

www.takeoff.co.il

The Take-Off Group



Overview

August 2005

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Current Strategy

- Choose, mentor, actively assist and promote start-up companies
- Coach executives but never replace them at work
- Focus on Software, Telecom, 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 organizations 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**



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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 barriers to entry
- 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

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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



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.*

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Current 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

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The Take-Off Team

Take-Off Managing Director

- **Freddy Shaviv**

A leading Israeli expert in management of pharmaceutical and chemical industry, former CEO of ChemAgis and Agis Industries and management positions in Teva R&D. Extensive international experience in business development in the US, Europe and the Far East. Director in several start up companies. BSc. in Chemical Engineering and MSc. in Mechanical Engineering. Mr. Shaviv is the Takeoff Managing Director with direct responsibility for screening and development of start up leads.



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.





The Take-Off Team

- **Haim Yawetz, Ph.D.**

A leading figure in the Israeli public and private community. Dr. Yawetz was VP Strategic Planning of Rafael, special council to the Ministry of Defense, strategic consultant for the Kibutz Industry, founder of SIMBEC, the only FDA approved Israeli firm for clinical trials design and execution and founder of the Tel Aviv University interdisciplinary center of technological forecasting.

- **Dagiel Dagan, MBA**

Extensive experience in macro and micro management of organizations dealing with ethical drugs and generics, medical devices and disposable, Nutraceuticals and medical functional food. CEO and President of Herbamed Ltd. (1995-2000), partner and General Manager of Medarax Ltd. in Zurich, European Marketing and Sales Manager of Medical Devices, Pharmacia, Sweden.



Take-Off contact points

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