

The logo consists of the lowercase letters "masa" in a bold, sans-serif font. The letter "a" is unique, featuring a teal-colored horizontal bar that extends from the top of the left vertical stroke down to the bottom of the right vertical stroke.

masa

**!Share-ride on your own way**

**Share-ride application that matches  
between private drivers and passengers**

# STATISTICS



arrives **69%**  
with private car



Israel is in the **1** place of  
congestion on the roads  
among OECD countries



loss of national GDP:  
**40 billion NIS per year**



**70%** air pollution  
from transportation

**masa**

# THE PROBLEM



reports: traffic 37%  
affects productivity  
at work



Public transport availability is  
low and does not meet the  
needs of the residents!- leave  
the same



reports: traffic 47%  
congestion affects  
their mood





# THE SOLUTION

**!Share-ride on your own way**



Shared-ride application that  
matches between the driver  
to the passenger



Smart  
Algorithm



Personalized



Sharing  
Resources

masa

# CUSTOMER JOURNEY

## Public transportation



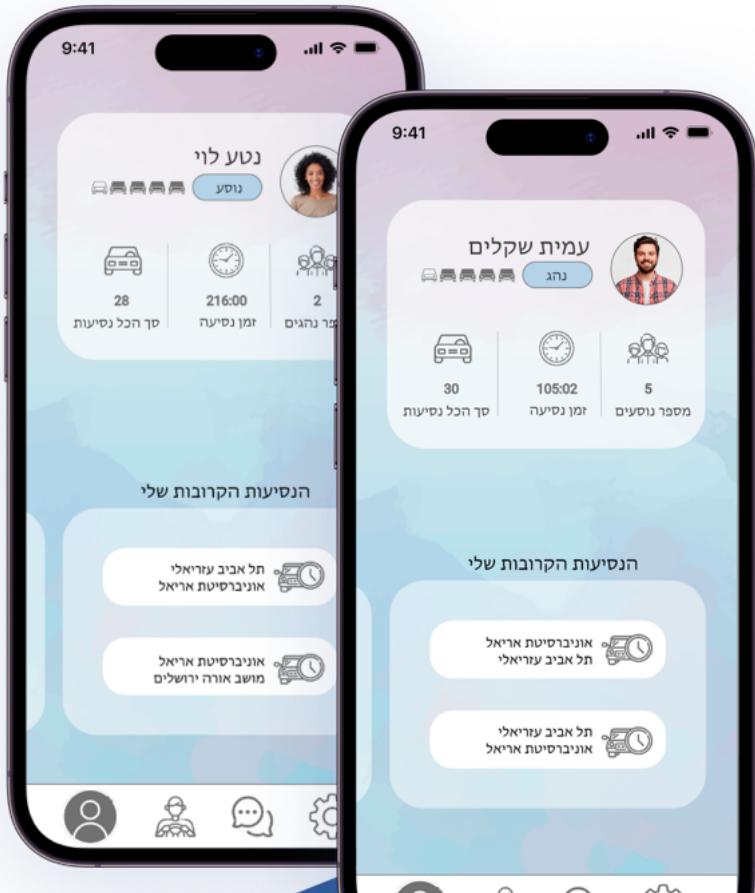
## Private car



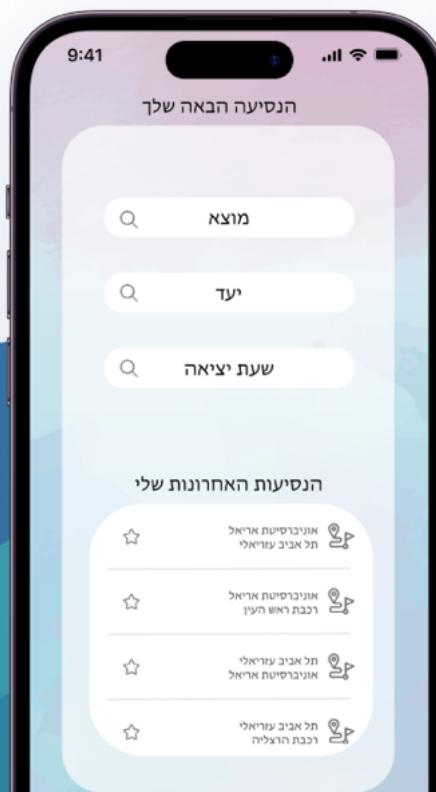
**With MASA you can save up to 44% of your driving time**

masa

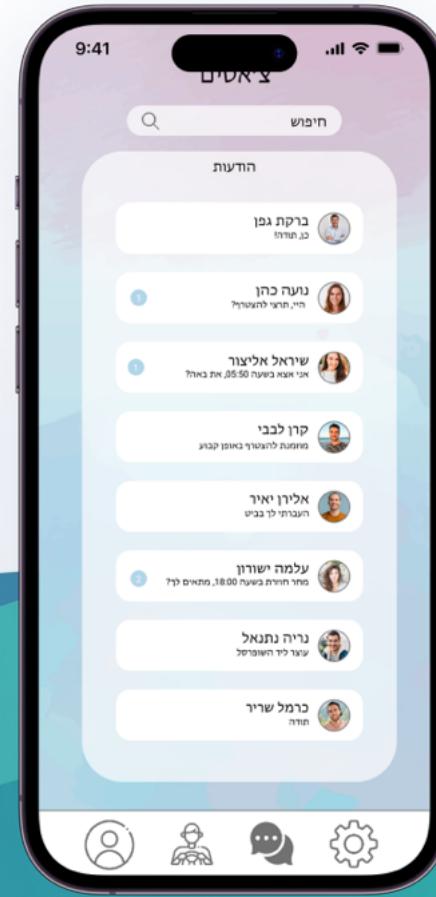
# THE PRODUCT



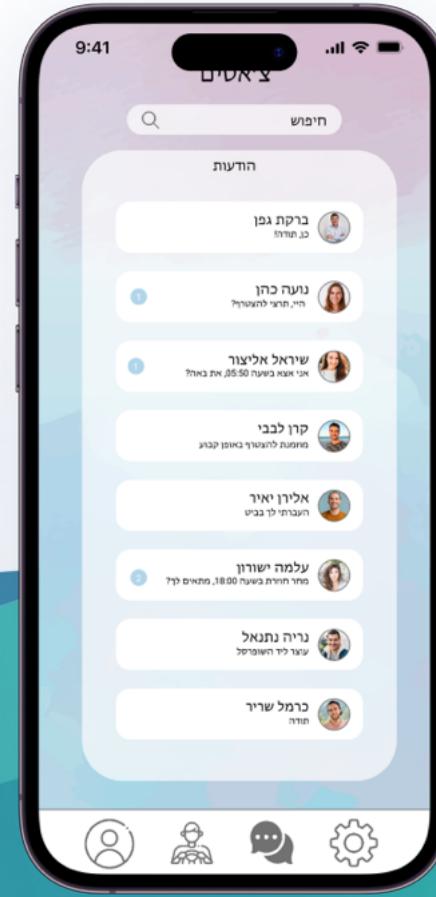
Profile view



Your next ride



Chats



preferences



# COMPETITION

Features / Benefits	masa	Uber	Public transportation (bus, train, taxi etc)	Private car	Motorbike	Waze carpool
Communal	✓	✗	✓	✗	✗	
Low price	✓	✗	✓	✗	✓	
High availability	✓	✓	✗	✓	✓	
Safety	✓	✓	✗	✓	✗	



# GTM

Free app

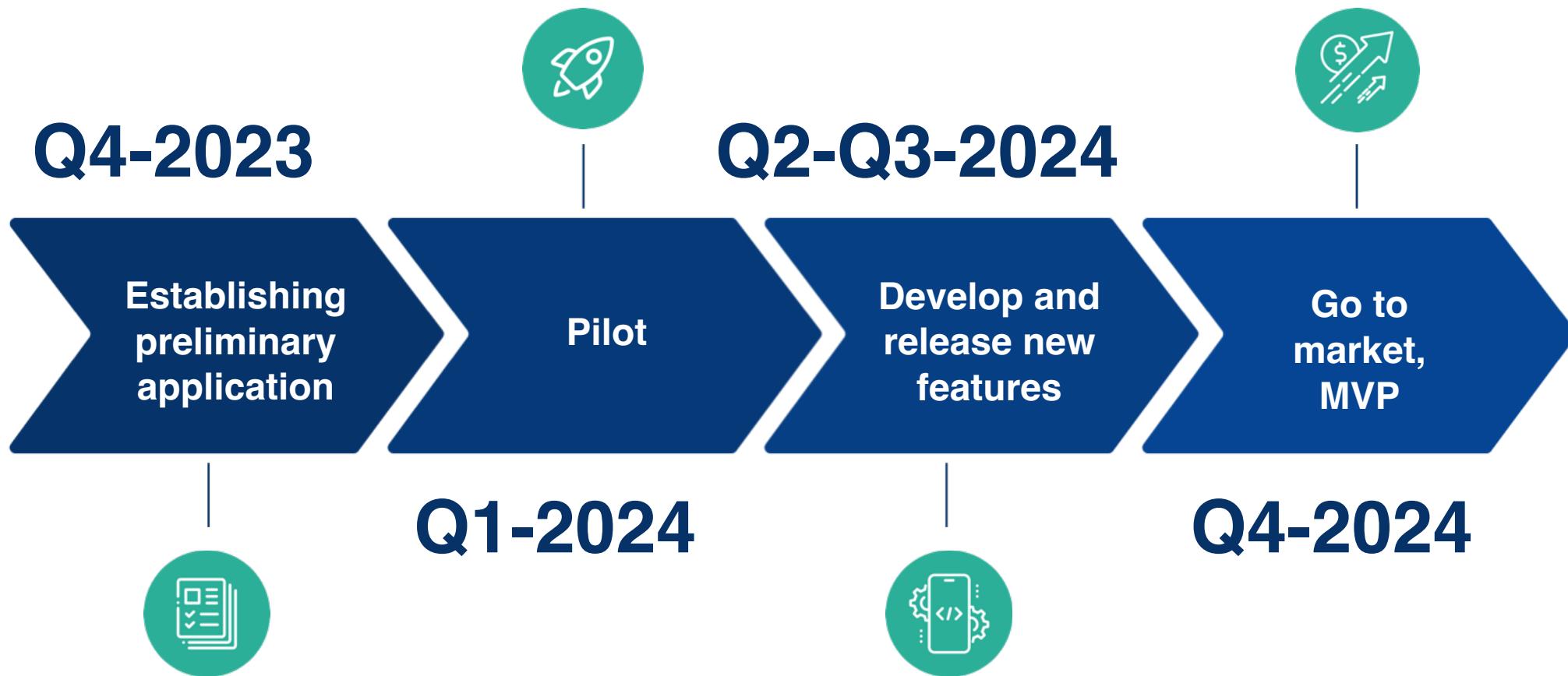
Passenger will pay  
for the ride

Cost will change according to  
different parameters

Driver will get the payment,  
deducting 10% commission

masa

# MILESTONES



Our future plan is to enter the international market

## THE MARKET

**\$8.3B**

Global transportation  
market size

**\$15B**

the cost of public  
transportation estimate in  
2027

**900M Rides**

With public transportation per  
year in Israel



Uber owns 68% of the  
US rides market

# OUR TEAM

Lior Kirshner

**COO**

2nd year B.Sc  
mathematics and  
computer science



Shelly Rachel Ronen

**CEO**

2nd year B.Sc mathematics and  
computer science  
3 years experience in a cyber  
company

**masa**



**!Thank you very much**

**Lior**

✉ [liorkk7@gmail.com](mailto:liorkk7@gmail.com)

📞 052-8188955

**Shelly**

✉ [shelly6550@gmail.com](mailto:shelly6550@gmail.com)

📞 050-8185048