the US, representing a \$3 Trillion spend</li><li>• Understaffing costs businesses \$1 Trillion/year</li></ul>
ICONYC Impact	<ul style="list-style-type: none"><li>• Quick integration to NYC, hands-on support to leadership team</li><li>• Introduction to 50+ investors and 10 potential customers</li></ul>
Investment	<ul style="list-style-type: none"><li>• Company successfully raised \$3M within 4 months (June 2016)</li><li>• Current total investment is worth <b>4X</b> (Jan. 2017)</li></ul>
New Investors Include	<div></div>

# ICONYC labs Current Portfolio – Case Study

CONNECTTEAM Return On Investment = **8X In 12 Months**



Purpose	<ul style="list-style-type: none"><li>• Unlocking organizational potential via smart phone employee app</li></ul>
Market Opportunity	<ul style="list-style-type: none"><li>• Only 30% of the workforce uses PCs yet many industries use collaboration and tools developed for the desktop</li><li>• Industries like logistics, transportation &amp; retail behind on employee engagement</li></ul>
ICONYC Impact	<ul style="list-style-type: none"><li>• Hands-on support to leadership team, helping on-board new talent</li><li>• Introduction to 20+ pilot customers and 40+ potential investors</li></ul>
Investment	<ul style="list-style-type: none"><li>• Company raised additional <b>\$1.5M</b> (Dec 2016)</li><li>• Current total investment is worth <b>4X</b> (Jan 2017)</li></ul>
Paying Customers	     

# Press Recognizes Our Unique Opportunity

**ICONYC Labs Builds A Bridge Between Israeli Tech  
And NYC's Startup Scene**

**TC** TechCrunch

Startups

Can these guys find the next Waze?

**CNNMoney**

Meet the guys helping Israeli entrepreneurs make it  
big in the Big Apple

**Forbes**



**The Jewish Week**  
SERVING THE JEWISH COMMUNITY OF GREATER NEW YORK

**THE JERUSALEM POST**



## Summary of Key Fund Terms

# Our Key Drivers For High Returns

## EXCLUSIVE ACCESS

First look into the most innovative Israeli startups looking to build global companies

## EXPERIENCE

Team with 20+ years of collective experience building successful startups from inception through successful exit

## FAVORABLE VALUATIONS

Lower Israeli startup valuations leave room for substantial value creation

## INVESTMENT LEVERAGE

Acceleration services and operational support ensure startups' consistent growth

## LOCAL PRESENCE

NYC environment is a strategic setting for Israeli startups to grow



# Summary Of Key Fund Terms

\$50M Fund Target

	STRATEGIC	LP
MINIMUM INVESTMENT	\$5M	\$500K
MANAGEMENT FEE	2.5%	
CARRY DISTRIBUTION	80% / 20%	
REPORTING MECHANISM	Monthly conference calls and communication emails	Quarterly conference calls and communication emails
INVESTMENT PERIOD / FUND TERM	4 years / 8 years from initial closing subject to extension of up to 2 additional years	
TARGET FIRST CLOSE DATE	First closing of \$25M, September 1 <sup>st</sup> , 2017	
ACTIVE ENGAGEMENT	<ul style="list-style-type: none"><li>✓ Opportunity to Co-invest</li><li>✓ First Look Into Each Deal</li><li>✓ Part of the Fund Advisory Board</li></ul>	



# Questions



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Leveraging The Power Of NYC

THE END

# THE OPPORTUNITY

Create a VC that invests in Israeli startups and leverages NYC ecosystem

**Israel is shifting from a “Startup nation”  
to a “Scale up nation”**

**Intel buys Mobileye in \$15.3B deal, moves its automotive unit to Israel**

Posted Mar 13, 2017 by Ingrid Lunden (@ingridlunden)

**IBM Buys Israel/US Cybersecurity Specialist Trusteer For \$800M-\$1B**

Posted Aug 15, 2013 by Ingrid Lunden (@ingridlunden)

**Google Is Said to Be Acquiring Waze for \$1.1 Billion**

**Rakuten Drops on \$900 Million Deal to Buy Viber Message App**

# THE OPPORTUNITY

Create a VC that invests in Israeli startups and leverages NYC ecosystem

**NYC has become the main destination for over 300 Israeli startups due to venture money, potential customers, large community, culture, etc.**

**These startups are backed by Israeli VCs with limited access to the NYC tech ecosystem and limited resources to enable success**

**NY-based VCs are focused on local opportunities and do not have connections to the Israeli startup scene**

**There is a large opportunity for a new local NY-based VC to fill this gap and leverage both NYC ecosystem and the Israeli startup scene**

# Deal Sourcing

Vast Network Combined With Thought Leadership and Unique Value Proposition to Companies

## University Programs



## VCs



## Incubators



## Banks



*Leverage Extended Network for Deal Pipeline*

## Service Providers



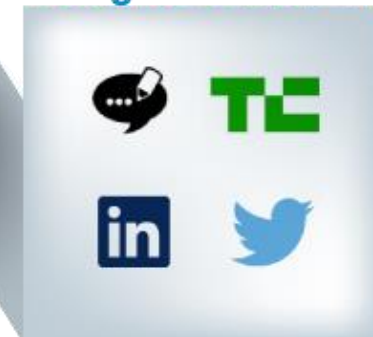
## Tech Groups



## Law Firms



## Thought Leadership





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Engagement Manager |  
Tech Operations | IoT focused



MBA | Entrepreneurship



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Mergers & Acquisitions | IPOs & Capital  
Raises | Securities Law |  
Corporate Governance

- > 30 domestic & cross-border transactions
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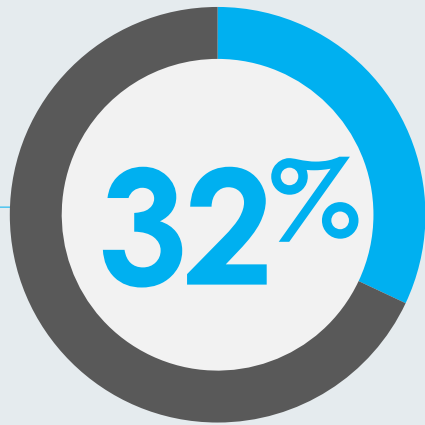
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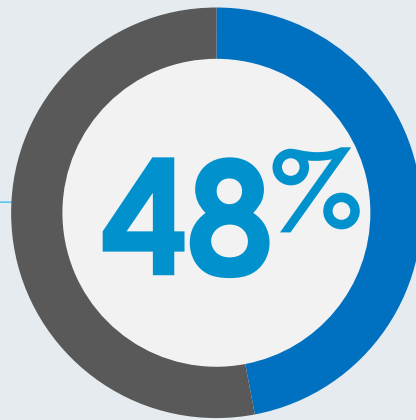
# Funds' LPs Are Very Optimistic About The VC Assets Class

## 2017 Survey Numbers Compared to 2016



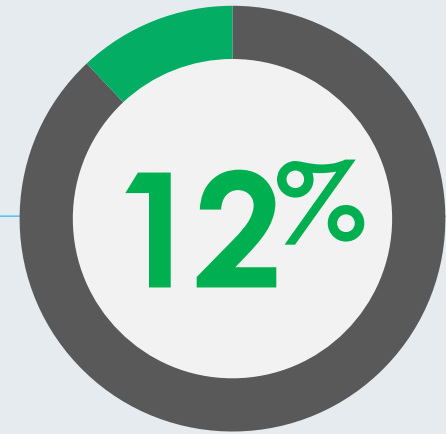
**6 p.p. increase**

Are trying to grow their current VC allocation (~60% keeping same allocation)



**10 p.p. increase**

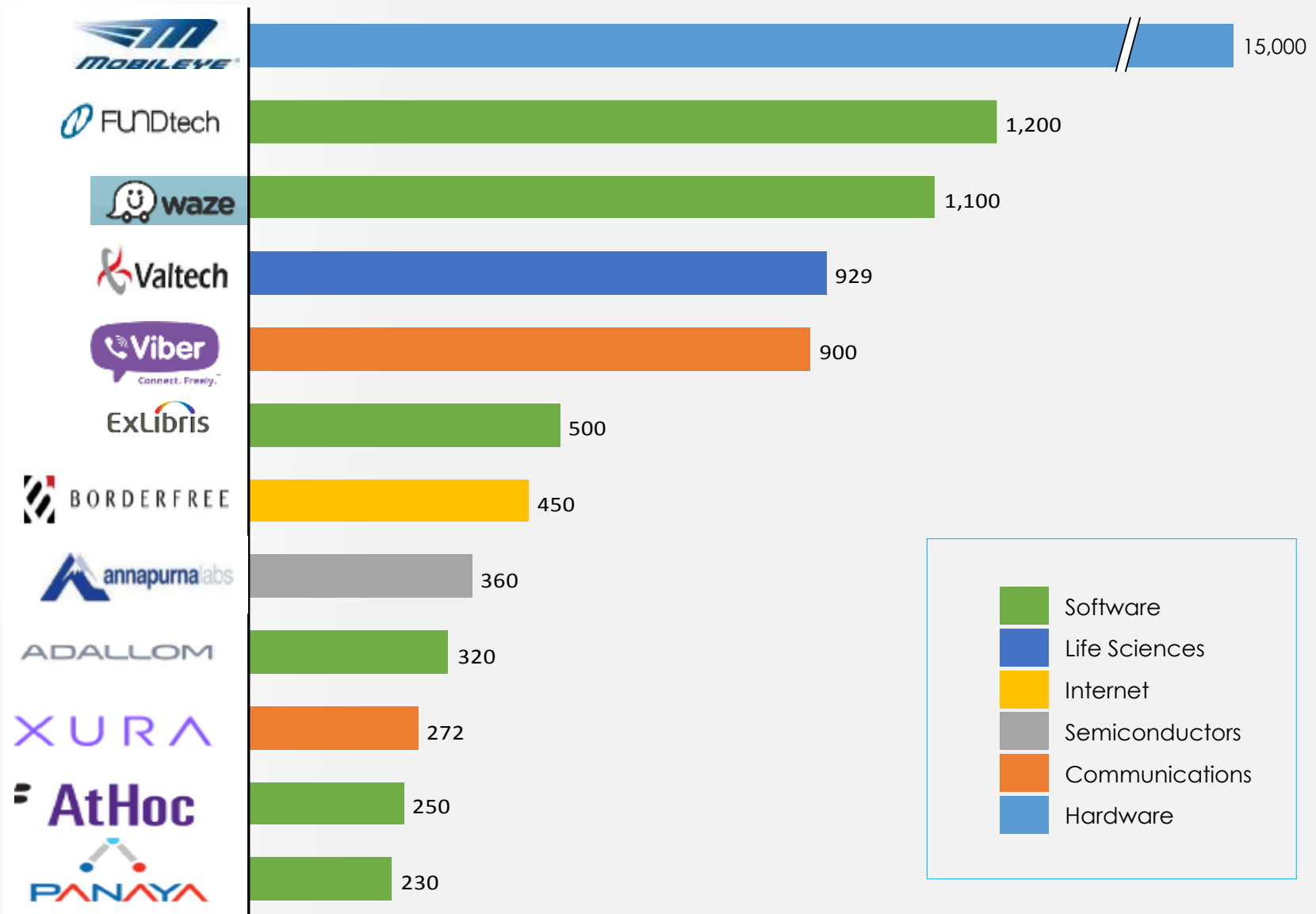
Are looking to do more direct investment through VCs (~40% are happy with current VC portfolio)



**4 p.p. increase**

Are increasing their investment pace in VCs (~80% keeping same pace)

# Top Israeli Companies Exits | 2014-2017





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# Venture Funds Are Inherently Different Than Other Investments

Provide Access to Diversified  
Tech Asset Class Delivering  
Outsized Returns

## IRR Comparison of Different Types of Investment Vehicles

