IDEEZA

empowering new dreams

IDEEZA - The world's most advanced outsourced product development platform, with no need for any real engineer.

IDEEZA was born to re-shape the existing and never changed products & hardware development process, taking IOT backed products manufacturing to the next level.

IDEEZA enables anyone to take full ownership on their products development process, by using its powerful AI engine and massive development data.

IDEEZA

Bitcoin

The world's biggest bank, with no actual cash.

The world's largest taxi company, owns no vehicles.

Uber

Facebook

The world's most popular media owner, creates no content.

The world's most valuable retailer, has no inventory.

Alibaba

Airbnb

The world's largest accommodation provider, owns no real estate.

Something interesting is happening!

WHAT IS IDEEZA

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IDEEZA is opening a new world of opportunities with its disruptive AI-powered development platform, enabling **anyone** to create their own hardware product from a simple description within **minutes**, exactly the way they want in order to empower **millions of new projects** that never saw sunlight before.

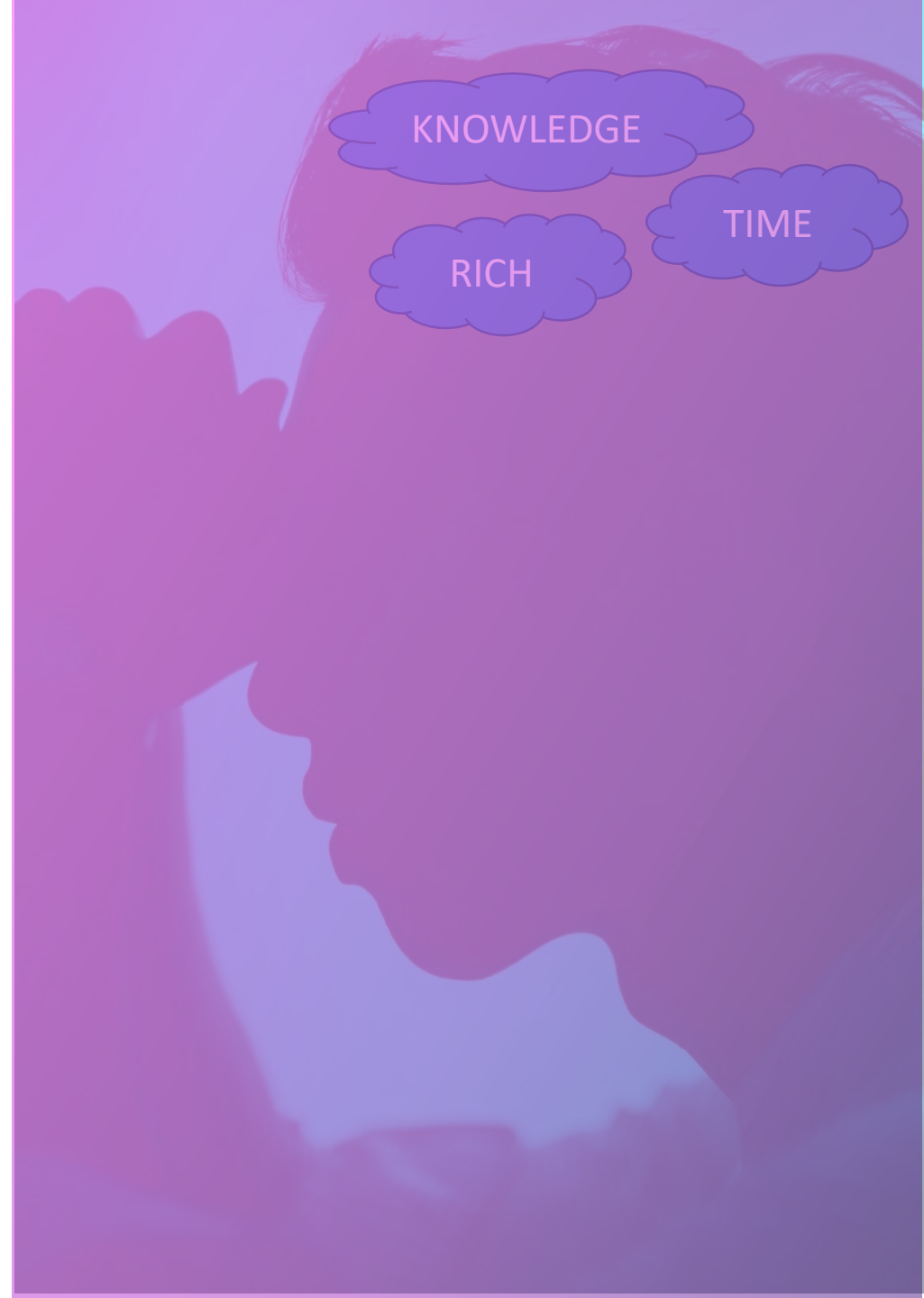IDEEZA has the potential to **disrupt** both the development market and the manufacturing industry.

IDEEZA

THE PROBLEM

Hardware product development has a GLASS CEILING.

The process to develop and design a new hardware product still requires different engineers, massive resources, numerous specialized competencies and the process can take at least a few months.

This glass ceiling **blocks** not just the creation and the innovation when it comes to hardware products but also the home manufacturing revolution.

KNOWLEDGE

TIME

RICH

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THE SOLUTION

An AI-platform that collects data from our social community and automates and streamlines the entire development workflow; generates 3D simulation and blueprint from just a simple description

in a click,

then identifies the optimal production and business process in a third party marketplace of manufacturers, cloud companies, patent attorneys, adds-on services and more.
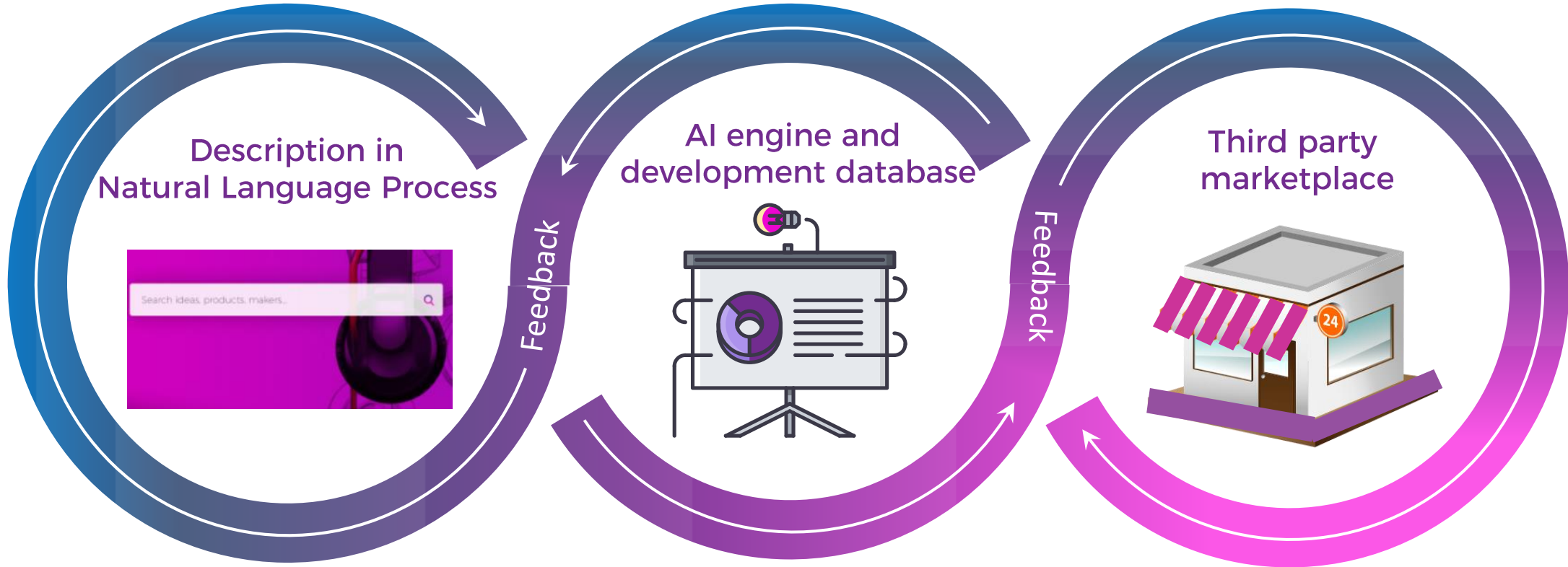
IDEEZA'S PROCESS

Dream it   **Have it built and designed**   **Produce it**

Description in
Natural Language Process

AI engine and
development database

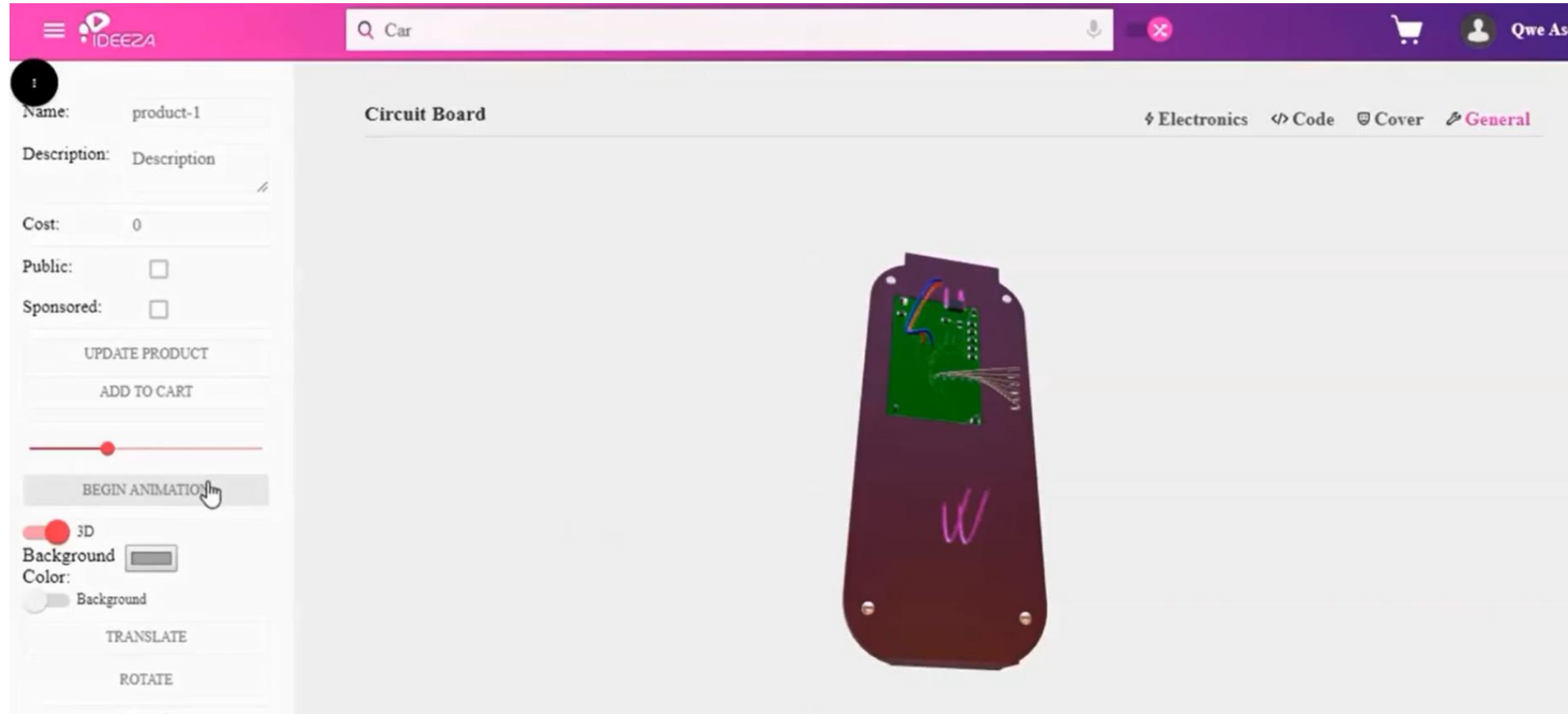Third party
marketplace

Feedback

Feedback

the place for innovators, entrepreneurs, students, DIY makers to empower their dreams.

the place for tech freelancers to provide and gain massive data and empower the AI engine.

the place for manufacturers, patent attorneys, cloud companies, and more to optimize and gain their workflow.
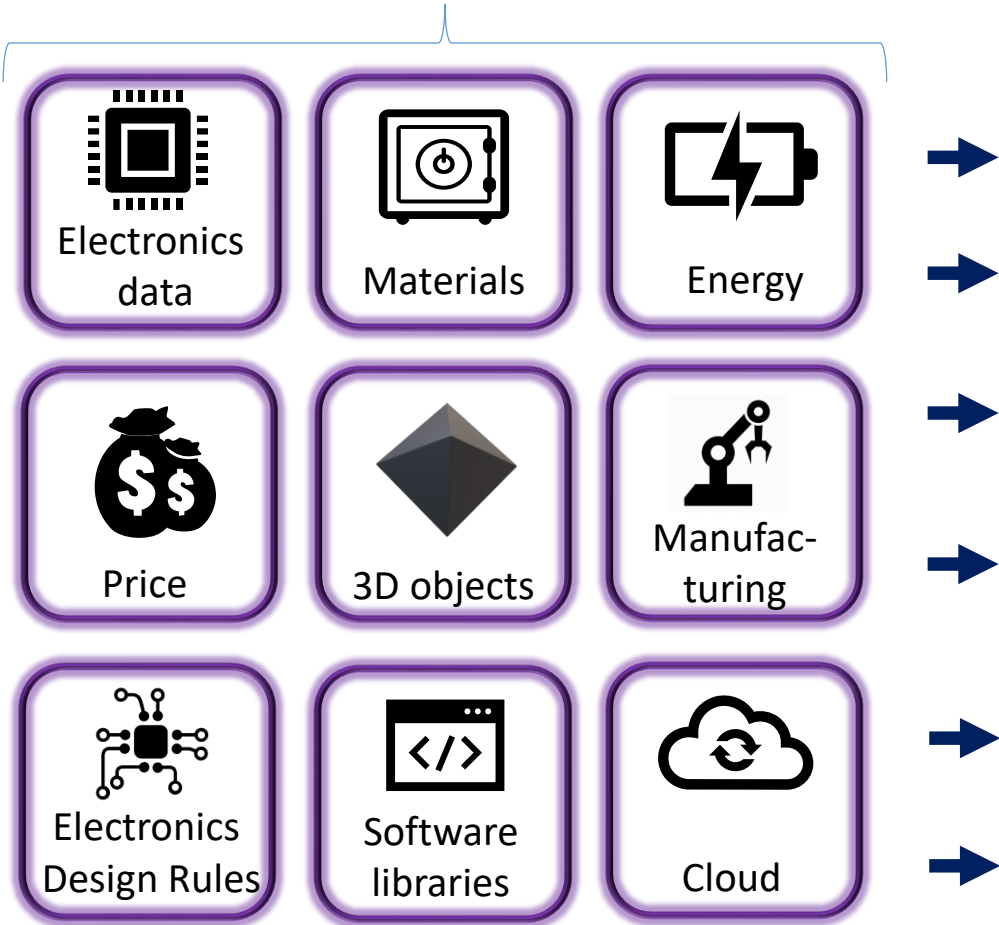
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IDEEZA'S PROCESS

IDEEZA'S AI PROCESS
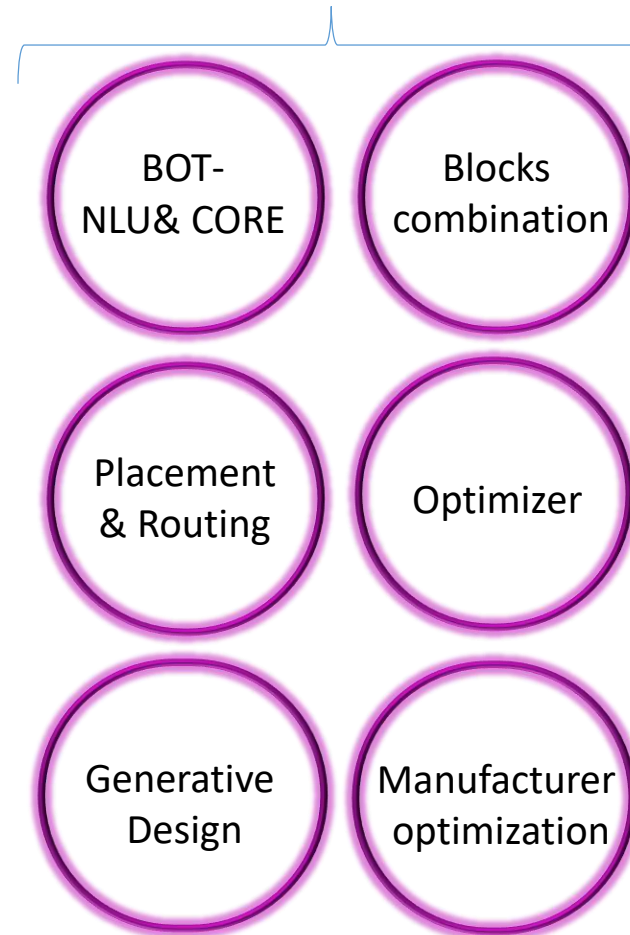
Over 50 online development
Data sources

IDEEZA's Proprietary
AI technology

Generating 3D Simulation
and Blueprint

Electronics data	Materials	Energy
Price	3D objects	Manufac-turing
Electronics Design Rules	Software libraries	Cloud

- BOT-NLU& CORE
- Blocks combination
- Placement & Routing
- Optimizer
- Generative Design
- Manufacturer optimization

IDEEZA

MANAGEMENT TEAM

MORAN BITON
CO-FOUNDER & CEO

Managing and leading millions-NIS projects invested by the Israel Innovation Authority.
Founded two startups before IDEEZA. Optimization expert extensive entrepreneurship and technology experience.

DAVID MERMELSTEIN
CO-FOUNDER & CSO

Managing and leading millions-NIS projects for Israel's Ministry of Defense.
Founded two startups before IDEEZA. Extensive entrepreneurship and technology experience.

JEAN-PHILIPPE DIEL
HEAD OF MARKETING & SALES

Served as the CMO of Samsung – New Zealand.
More than 20 years of experience in sales and marketing.

MOSHE LAHMY
HEAD OF TECHNOLOGY

Mathematics and technology expert.
Passionate and solutions-driven systems developer.

IDEEZA

MARKET OPPORTUNITY

190 Billion
USD
BY 2023

1 Trillion
USD
BY 2021

1.5 Trillion
USD
BY 2025

Internet of Things (IoT)
Professional Services Market[1]

Product Engineering
Services Market[2]

Engineering Services
Outsourcing Market[3]

1. https://www.marketsandmarkets.com/PressReleases/iot-professional-service.asp
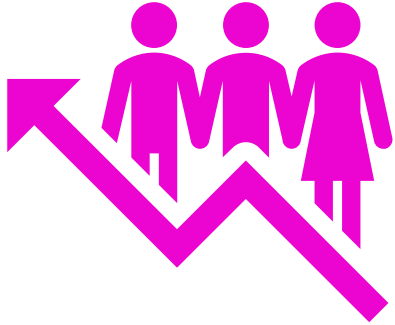2. https://www.marketsandmarkets.com/PressReleases/product-engineering-services.asp
3. https://www.grandviewresearch.com/press-release/global-engineering-services-outsourcing-market

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THE COMPETITION

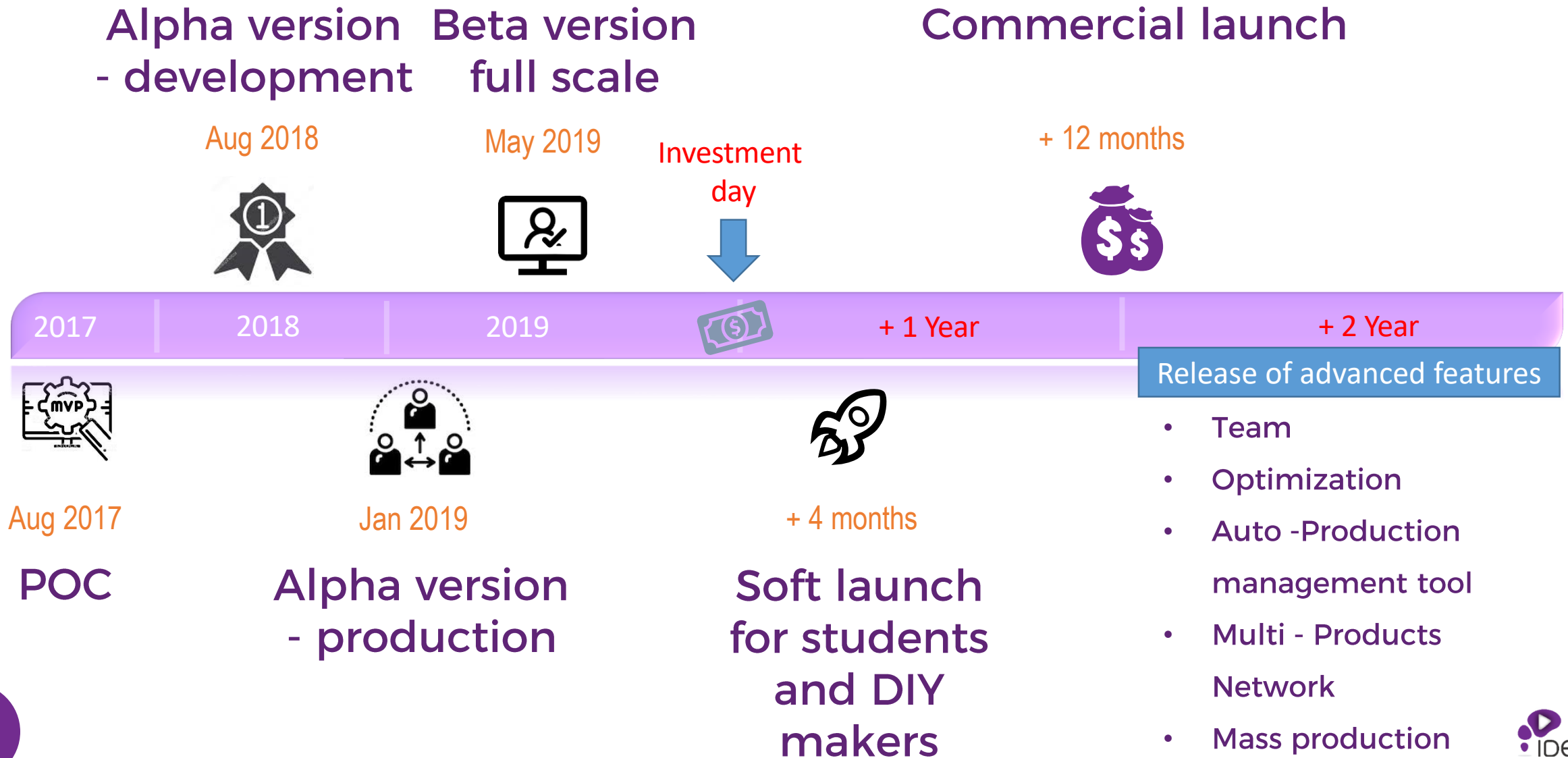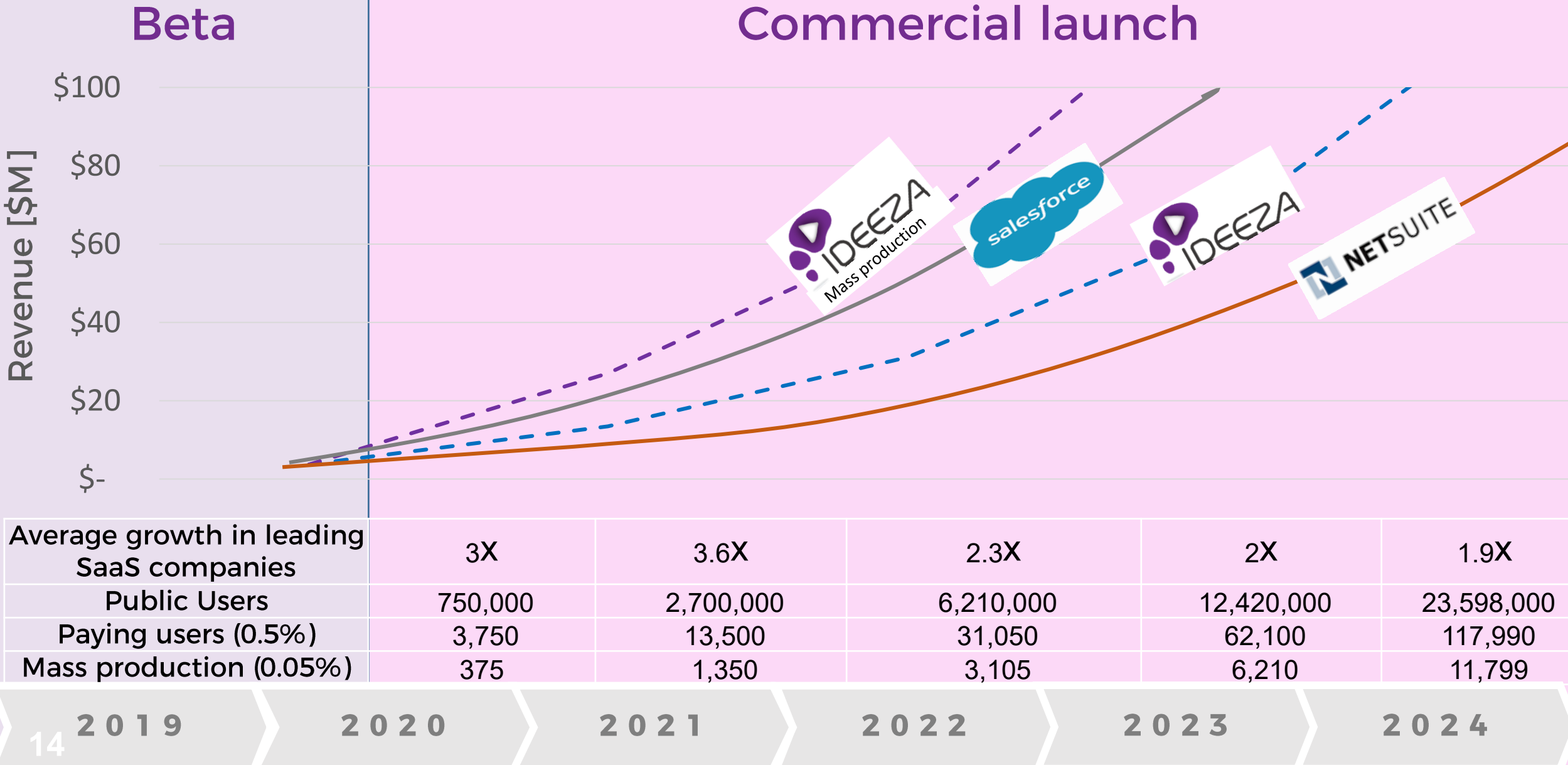| FEATURES	Altium	DS SOLIDWORKS	fiverr	SEEBO	IDEEZA
Full layers (electronic, code, cover)	✗	✗	✓	✓	✓
Auto PCB design	✓	✗	✗	✗	✓
Generative design	✗	✓	✗	✗	✓
Connection to manufacturers	✗	✗	✓	✓	✓
Smart production processes	✗	✗	✗	✓	✓
Fully automated end-to-end development process	✗	✗	✗	✗	✓
AR and VR adjustment	✗	✗	✗	✗	✓
Cloud connection	✗	✓	✓	✓	✓
Average time for end-to-end development	months	months	months	months	minutes
Requires prior technology know-how	Yes	Yes	No	No	NO

BUSINESS MODEL – FREEMIUM MODEL

- Public license - free

- Private license - charge
  - ➢ Saving the developments confidential
  - ➢ Adds-on service
  - ➢ Working with third party company

- Third party license – charge
  - ➢ Charging up to 20% of each transaction.
  - ➢ Monthly payment for Promotion and Advertising.

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IDEEZA

MILESTONES

Alpha version - development

Beta version full scale

Commercial launch

Aug 2018

May 2019

Investment day

+ 12 months

2017   2018   2019   + 1 Year   + 2 Year

Release of advanced features

Aug 2017

Jan 2019

+ 4 months

POC

Alpha version - production

Soft launch for students and DIY makers

- Team
- Optimization
- Auto -Production management tool
- Multi - Products Network
- Mass production

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IDEEZA'S PATH TO $100M ARR

Beta

Commercial launch

	3X	3.6X	2.3X	2X	1.9X
Average growth in leading SaaS companies	3X	3.6X	2.3X	2X	1.9X
Public Users	750,000	2,700,000	6,210,000	12,420,000	23,598,000
Paying users (0.5%)	3,750	13,500	31,050	62,100	117,990
Mass production (0.05%)	375	1,350	3,105	6,210	11,799

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |

INVESTMENT ROUND

IDEEZA is raising $4M to reach the revolution with following missions:

- **Gain massive and unique data and empower the AI engine.**

- **Improve the accuracy and the ability of the development process.**

- **Connect with Universities and Makers groups.**

- **Forge strategic partnerships with value-added third parties.**

- **Commercial Launch.**

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IDEEZA – CURRENT STATUS

●●●

› Raised $250K seed and $600K bootstrap.

› 3 employees and 29 worldwide dedicated freelancers - engineers, AI, software and marketing teams.

› Patent and trademarks in process

› Initial users and 20 third-party companies in process .

› Won the first place at the What'sNext18 Awards, and the first place at the DLD innovation competition.

› Selected by Calcalist to present at NYC (April 2019),

› Selected by Shanghai FTZ and CIIE (China-Israel Innovation Exchange Center) to join and present in their Roadshows in China,

› Reach the final in Industry 4.0, ChatBot and eBay Startup competitions.

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