www.takeoff.co.il

The Take Off Group





September 2008

Current Strategy

- Choose, mentor, actively assist and promote start-up companies
- Coach executives but never replace them at work
- Focus on Life Sciences and Medical devices
- Stay open to unique opportunities from other industries as well.

Our Customers

- Individuals/teams with ideas, initiative and flexibility: **The entrepreneurs**
- High net individuals or companies with interest to invest in promising new start-up companies: **The investors**
- Consumers, users, purchasers of goods and services offered by our entrepreneurs: Our customers' customers

Screening Criteria

• Our ability to contribute special added value □ Founders'/owners' openness to learn and execute Quality of management team Product uniqueness □ Industry/segment life cycle and entry barriers **Technology vulnerability**

The Mentoring Life Cycle



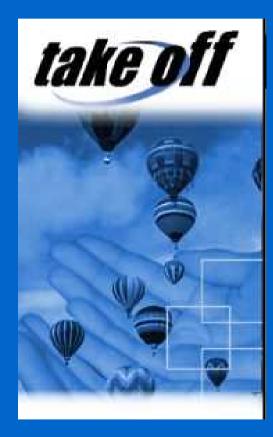
A. Hands-on monitoring
Creation, Strategic Planning,
Presentation materials, Valuation,
Fund raising

B. Consulting or BOD level Organizational structure, Recruitment, Marketing & Sales, Business Development

Business Model

- As a rule, part of our compensation is becoming a minor partner in the accompanied start-ups
- After funds are raised, we are compensated by options and management fees.

Our Vision



To turn Take-off into a VC Fund based on current portfolio, leveraging "our" companies by our expertise and network, thus creating value and synergies.

Track Record Portfolio

Ergolight: Usability evaluation software Babylon: Single click translation and information access Maximal: Multi dimensional business intelligence tool SmartPad: Advanced censoring signaling for stress prevention ImageInterpret: Hep2 cells automatic evaluation **BioVision**: Fungal spores automatic determination Point4: Adaptogens for energy food and oncology treatment MED/T: Pure acoustic communication platform Challenge: Advanced rehabilitation system for paraplegics GZS: Dental treatment data capture system

The Take Off Team

• Ron S. Kenett, Ph.D.

CEO and Senior partner of *KPA Ltd.*, an international management consulting firm and Professor at the University of Torino, Torino, Italy. Professor Kenett is an expert applied statistician and management consultant with clients in leading Israeli, US and European firms. He is a Fellow of the Royal Statistical Society and the elected president of ENBIS, the leading European association of applied statisticians. Ph.D. in Mathematics (1978) Weizmann Institute of Science. Founder of Babylon Ltd., the point and click translator.

• Ohad Zuckerman, MBA

President and CEO of Zeraim Gedera Ltd. Executive MBA (1998) joint degree from J.L. Kellogg, Graduate School of Management, Northwestern University and Leon Recanati, Graduate School of Business Administration, Tel Aviv University. Founder of Maximal Innovative Intelligence Ltd.

Take Off contact points

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